

SOFTWARE. HARDWARE. COMPLETE.



Oracle Augmented Business Visualization

Thierry Bonfante, Senior Director Product Development – Data Visualization

Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Oracle's Perspective on Visualization

Document agnostic, multi-disciplinary processes



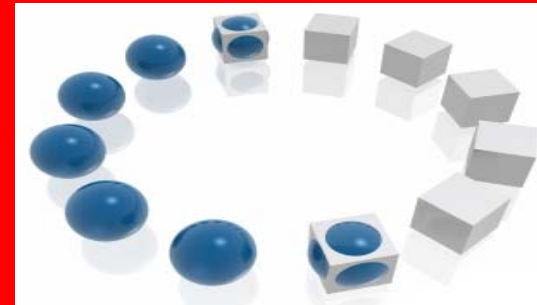
Integrate with any part of the stack



Need to contribute to business transformation



Challenge of synthesizing structured & unstructured data



Oracle AutoVue Enterprise Visualization

Capitalize on Information to Drive Business Transformation



Best-in-Class Document Visualization

- Industry leading visualization technology which renders virtually any document type
 - Images, Office, 2D CAD, 3D CAD, ECAD, PDF, etc.
- Advanced document analysis, digital annotation, and collaboration capabilities
- No authoring tools or conversion process required



Open, Standards-Based Integration Framework

- AutoVue integration to any enterprise system to render documents in the context of a business process (Visual applications)
- Visualization services engineered to work with Oracle and non Oracle solutions
- Flexible and extensive web-services based integration framework to deliver specific visualization services

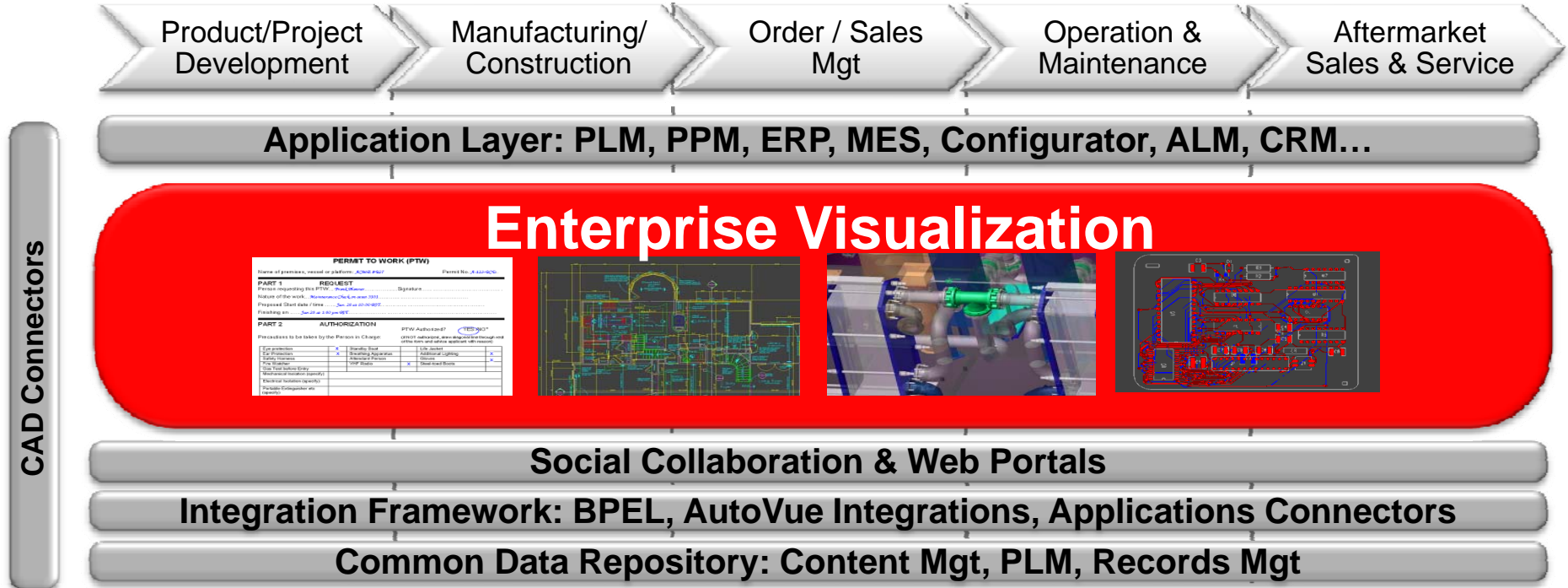


Augmented Business Visualization (ABV)

