

Oracle Business Intelligence Commenting & Annotations Solution Brief

Collaborative BI Provides:

- Enhanced application functionality
- Increased user adoption
- Social engagement
- Additional ROI metrics for BI implementations
- A feedback loop for analytics

Commenting inside of the Oracle Business Intelligence (BI) system of dashboards and self-service analytics is available through BITeamwork, a simple plug-in designed specifically for the collaboration needs of business users and administrators.

Without writing a single-line of code, users can leave comments on dashboards or self-service analysis reports in a very seamless and intuitive manner.

Easily Leave Cell Comments

BITeamwork is the ideal solution for users who want to leave feedback in Oracle BI dashboards and reports. Comments can be specific to one dashboard, an individual dashboard page, a graph, or most importantly an individual cell on a table or pivot table. Business users have several options when creating comments. Options include but are not limited to:

- Securing a comment to only specific users or application roles
- Creating a bookmark to coincide with the comment's context
- Notifying users via Oracle BI Delivers to review a comment

Via the intuitive user interface and comment indication system, BITeamwork gives users an invaluable set of functionality to extend their existing analytics culture within the organization.

1- Revenue

	BizTech	FunPod	HomeView	Grand Total
AMERICAS	9,526,360	8,374,090	8,133,929	26,034,379
APAC	6,282,312	5,557,104	5,523,936	17,363,352
EMEA	9,691,328	8,568,806	8,342,135	26,602,270
Grand Total	25,500,000	22,500,000	22,000,000	70,000,000



20 Actual Unit Price

All comments have the ability to be context aware. This gives a reference point to the user's precise perspective when the comment was created.

BITeamwork then allows privileged users the ability to reply to comments in a thread-like fashion and also to vote-up or "like" comments similar to social networks like Facebook utilized in the consumer market today. This feedback provides the ability to quantify the value of comment contributions.

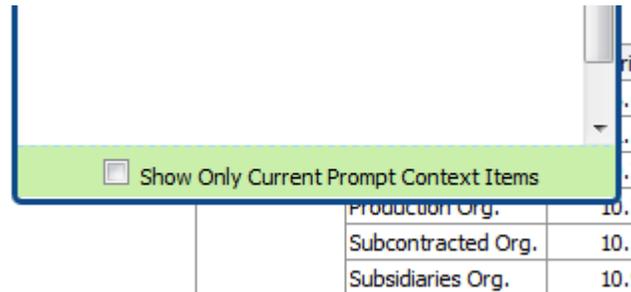


Feature-rich Solution:

- Cell Comments
- Dashboard Comments
- Comment Security
- Vote/Like Comments
- Notify Users of Comments
- Bookmark Comments
- Integrate Salesforce.com Chatter and Yammer
- New OBIEE Administration Features

Context Aware Commentary

When a user creates a comment, there is potential that she had modified the filters or prompts to predicate the dashboard results in order to retrieve the desired analytical content. As such, a user's current perspective of a dashboard in is the current context which typically varies from the default context.



Creating a comment with BITeamwork captures this context so that when another user accesses the dashboard, in which a comment exists, the comment can be retrieved in its original context to the queried data. BITeamwork also provides the option to link the dashboard in order to recreate the original context in which the comment was created.

This Oracle BI collaboration functionality gives the comment viewers the ability to always understand the relevancy of a comment.

Security on Comments Restricts Visibility to Selected Users

Whether only a select number of users access your BI system or an increase of users for your BI system is on the horizon, chances are that some level of security has been implemented. BITeamwork has security at two levels which integrates seamlessly with Oracle BI: privilege and comment access.

Privilege to access specific features of the collaboration system such as who can create a comment or who can vote-up a comment are managed in the BITeamwork control panel. Comment access is determined when a comment gets created; the user may choose to apply comment security which restricts visibility of the new comment to specific users and/or application roles.

Add a Comment

Comment | View All | Settings | History

Type: Dashboard Comment

Category: Financial Reporting

Comment: Does the actual unit price derive from the DW or from the flat file extract coming from the

Notify: [User Selection Icon]

Submit Comment

Find a User or Application Role: [Search Box]

Selected Users and Application Roles: @gabby, @jackb, @pierre

Permissions: Read

Securing comments and cell annotations provides a layer of protection for sensitive feedback destined for only certain users. This also aligns with the existing Oracle BI security framework allowing security by application role as well as individual user.

