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KEY FEATURES

- Business users can upload and combine diverse data for agile discovery on structured and unstructured information

- Drag-and-drop configuration, easy layouts, and intelligent defaults offer fast application creation

- Live data enrichment allows users to enhance analytics in the moment

- Powerful text analytics extracts key themes and sentiment

- State-of-the-art search and guided navigation surface insights with a click

- Support for sentiment analysis in 10 languages, localization in 13, and search and self-service term extraction in 33+ enable truly global analytics

- In-memory architecture and innovative caching deliver extreme performance

- Agile, data-driven approach requires no up-front modeling, for fast time to value

- Sophisticated data integration and ETL streamline access to enterprise sources, including Oracle Business Intelligence

KEY BENEFITS

Agility

- Business users can make better decisions faster because they have information when they need it.

- IT can rapidly iterate and deploy, reducing the BI backlog.

Innovation

- Business users can easily uncover critical insights without help from IT.

- IT has an effective way to tackle Big Data, unlocking new value for the business.

Confidence

- Business users know their analytics will drive decisions they can depend on.

- IT can rapidly deliver value, based on data they know the business can trust.

ORACLE ENDECA INFORMATION DISCOVERY

Oracle Endeca Information Discovery offers a complete solution for agile data discovery across the enterprise, empowering business user independence in balance with IT governance.

This unique platform offers fast, intuitive access to both traditional analytic data, leveraging existing enterprise investments, and non-traditional data, including external and unstructured information. This allows organizations unprecedented visibility into all relevant information, to drive growth while saving time and reducing cost.

Only Oracle delivers powerful self-service discovery as part of a complete enterprise platform that offers a framework of governance and standards, enabling faster and more confident decisions, reducing the IT backlog, and increasing innovation.
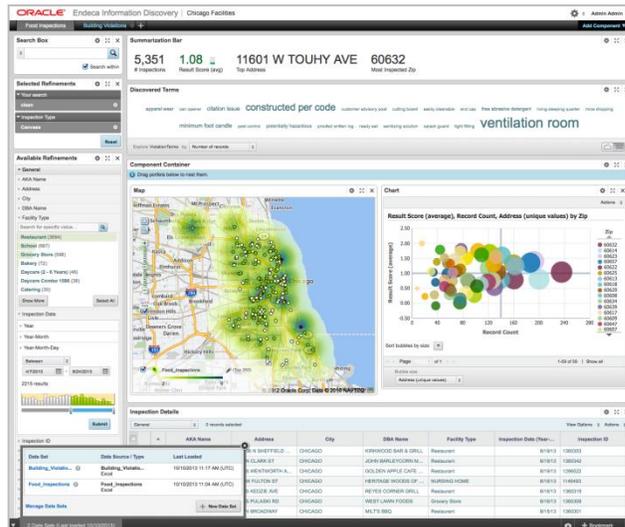

Figure 1. Sample self-service application built on Endeca Information Discovery

Key Functionality

Oracle Endeca Information Discovery (OEID) offers a broad range of features for the exploration and visualization of information, including:

Powerful Self-Service Discovery enables business users to easily create, configure, and securely share discovery applications within the context of enterprise governance and security. Users can acquire IT-provisioned data, according to their role or responsibilities. They can also upload information from a wide array of self-service sources, including Excel, JSON, any data source accessible via JDBC, and Oracle BI Server, and combine it themselves using agile data mashup. User-driven enrichment enables users to mine unstructured text on live data, enhancing analytics in the moment. Combining any type of data from any source without

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needing a pre-determined model means users get started right away with the data as is, for fastest time to value.

Industry-Leading Discovery Experience allows organizations to create discovery applications in minutes using a consumer-friendly interface that includes world-class search and guided navigation pioneered in online commerce. Out-of-the-box templates and intelligent defaults provide instant visibility to data, while easy-to-use layouts drive rapid prototyping and fast application creation. Rich text analytics offer deep sentiment analysis in 10 languages, interface localization in 13 languages, and self-service term extraction across 33+ languages, for global analytics. This unique discovery experience means users can explore diverse data with zero training.

Enterprise Data Discovery Platform offers extreme speed at scale as well as security, stability, and a framework for growth in a richly visual and easy-to-use environment that empowers business users and unburdens IT. At the core of the system is Endeca Server, a hybrid search-analytical database with a highly flexible NoSQL-like model purpose-built for handling changing and diverse data. Endeca Server reduces the need for up-front modeling by organizing complex data into key-value pairs, enabling users to analyze information without constraints. Empowering the business with self-service discovery while maintaining IT stewardship creates a collaborative dynamic that drives faster, more confident decisions.

Robust Data Integration is enabled through industrial-strength tools that make it easy for business users and IT to acquire, ingest, and enrich information. In addition to self-service data loading, OEID Integrator is a powerful visual environment for data integration that includes the Information Acquisition System (IAS) for gathering content from file systems, content management systems, and websites; and out-of-the-box ETL designed to incorporate data from a wide array of sources, including Oracle BI Server. *Oracle Endeca Web Acquisition Toolkit* is a web-based graphical ETL tool that allows IT to enter a URL, collect content, and add structure to it as part of the data acquisition process. Connectivity to IT-provisioned data is also available through Oracle Data Integrator (ODI).

Deep Text Analysis offers organizations the ability to mine text in multiple languages, providing users the agility to collaborate across multiple geographies, increasing innovation and confidence in decision-making. *OEID Text Enrichment* is an add-on module that extracts people, places, organizations, quotes, and themes as well as summarizing documents for automatic creation of abstracts. *OEID Text Enrichment with Sentiment Analysis* includes those capabilities as well as natural language processing to identify sentiment for the extracted entities. Sentiment scores show varying ranges of positivity and negativity in search, guided navigation, and analytics.

RELATED PRODUCTS

- Oracle E-Business Suite Extensions for Oracle Endeca
- Oracle Exalytics In-Memory Machine
- Oracle Business Intelligence Foundation Suite
- Oracle Business Intelligence Enterprise Edition
- Oracle Business Intelligence Publisher
- Oracle Business Intelligence Applications
- Oracle Real-Time Decisions
- Oracle Hyperion Enterprise Performance Management Applications

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For more information about Oracle Endeca Information Discovery, visit oracle.com/goto/endeca or call +1.800.ORACLE1 to speak to an Oracle representative.

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