- Framework to create bi-directional, actionable links between parts of documents and ERP data
 - Dynamically display business data from enterprise apps and ERP in the context of visual information
 - Highlight trends, status and important elements in visual color coded reports
 - Trigger actions in ERP and enterprise applications from documents

Complete Enterprise Visualization Platform

Visually Connecting Data Foundation & Enterprise Applications



AutoVue's Play in Key Target Markets



EHT Manufacturing

**Product Design
Engineering/Development
Supply Chain Collaboration
Product Manufacturing**

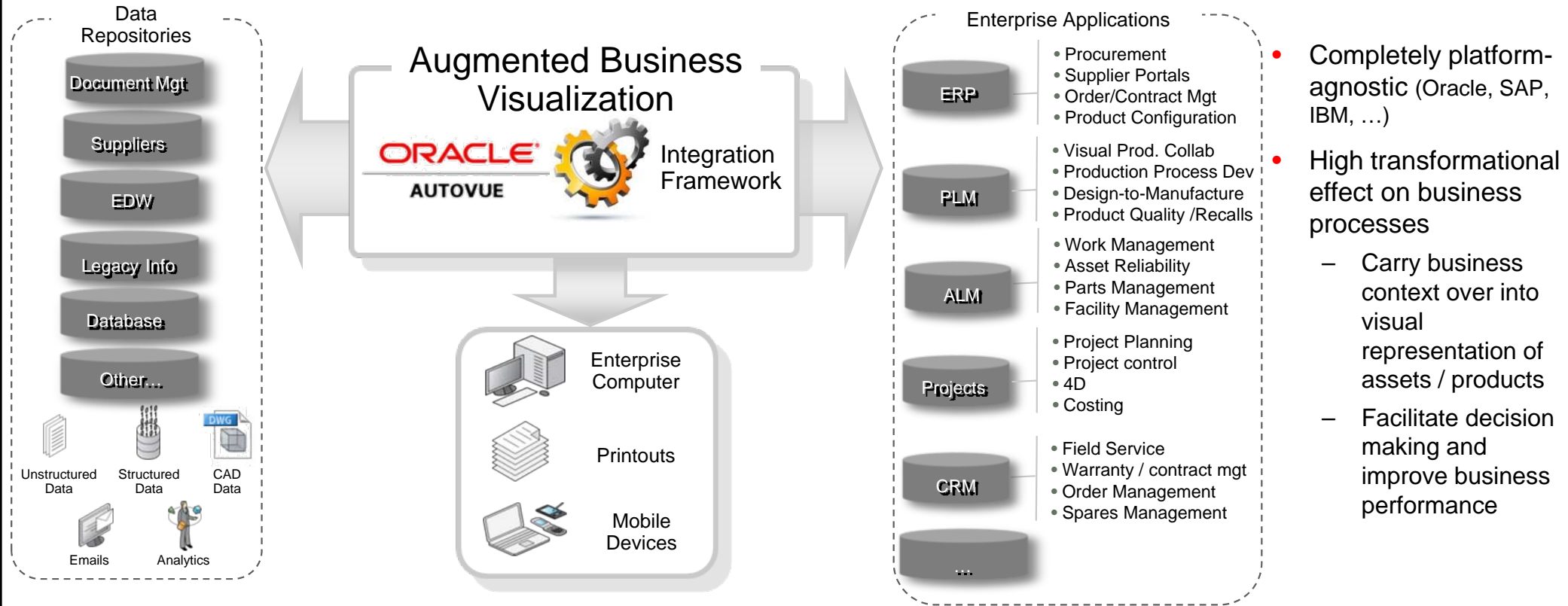
Energy (Owners & Operators + EPC)

