



IDENTITY

exclusively from
BI Consulting Group

ORACLE CERTIFIED
PARTNER

Customize the Look of Oracle BI.

bicg IDENTITY





IDENTITY: Overview

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⦿ INCREASE USER ADOPTION

Getting buy-in from the user base can make or break a new tool. Ensuring that end users are comfortable and confident can make the difference.

⦿ MAINTAIN CORPORATE BRANDING

Enables an organization to preserve what they have worked so hard to establish in the marketplace... identity. Creates a seamless transition between your Website and OBIEE

⦿ DIFFERENTIATE ENVIRONMENTS

Avoid costly and time consuming development mistakes by distinguishing between production and development environments.

“Using BICG’s expertise with OBIEE, we have reverse engineered the entire look/feel of OBIEE and can provide the most complete customization available on the market.”

FEATURE CUSTOMIZATIONS

Login Box Image

Login Box Color

Main Dashboard Banner

Embedded Logos

Page Tabs

Section Headers

Title Bars

Page Links

Report Links

Table Colors

Pivot Table Colors

Answers Banners

Answers Logo

Answers Page Tabs

Page Picker Colors

Results Table Color

Delivers Banner and Logo



BICG Identity Quick Q&A

- ⊙ What is it?
 - ⊙ Service to customize the look/feel of OBIEE to match a customer's corporate branding and intranet
- ⊙ What is it not?
 - ⊙ A piece of software
- ⊙ How is it offered?
 - ⊙ Identity Basic
 - ⊙ Identity Advanced
- ⊙ What is delivered to the customer?
 - ⊙ Minimum 1 style and 1 skin folder (more possible depending on SOW)



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SURVEY AND REQUIREMENTS

A branding survey is delivered to assist in the definition of details and identification of an inspiration source.

The screenshot displays the EMBARQ website interface. At the top, the EMBARQ logo is on the left, and navigation links for 'Find a Store', 'Shopping Cart', 'Contact Us', and 'Log in' are on the right. Below the logo, there are links for 'EMBARQ.com', 'MyEMBARQ.com', and 'About EMBARQ'. The main navigation bar includes 'Residential', 'Business', 'Wholesale', and 'MyEMBARQ'. A central promotional banner for 'Get FREE TV for a year' features a woman's image and details about a promotion with DISH Network. To the right is a 'My Account' section with a 'Check Email' button and a login form with fields for 'User ID' and 'Password', a 'Remember my User ID' checkbox, and a 'Login' button. Below the login form are links for 'Trouble Logging In?' and 'Not yet registered?'. A 'Support' section is also visible, listing links for 'Residential Support' and 'Business Support'. At the bottom, there are three smaller promotional boxes: 'Not an EMBARQ customer?', 'Save the planet!', and a 'STOCK QUOTE' for EQ.

Company Website



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DESIGN

An IDENTITY consultant will create a 6-tier color scheme for application to charts, tables, graphs, and more.



- #1. 003300
- #2. 00411F
- #3. 697E47
- #4. 96AD6D
- #5. C0CDA8
- #6. E8EDCE

EMBARQ My Dashboard Executive Overview Paint Dashboard

Welcome, Administrator! Dashboards - Answers - More Products - Settings - Log Out

Regional Analysis Brand Analysis Year over Year Analysis Executive Overview Page Options

Corporate Sales Overview

You have achieved \$1,154,530 in sales revenue YTD. This represents 83% of the forecasted sales revenue target of \$1,382,867. The current actual to forecasted revenue variance is -\$228,337. **KEEP WORKING!**

Modify - Refresh - Print - Download - Add to Briefing Book - Copy

Standard Reports

- Standard Reports
- Calendar Sales Summaries
- Geographic Sales Summaries
- Product Sales Summaries
- Revenue Analysis Summaries

MS

Dollars

15.57% 27.35% 21.5% 38.48%

Sales Forecast Analysis

Current Period Sales Analysis

Multi-Target Drill

Region	Sales	Forecasted Sales	% of Forecast
CENTRAL REGION	\$365,343	262,295	139%
EASTERN REGION	\$436,913	543,169	80%
SOUTHERN REGION	\$209,506	245,571	85%
WESTERN REGION	\$142,768	331,832	43%
Grand Total	\$1,154,530	1,382,867	83%

Modify - Refresh - Print - Download - Add to Briefing Book - Copy

You are currently below forecast for the year. Research brand penetration within customer base

Regional Revenue Analysis

Regional Revenue

Current vs Prior Period

Year Ago Dollars

150,000 120,000 90,000 60,000 30,000

200,000 160,000 120,000 80,000 40,000

Current Dollars

YTD Market Performance

YTD Market Share Analysis: ATLANTA, in the SOUTHERN REGION has \$74,545 in sales YTD, which accounts for 6.5% of total YTD Revenue.

YTD Market Share Analysis: DETROIT, in the CENTRAL REGION has \$70,518 in sales YTD, which accounts for 6.1% of total YTD Revenue.

YTD Market Share Analysis: LOS ANGELES, in the WESTERN REGION has \$68,512 in sales YTD, which accounts for 5.9% of total YTD Revenue.

Modify

Popular Color Sales by District

Colors by Region

Total US

District	Units	Price Per Unit
ATLANTA DISTRICT	311,988	\$3.64
BOSTON DISTRICT	922,332	\$3.04
CHARLOTTE DISTRICT	7,183	\$3.79
CHICAGO DISTRICT	566,529	\$3.44



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ITERATIVE BUILD & TEST

Iterative development is conducted in a separate virtual environment to create custom dashboards, style sheets, and image elements before the final design package is delivered.

