**HITACHI**
**Inspire the Next**

# Ultra-High Performance Analytics
## Deeper, Faster Analytics

**Oracle Business Intelligence and Performance Management**

## Introduction

Analytics is all about gaining insights from the data for better decision making. The business press is abuzz with examples of leading organizations across the world using data-driven insights for strategic, financial and operational excellence. The potential payoff for firms can range from higher shareholder value to a market leadership position. However, the vision of delivering fast, interactive, insightful analytics has remained elusive for most organizations.

Most enterprise IT organizations continue to struggle to deliver actionable analytics due to time sensitivity, sprawling requirements and ever tightening budgets. The issue is further exacerbated by the fact that most enterprise analytics solutions require dealing with a number of hardware, software, storage and networking vendors, wasting precious resources integrating the components to deliver a complete analytical solution.

## Oracle Exalytics In-Memory Machine

Oracle Exalytics In-Memory Machine is the world's first engineered system specifically designed to deliver high performance analysis, modeling and planning. Built using industry-standard hardware, market-leading business intelligence software, and in-memory database technology, Oracle Exalytics is an optimized system that delivers answers to all your business questions with unmatched speed, intelligence, simplicity and manageability. Its speed, visualizations and scalability. The solution delivers extreme performance

for existing analytical and enterprise performance management applications, enabling a new class of intelligent applications like yield management, revenue management, demand forecasting, inventory management, pricing optimization, profitability management, rolling forecast and virtual close, as well as others.

Requiring no application redesign, Oracle Exalytics can be deployed in existing IT environments by itself or in conjunction with Oracle Exadata or Oracle Exalogic to enable extreme performance and best-in-class user experience. Based on proven hardware, software, and in-memory technology, Oracle Exalytics lowers the total cost of ownership, reduces operational risk, and provides impressive analytical capability for workgroup, departmental and enterprise- wide deployments.

Would your organization benefit from:

- Better insights, decisions and actions?
- A world-class analytics infrastructure?
- The most complete, open, and integrated platform?
- An improved user experience?
- Better query response?
- Higher user scalability?
- Markedly lower total cost of ownership?

## Case Study

**Client:**

Key Energy Services – provider of a comprehensive and advanced array of onshore energy production services.

**Challenge:**

- Data was scattered across multiple legacy systems
- Needed to understand utilization of rig and truck assets in timely manner
- Rig and truck operations captured thousands of equipment measurements at very rapid intervals, data that needed to be leveraged to measure crew and equipment performance and efficiency
- Aggregating and visualizing broad collections of data often took significant investment, given the volume and velocity of equipment measurements
- Presenting visually engaging yet appropriate level of information was crucial to providing understandable intelligence for impactful business decisions

The Oracle Exalytics In-Memory Machine is the industry's first engineered in-memory analytics machine that delivers no-limit, extreme performance for Business Intelligence and Enterprise Performance Management applications.

**ORACLE**
**Platinum Partner**
**Cloud Premier**

## Our Solution

Hitachi Consulting has a concise point-of-view on how and why companies should be aligning Oracle's Exalytics and Big Data offerings to their overarching Business Intelligence strategies. Hitachi Consulting can help you define, refine or implement your Business Intelligence strategy.

## Why Hitachi Consulting

Hitachi Consulting is a large, independent management consultancy with a unique approach to delivering innovative solutions that drive business improvement. Some of our differentiators include:

### Dedicated Business Intelligence and Performance Management Practice

Hitachi Consulting's Business Intelligence and Performance Management practice blends the deep expertise of a boutique with the scale, reach and breadth of service of a global systems integrator. Our involvement in Oracle's Invested Partner Community for Business Intelligence provides us unique access to cutting-edge technology and the insight required to implement it. Owning our own Exalytics box provides us and our clients unlimited access to the technology for learning and proof of value exercises.

### Experience

We also draw upon the wealth of experience gained by our Management Consulting team. Our seasoned practitioners are trained to embed Industry teams' best practices in all their projects and have extensive experience working with the tools we leverage to deliver Oracle-based business intelligence and performance management solutions.

## Skills and Capabilities

Hitachi Consulting combines the skills and delivery capabilities normally found in a niche technology provider, with the additional depth and breadth of capabilities usually only found in a large global firm. It has been our deliberate aim to recruit only senior and experienced people into our company.

Our consultants have an average of 10 years of experience in their chosen technical discipline and many have worked for end-user customers so they are experienced in delivering in-house projects within large corporations. This approach means Hitachi Consulting is uniquely positioned to gain an in-depth understanding of the business issues your organization is facing and can design and deliver the most appropriate solutions to drive measurable business value.

## Approach

Hitachi Consulting's advantage lies in our ability to bring together the best people with the benefit of the framework and intellectual property developed from numerous successful projects. By deploying our tried and tested tools and methodology, we can harness our clients' internal intellect and automate complex implementation processes.

> "With Oracle Exalytics, we were able to develop a performance dashboard in one-fifth the estimated time it would take to develop otherwise."
>
> - John Hood,
> Vice President and Chief Information Officer, Key Energy Services

## Solution:

- Exalytics
- Oracle Enterprise Business Suite
- Oracle Business Intelligence Enterprise Edition
- Oracle Business Intelligence Applications:
    - Financial Analytics
    - Procure & Spend Analytics
    - Service Analytics
    - Project Analytics
    - HR Analytics

## Benefits

- Replaced custom warehouse with integrated OBIEE applications
- Integrated non-ERP subject areas within the new warehouse, including large volumes of equipment measurements
- Added dashboards and online reporting for hundreds of users
- Significantly expanded self-serve and analysts' usage through effective visualization and design
- Beta of Exalytics demonstrated an impressive ability to deliver high-performing dashboards in rapid time, eliminating the need to develop custom aggregates while at the same time improving the performance of custom dashboards

## Learn More

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## Hitachi Consulting

Hitachi Consulting is a leading global professional services company and business integrator for the IoT era. We engage with clients to solve complex business challenges with innovative and integrated solutions across industries in the spirit of our parent, Hitachi, Ltd., a global leader in technology and social innovation.