**Capital Project Performance
Asset Maintenance &
Reliability Management
Commissioning & Handover**

Public Sector

**Building e-Permitting
Public Infrastructure
Management**

Augmented Business Visualization



Augmented Business Visualization

Trigger Actions in ERP Systems Directly from Documents

Valve Information

Info for Control Valve
CV-8473-V

Last Inspected	Mar 25, 2009
Last Failure	Aug 19, 2004
Failure Code	F8734 - Crack in casing

Visual Navigation and Action with Oracle AutoVue

File Edit View Manipulate Analysis Markup Collaborate Options Help

Create Work Order
Zoom - Fit
Zoom - Previous
Zoom - Page Width
New Markup

P16 P18 P12 P31

TT 83 TT 83 TF 73

CV-8544-V CV-8552-V MV-7532-V CV-8473-V

MV-7522-V F75 MV-7542-V F83

CV-8452-V

5B-40PR-831-A 5B-49PR-731-A 56-45PR-741-A

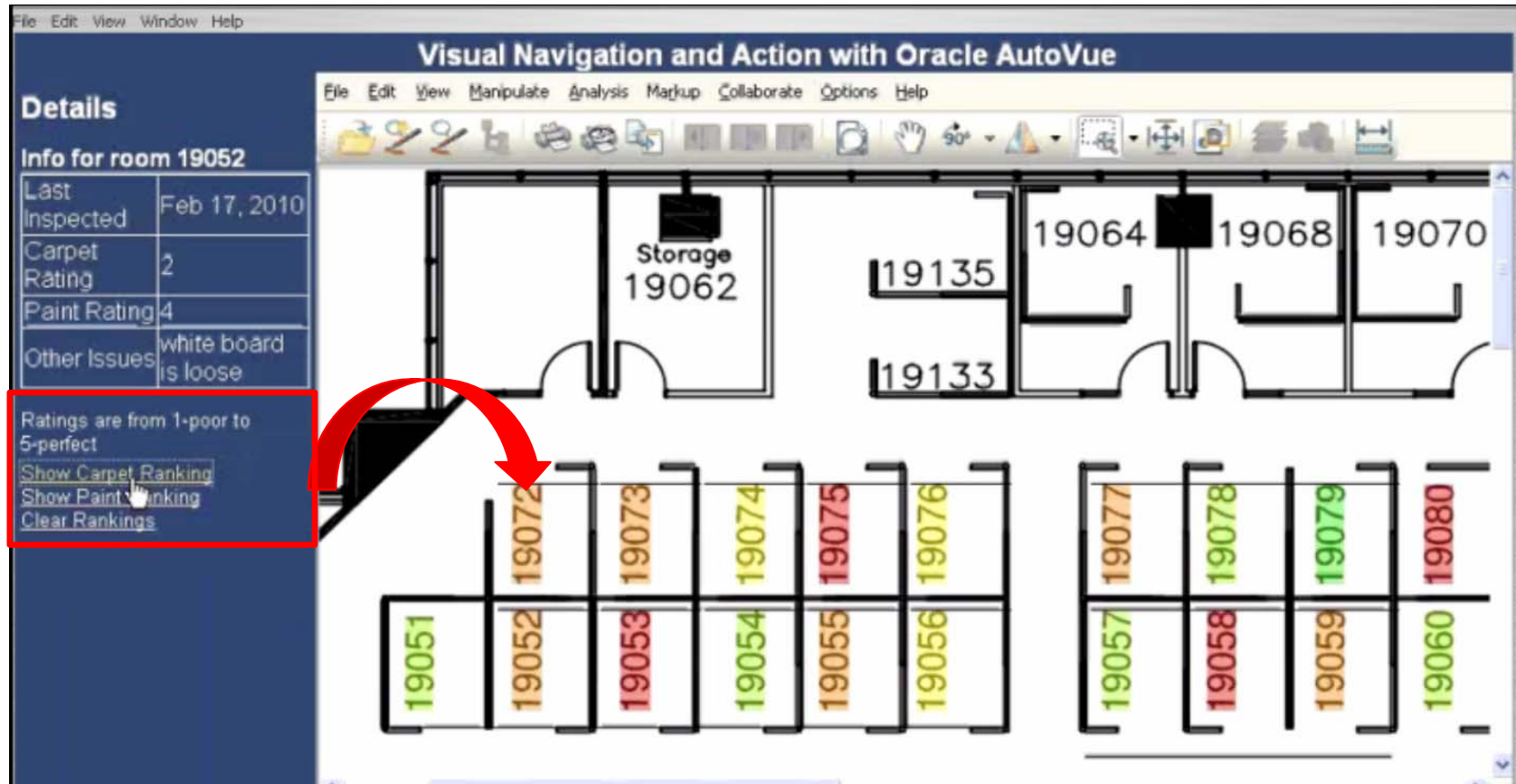
00:53/01:17

pnid_sample.pdf Adobe PDF v1.4 222% Pg 1/1 34191 bytes 24-Feb-2011 [1.046, 1.703]

