

Location in Business Analytics

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LocationWorld 2017, Hyderabad, India

IDC 2016 Futurescape Top 10 Predictions

1. By the End of 2017, Two-Thirds of the CEOs of the G2000 Will Have Digital Transformation at the Center of Their Corporate Strategy
2. By 2017, 60% Companies with a DX Strategy Will Deem It Too Critical for Any One Functional Area and Create an Independent Corporate Executive Position to Oversee the Implementation
3. By 2018, 80% of B2C Companies Will Have Created Immersive, Authentic Omni-Experiences for Customers, Partners, and Employees; 60% of B2B-Centric Companies Will Have Done the Same
4. The Top New Investment Areas Through 2017 Will Be **Contextual Understanding** and **Automated Next Best Action Capabilities**
5. In 2016, 65% of Large Enterprises Will Have Committed to Become Information-Based Companies, Shifting the Organizational Focus to Relationships, People, and Intangible Capital
6. By 2018, 75% of the G2000 Will Have Deployed Full, Information-Based, and Economic Models or "Digital Twins" of Their Products/Services, Supply Network, Sales Channels, and Operations
7. By 2020, 60% of the G2000 Will Have Doubled Their Productivity by Digitally Transforming Many Processes from Human-Based to Software-Based Delivery
8. In 2016, the Level of Connectivity Related to Products, Assets, and Processes Will Increase 50% for All Industry Value Chains
9. The Sharing Economy Will Give Rise to the Networked Free Agent and Skill-Based Marketplaces, Resulting in More than 10% of Work Being Sourced in this Fashion in Mature Economies by 2019
10. By 2018, at Least 20% of All Workers Will Use Automated Assistance Technologies to Make Decisions and Get Work Done

<http://www.idc.com/research/viewtoc.jsp?containerId=259616>

“Being context aware is about knowing location, identity, activity and time.”

- “Location is a context, not THE context”,
Helene Anderson.
<https://www.keypoint-tech.com/location-context-context/>