The image displays three screenshots from the Oracle BI environment:

- EMBARQ ANSWERS:** Shows a dashboard configuration interface. The 'Columns' pane lists various data points like 'Total US', 'Finish', '% Chg Year Ago Dollars', and 'Actual Units % of Forecast'. A table below shows data for these columns.
- EMBARQ DELIVERS:** Shows the 'iBots' management interface. It includes a 'Manage Catalog' section and a 'My iBots' folder. A 'Create New iBot' button is visible, along with instructions for customizing subscriptions.
- EMBARQ Oracle Business Intelligence:** Shows a login page. It features the EMBARQ logo, the text 'Oracle Business Intelligence', and a login form with fields for 'User ID', 'Password', and a 'Log In' button. A language selector is set to 'English'. The footer contains copyright information for Oracle (1997, 2007) and a license agreement notice.



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OBIEE before IDENTITY

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Current Period Sales Analysis
Multi-Target Drill

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YTD Market Performance
YTD Market Share Analysis: ATLANTA, in the WESTERN REGION has \$6,206 in sales YTD, which accounts for 0.5% of total YTD Revenue.
YTD Market Share Analysis: SALLAS, in the SOUTHERN REGION has \$68,054 in sales YTD, which accounts for 6% of total YTD Revenue.

Regional Revenue Analysis
Regional Revenue
Current vs Prior Period

HS
Pie chart showing sales distribution: 15.57%, 27.35%, 21.6%, 35.48%.



Inspiration Source

EMBARQ
Residential Business Wholesale MyEMBARQ

Get FREE TV for a year
Get America's Top 100 from DISH Network® Satellite TV FREE for a year when you get Triple Play from EMBARQ®

- Home Phone Service
- High-Speed Internet
- DISH Network®

Not an EMBARQ® customer? Save the planet! Well, at least do your part by signing up for paperless billing.

EMBARQ DELIVER
Please enter your User ID and Password (Email), and click the Log In button.

EMBARQ Identity
My Dashboard Executive Overview Paint Dashboard

Paint Dashboard
Welcome, Administrator! Dashboards - Answers - More Products - Settings - Log Out

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Regional Revenue
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Popular Color Sales by District
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EMBARQ ANSWERS
Corporate Sales Overview
Sales Forecast Analysis
YTD Market Performance

EMBARQ DELIVER
Please enter your User ID and Password (Email), and click the Log In button.



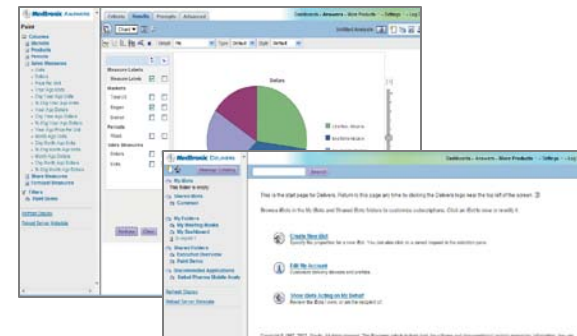
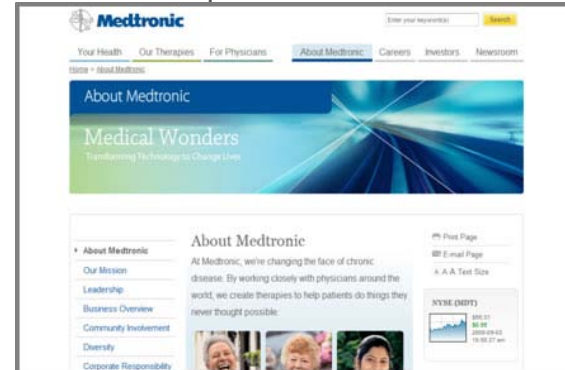
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Inspiration Source





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TRUCKER'S INC.

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new at Trucker's

MDU Resources Acquires Amador Transit Mx, Inc.

who we are and what we do

find the Trucker's location near you

TRUCKER'S INC.

My Dashboard Amway BICG Bank of America Carlson Co Dartmouth Diebold Enbarq Goldman Sachs Knife River Liz Arden Medtronic Navteq PaintDashboard Smuckers Synaptica

PaintDashboard

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Regional Analysis Brand Analysis Year over Year Analysis Executive Overview

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Regional Revenue Analysis

Regional Revenue

Current vs Prior Period

Region	Units	Price Per Unit
SOUTHERN REGION	824,035	\$3.43
EASTERN REGION	1,465,383	\$3.13
CENTRAL REGION	1,032,018	\$3.47
WESTERN REGION	500,384	\$3.51
Grand Total	3,921,820	\$3.34

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Oracle Business Intelligence

Oracle Identity

Oracle Business Intelligence 11g R2

Username: Administrator

Password: []

Log In



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OBIEE before IDENTITY



Inspiration Source

over 280 successful Oracle BI Projects

BIG UNIVERSITY CBT Computer Based Training

Oracle Business Intelligence

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Oracle Business Intelligence

Please enter your User ID and Password, and then press the Log In button.

User ID:

Password:

Select a Language: **English**

Oracle Business Intelligence 10.1.3.1.0



See it for yourself...

⦿ Demo

- ⦿ <http://www.biconsultinggroup.com/identity>