ORACLE

Augmented Business Visualization

Surface ERP Information into Interactive Visual Reporting

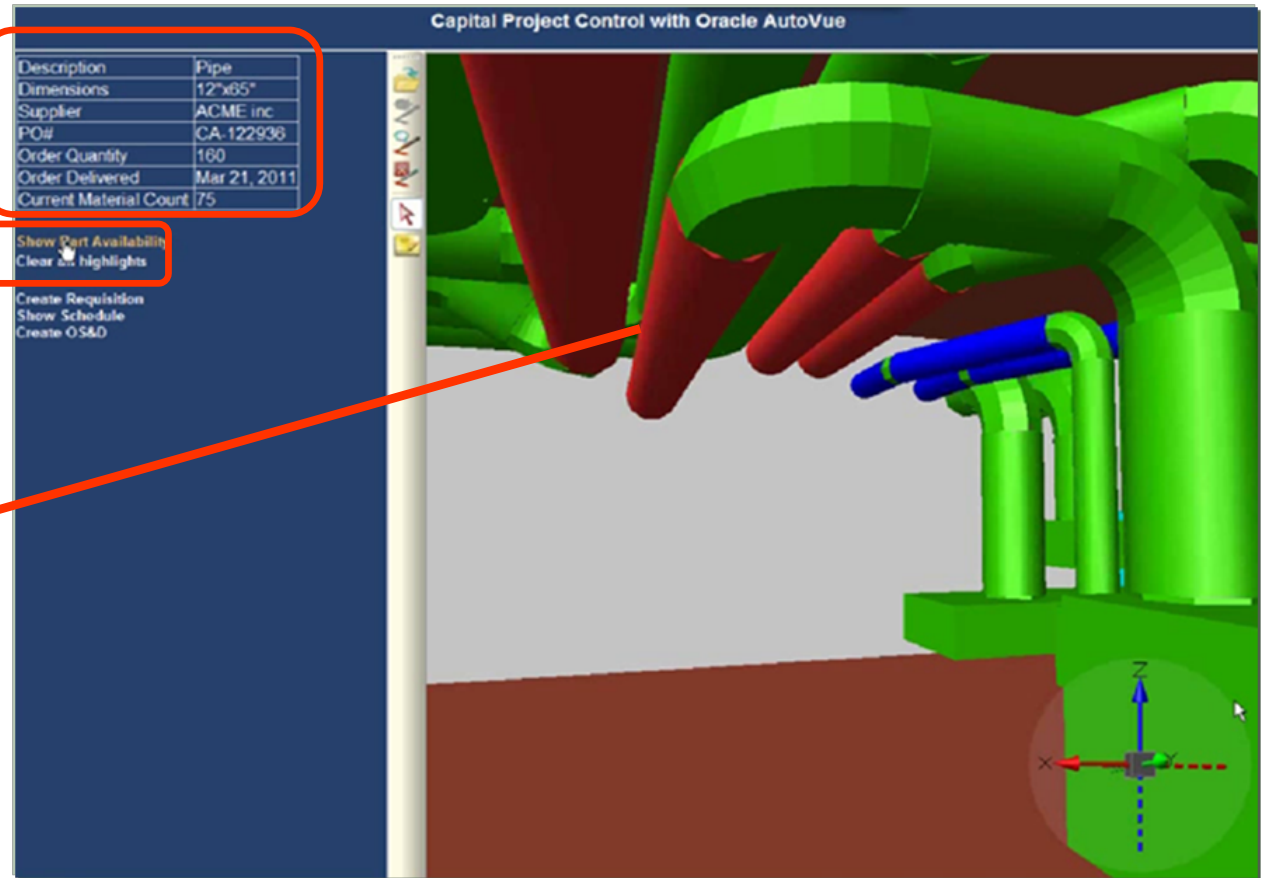


Augmented Business Visualization

- Dynamically display asset or project information in the context of drawings

- Trigger actions from documents

- 3D parts become hotspot links, based on metadata attributes, such as 'asset id'