Organizing Information

L

location

A

alphabet

T

time

C

category

H

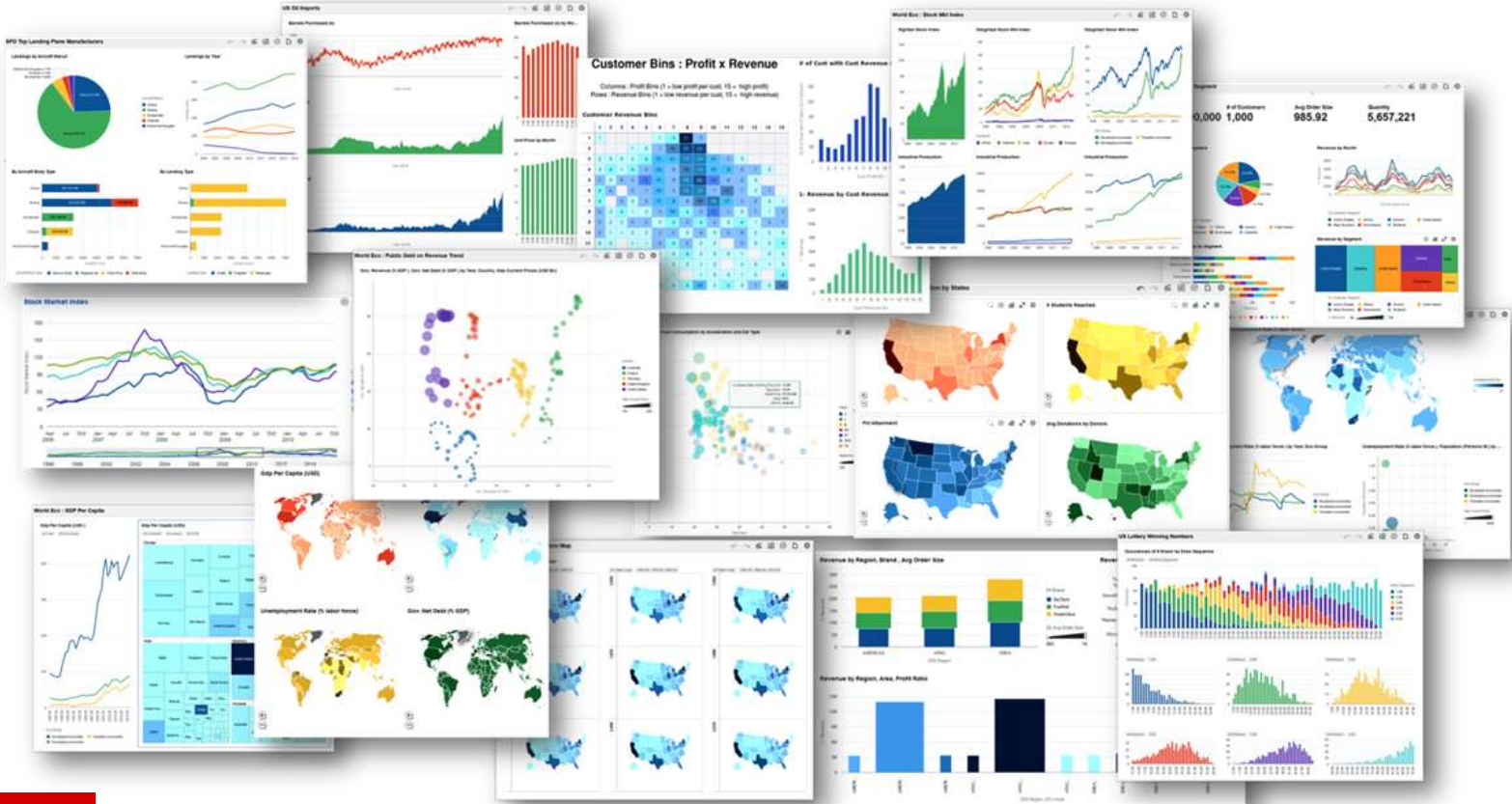
hierarchy

Richard Saul Newman in “Information Anxiety 2”, Que 2nd Ed. 2000.

Illustration by Nancy Duarte.

<http://www.duarte.com/blog/organizing-information-is-finite/>

Visualization for Everyone



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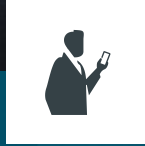
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Smart Analytics for Everyone



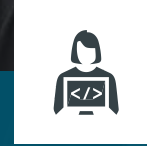
ANALYSTS

- Faster time to insights
- Share, collaborate and maximize community's wisdom



BUSINESS LEADERS

- Easy, timely, proactive business insights
- Empower to go beyond consuming others' findings



DEVELOPERS

- Develop and deploy analytic applications for people to customize and personalize
- Embed analytics in any application context

Oracle's Strategy

Building Your Intelligence Mesh

Find Hidden Patterns

Build Collective Intelligence

Liberate All Data

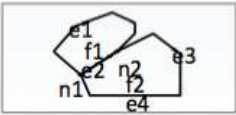
Create Agile Enterprise

Adapt to Your Needs

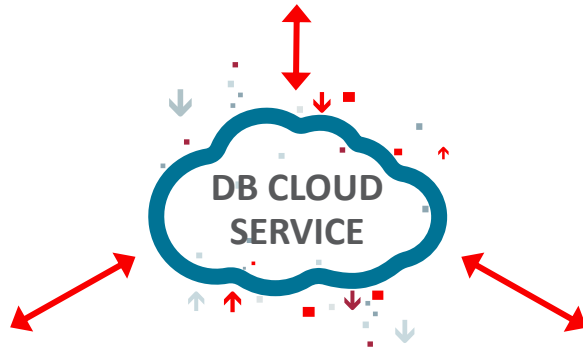


Database Cloud Service – Spatial & Graph

RDF Semantic Graphs
Inferencing
Geocoding
Route Computation



Topologies



Available in:

- DBaaS High and Extreme Performance Editions
- Exadata Express
- Dedicated Exadata in the Cloud

See the Signals



Analytics in every product



Marketing

- Campaign performance
- Campaign cost



Sales

- Team performance
- Quota attainment
- Pipeline review
- Demand generation



Service

- Open incidents
- Closed incidents
- Team performance





DEPLOY &
SCALE

Build Once, Run Anywhere

Complete choice of deployment

- Build on-premises, deploy on cloud
- Deploy new applications on cloud
- Enable workgroups on cloud, allow them to access on-prem semantic layer as a data source
- Run analytics on the cloud, keep your data on-premises

Change your mind anytime

- Lift and shift all your applications to the cloud (on-prem)



CLOUD



ON-PREMISES



Summary

- Context matters
- Location provides context
- Location is a means of organizing information
- The Oracle platform understands and leverages location
- Oracle is aligned with, and often defines, trends which impact your enterprise