

## SOLUTION SHEET

# Supply Chain Analytics and Reporting Solutions for Oracle E-Business Suite (EBS)

A new, self-service approach featuring out-of-the-box dashboards, reports, and KPIs.

## At a Glance

The first priority in supply chain analysis is visibility. You must have visibility into shipments operations (as an example) to understand landed cost and ongoing availability. With tens of thousands of tables, hundreds of functional modules, Oracle E-Business Suite (EBS) obscures this vision. As a result, powerful analytics for EBS historically were hard to find.

Fortunately, Incorta now gives supply chain professionals the analytics and reporting they've been waiting for. With Incorta, you empower EBS users to make better, faster decisions by readily accessing up-to-date data and building the high-performance reports they need, all on their own.

One of EBS's greatest strengths is its extensible and flexible architecture, which allows organizations to develop highly customized EBS deployments that meet their unique business needs. Unfortunately, this architecture also requires customers to build cumbersome, custom reporting and analytics solutions, rather than leverage pre-packaged tools. As a result, many EBS customers often begrudgingly resort to using multiple tools and high-cost experts to generate even the most basic reports—reports that leave much to be desired when it comes to performance and functionality.

Online image publisher Shutterfly is one such EBS customer that faced monumental inventory reporting challenges. With a goal of reducing stockouts by 50%, Shutterfly needed to optimize inventory and understand data in real time. Yet Shutterfly found it almost impossible to access key data points stored in EBS, such as those related to stock outs and excess and obsolete (E&O) inventory.

Using Incorta's no-data-warehouse analytics, in only 6 weeks, Shutterfly deployed enterprise analytics to focus buyers and planners on their highest-priority activities. Information previously available only after hours of manual compilation now is readily accessible in only seconds.

With Incorta, EBS customers have a new, better option for analyzing and understanding their data. Incorta uniquely:

- provides out-of-the-box, pre-built dashboards, reports, and KPIs designed specifically for EBS;
- integrates with many Oracle application concepts—such as EBS Flexfields, Chart of Accounts, and Common Dimensions—enabling seamless integration across multiple EBS modules;
- doesn't require administrators to maintain separate security policies since Incorta inherits application user security configurations from EBS.

## Key Benefits for the Technical Team

### Significantly reduced costs.

Incorta removes expensive ETL by eliminating the need to reshape data. We integrate with existing warehouses and replace custom data marts and cubes. If do not have a data warehouse, Incorta is an alternative - without complex data modeling. Implement Incorta in days and create new EBS reports in minutes.

### Faster access to and use of analytics for EBS.

Pre-packaged EBS reports, dashboards, and KPIs deliver superior performance compared to other options, reducing reporting times from hours to just seconds without degrading the performance of other business applications.

### Improved, simplified data security.

Separate security policies no longer need to be created, maintained, and inherited directly from Oracle—Incorta maintains the security parameters of source applications during analysis.

### Up-to-the-minute business insight.

Fast, easy analysis of the highly-joined data common to Oracle applications, as well as data from other sources (Salesforce, ServiceNow, etc.), thanks to real-time aggregation of data from multiple sources.

## A New Approach to EBS Analytics

Until Incorta, companies wanting to analyze data from EBS chose between two types of tools—neither of which met their integrated, low-cost, self-service analytics requirements.

- **Operational reporting tools**—Basic, transaction-focused tools (such as Noetix, Oracle Discoverer, Oracle Hyperion Interactive Reporting, and custom-built SQL solutions) that aren't designed for analytics and are commonly deployed without a data warehouse.
- **OBIEE**—Generally deployed in conjunction with a costly data warehouse and requiring ETL; performs both reporting and data analysis on data combined from multiple sources.

Incorta overcomes the limitations presented by operational reporting tools and OBIEE while delivering additional, key benefits. With Incorta, you get:

- dramatically faster performance;
- analytical and self-service capabilities;
- simplified security;
- a limited need for IT involvement; and
- significantly lower total cost of ownership (TCO).

*“I would describe Incorta as the greatest thing since sliced bread for a supply chain leader. I think it really empowers the organization, it streamlines workflows, and really enables employees to get to the heart of their jobs”*

Josh Miller  
VP of Supply Chain  
Shutterfly

|   | Operational Tools                                   | OBIEE   | Incorta   |
|---|---|---|---|
| Availability                                      | If available, can require custom development        | Available   | Available   |
| Technology  | SQL generators                                      | ETL and SQL generators  | Direct Data Mapping™  |
| Analytics and reporting                           | No—reporting only                                   | Yes   | Yes   |
| Data sources                                      | Single source                                       | Multiple sources  | Multiple sources  |
| Reporting type                                    | Transactional                                       | Role-based  | Role-based  |
| Data refresh, including time to run report        | Very slow (delay of minutes to hours to run report) | Unless highly filtered, 10+ minutes and often much more to run report, typically run once daily | Sub-second report generation with near real-time data refresh (every 5 minutes) |
| Data volume reported upon                         | Low (data must be highly filtered)                  | Medium  | High (able to analyze unlimited, unfiltered data)                               |
| Flexfield support                                 | Sometimes   | No  | Yes   |
| Pre-built content                                 | Sometimes   | Yes   | Yes   |
| Ease of integration                               | Moderate to complex                                 | Complex   | Simple  |
| Ability to embed visualization within EBS screens | If available, additional products needed            | No  | Yes   |
| Security  | Uses security parameters of source applications     | Requires custom security model (extremely difficult to secure)                                  | Uses security parameters of source applications                                 |
| Self-service capabilities                         | Limited   | Very limited (requires high-cost training and specialized skill set)                            | Extensive   |
| IT involvement                                    | High  | High  | Low   |
| TCO   | Medium  | Extremely high  | Low   |

How Incorta compares to the two most common, legacy ways of analyzing EBS data.

## Key Benefits for Business Users

### Self-service analysis.

Business users can create and modify reports on their own.

### Ad-hoc capabilities.

Business users easily can take a previously unconsidered analysis path.

### Pre-built content.

Users don't have to build everything from scratch.

### Business-driven logic.

Logic that's defined by actual business users.

### Analytics without harm.

Business users can query data without harm, return seemingly “bad” queries in a reasonable amount of time, and move forward without IT intervention when bad queries are encountered.

For more information, visit [www.incorta.com](http://www.incorta.com) or email [info@incorta.com](mailto:info@incorta.com).

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