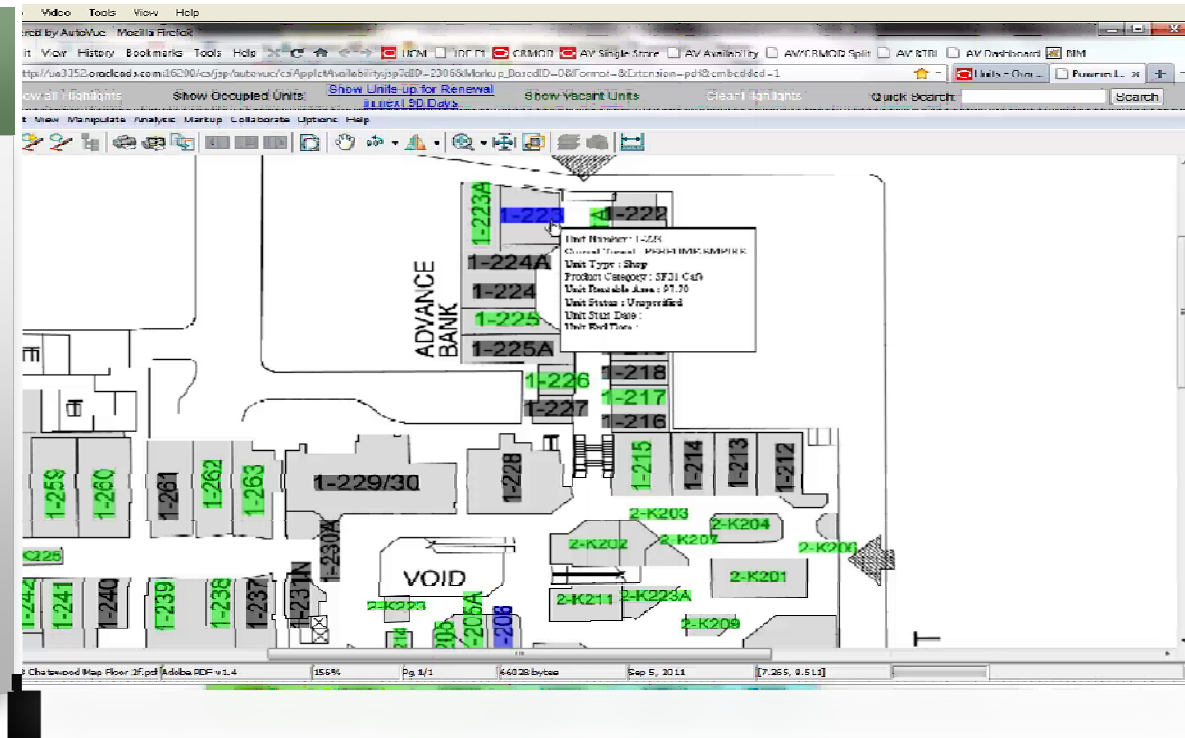


Augmented Business Visualization

Facility Management

Solutions

- Facilitate decision making by presenting facility information in its visual context
- Identify trends or actions to be taken within the next few weeks/months
- Initiate various actions in the facility management system from this visual environment