Explode User Adoption

By providing end users of Oracle BI with the means to contribute their input on the ever changing array of information they are presented with, the sense of collaboration evolves. When users know that they have the ability to leave a lasting impression on an analytics environment created to assist them, they are much more likely to:

1. Interact independently with the data and share perspectives
2. Spend more time in the BI environment
3. Make references back to the analytics portal and to other employees
4. Take ownership of their respective portion of the system

No matter how dynamic the prompt selection capability, or drill-down interaction, users feel empowered when the communication flows in two directions: information out and feedback in. This feedback loop is not only visible to users of the BI system in context and in real-time but it is tracked historically for prosperity or recognition of users' involvement. Ultimately users give creditability to the information and respect to those whom provide input.

Socially Integrated with Salesforce.com Chatter

For companies that utilize Salesforce.com in their organization for sales and marketing efforts, Oracle BI now gives you the ability to read from and write to your Salesforce.com Chatter feeds. With this ability to interact with



Salesforce.com Chatter inside of the Oracle BI portal, context-based comments can be linked to Chatter posts and vice-versa. Integrating your social networking service, such as Chatter, further blends the Collaborative BI ecosystem, leverages existing investments, and increases user adoption.

Drive Analytics Culture:

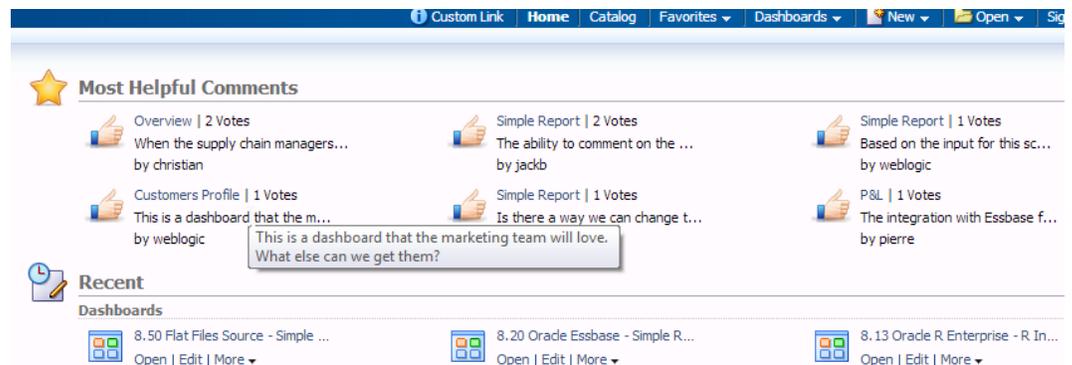
- Creates a read/write feedback loop with end-users.
- Provides accountability and leadership in the OBIEE portal
- Extends with embedded commentary in intranet portals
- Provides a directive to spend more time contributing to analytics and decision making

Don't be confused by the fact that you now have the ability to integrate Salesforce.com into Oracle BI from the presentation/dashboard layer of the system. This is Collaborative BI at its best and the place where you can truly see cross-system integration and the value of your IT investment dollars hard at work.



Vote “Like” Comments for Socialization of Ideas

Just like popular social networks, BITeamwork gives users the ability to convey their approval of a peer's feedback by voting up a comment. This again creates a realm of engagement for users giving them a voice in the analytics feedback loop. Users are also able to quantify the value of comments through this primitive ranking and identify through collective intelligence the most salient reporting areas and decision making value within the BI system.



Integrating this functionality into an enterprise BI application which mimics



functionality utilized in an end user's personal social network system provides familiarity and translates into increased participation. Voting-up comments also provides a metric for deriving the most involved and active users in the BI system. This goes beyond standard usage tracking which may just measure who simply logged in to the system and which dashboards they may have glanced over.

Training and Support

Working with the collaborative BI functionality in Oracle BI is intuitive to 99% of end users tested in studies conducted. Other documentation and guides can be found on BITeamwork.com. This includes a cheat sheet document that we recommend all new users review once BITeamwork is implemented.

Demonstrations, Trials, and Business Cases

Seeing how easy it is to create and administer comments in Oracle BI is usually the best way to garner support for a collaborative BI culture. BITeamwork is available to download with Enterprise functionality available on a 30-Day Trial Period so that it can be deployed and tested in your Oracle BI environment. If interested, in an end-to-end demonstration of the solution, please contact us at more@biteamwork.com.

For more information please contact more@biteamwork.com or navigate to <http://www.biteamwork.com>.

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