



How Mobile BI Can Impact Your Organization

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Agenda

Introduction

Why Mobile BI

Best Practices: Getting the Most out of Your Mobile BI

Security Integration/Mobile Data Management

Q & A

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Why Mobile BI



Why Mobile BI?

The technological advancements related to smart phones and tablets, seen in the last decade have facilitated the emergence of mobile BI solutions as the next step in the evolution of business analytics. With key reports and KPIs no longer tied to workstations, mobile BI solutions offer distinct advantages to organizations.

Key Advantages

- Availability/Accessibility: Data anywhere, any time.
- Increased Competitiveness: Ability to react faster than your competition
- Increased Workforce Productivity: Speed up the decision making process

Availability/Accessibility

Access to real-time information from mobile devices provides numerous benefits to your organization:

- Increased knowledge sharing to support collaboration
- Inclusion of field users as consumers of data
- Increased flexibility in how/when/where your staff works
- Improved employee satisfaction

Increased adoption of smart phones and tablets by organizations has changed how business is being conducted. With these new tools, organizations can support employees wherever they are, and increase the availability of data to their key stakeholders.

Increased Competitiveness

Organizations are looking to be more responsive and flexible in order to stay ahead of the competition. A workforce that has easy access to relevant operational data, can press their advantage

- Ability to closely monitor sales cycle for clients
- Increase flexibility to respond faster to changing market conditions
- Better informed to up-sell or cross sell
- Capitalize on emerging opportunities in a timely manner
- Increased customer satisfaction through timely and accurate decision making

Increased Workforce Productivity

With access to real-time data, the potential to improve operational efficiencies is dramatically increased.

- Reduced time-to-information and therefore time-to-decision
- Decision-makers in the field have critical information in a timely manner
- Ability to act swiftly to mitigate risks and emerging crises
- Ability to extend productive time outside of when associates are in the office.



**Mobile is Ready for You-
Are You Ready for Mobile?**

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Getting the Most Out of Mobile BI

To capitalize on mobile BI's value, first assess whether your organization is ready. Mobile BI is most suitable for enterprises that have already streamlined their data integration processes and standardized their data. Problems of invalid or unreliable data become apparent sooner in a mobile environment. In addition;

- Gauge your existing enterprise mobile services and security architecture.
- Be sure you are using mobile BI strategically; identify the areas of your business where mobile BI can deliver a competitive advantage.
- Determine which devices you want your mobile BI solution to support and associated costs.
- Avoid information overload. Determine the key KPIs and metrics utilized by your user population to support their operations.



Security Integration/Mobile Data Management



Security Integration/Mobile Data Management

While mobile BI offers advantages, it also presents challenges. Organizations that are considering adopting a mobile BI solution must grapple with new questions around data security and management.

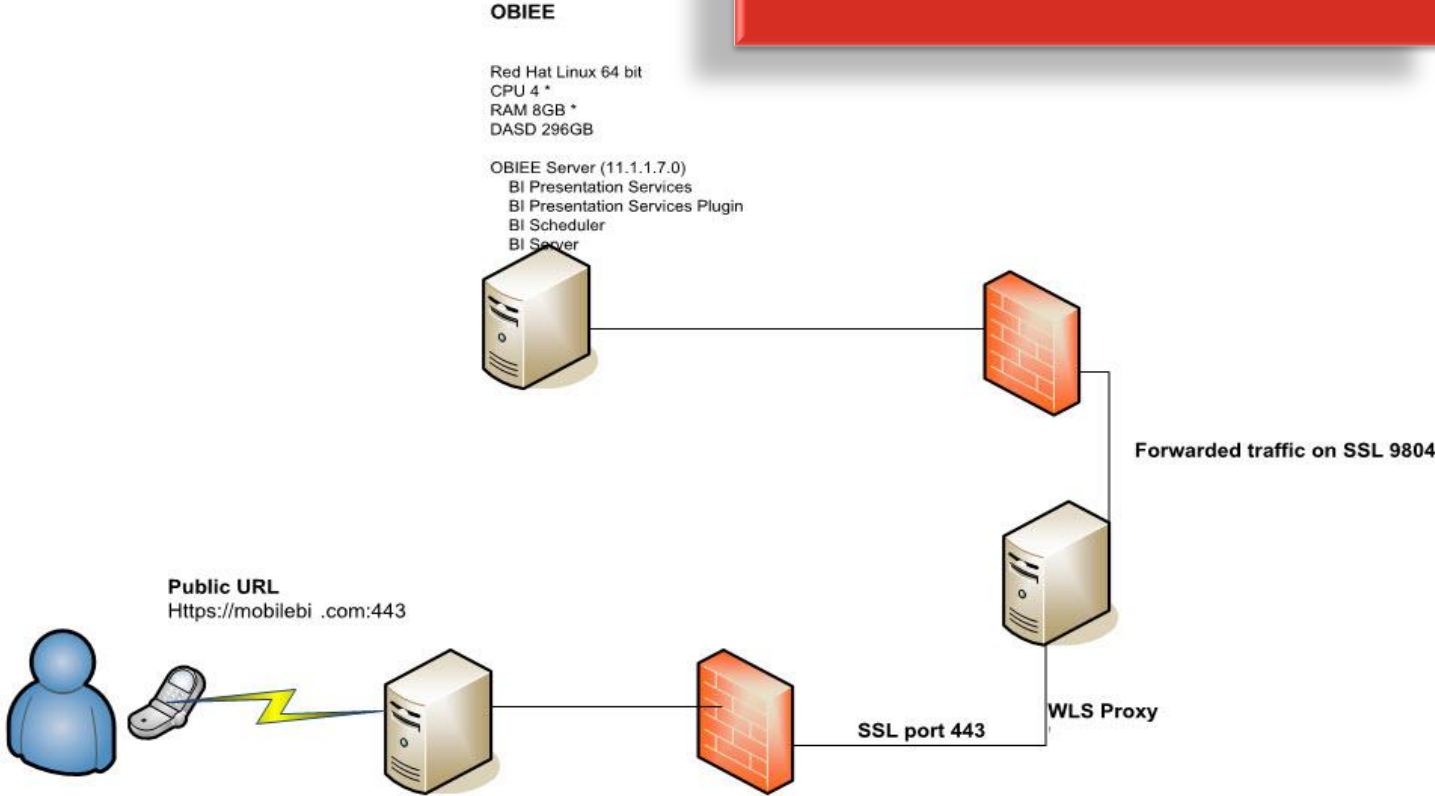
- How can we be sure our data is secure?
- Who should have access to the environment?
- Are all users accessing via an ERP? Are any non-ERP users going to need access?
- Should BYO hardware be supported?

Oracle's mobile BI tool addresses those challenges through multiple ways

- Ability to work with third-party wrappers (i.e. Good Technology, Kony, Globo, etc)
- User authentication through multiple routes (LDAP, native users, etc)

Mobile BI Deployment Scenario

BI Solution deployed in DMZ





Q & A



THANK YOU FOR YOUR TIME

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