Stay Connected

- Thierry.bonfante@oracle.com
- AutoVue Enterprise Visualization Blog
<http://blogs.oracle.com/enterprisevisualization/>
- Follow AutoVue on



Q & A



Hardware and Software

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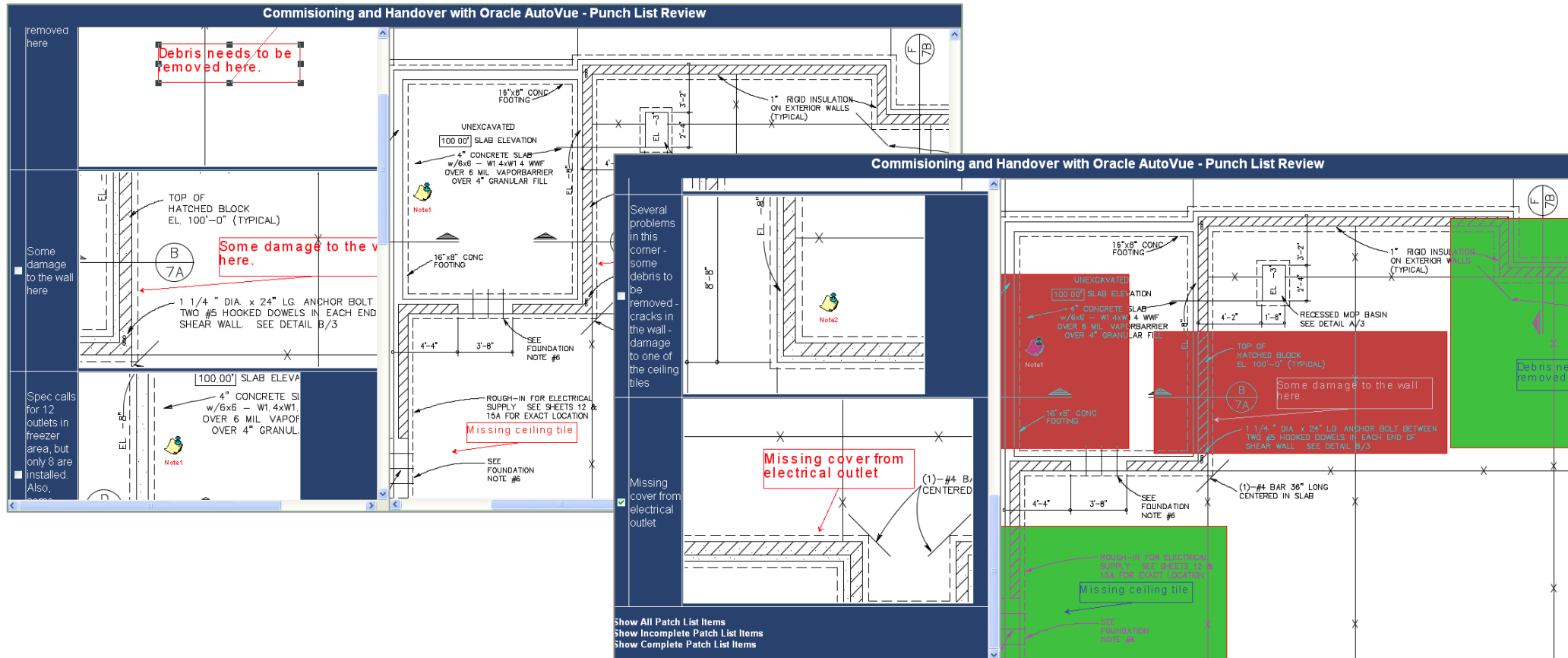
Engineered to Work Together

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Digital Punch Lists for Faster Facility Reviews

Color-based Visual Reports Identify Open vs. Complete Punch List Items



Visually Enable the Mobile Workforce

Provide mobile users with in-context access to visual information

