



Oracle Business Intelligence Deployment

User Group April 2017

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**ExLibris**[®]
a ProQuest Company

Objectives

- Take advantage of EXL Strategic technology stack to provide enterprise level analytics reporting
- Enhance data security through encryption of campusM Insight data
- Build a development and production OBI infrastructure to compliment and eventually replace campusM insight reporting
- Build a suite of OOTB reports that showcase trends in app usage and engagement
- Develop the capability for customers to generate custom reports and data extracts
- Build confidence and competence internally for OBI

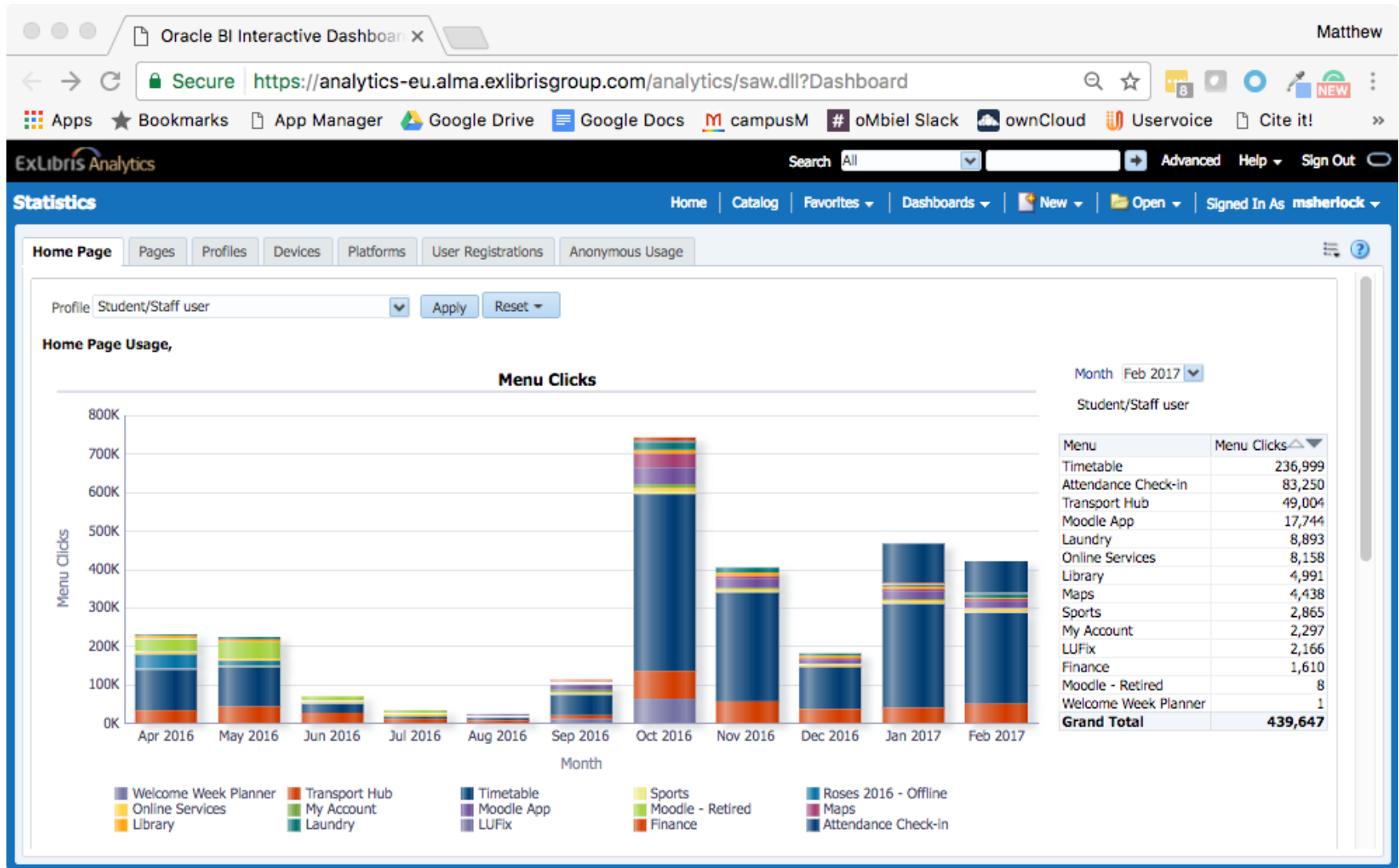
Phase 1 – Beta release

- Infrastructure setup (both Dev and Production)
- **Insight Data Encryption**
- Data transformations and analytics schema development
- **Development and QA of OBI environment**
- Secure linkage from app manager to organization-specific data
- **Development of initial OOTB dashboards**
- Release to customers

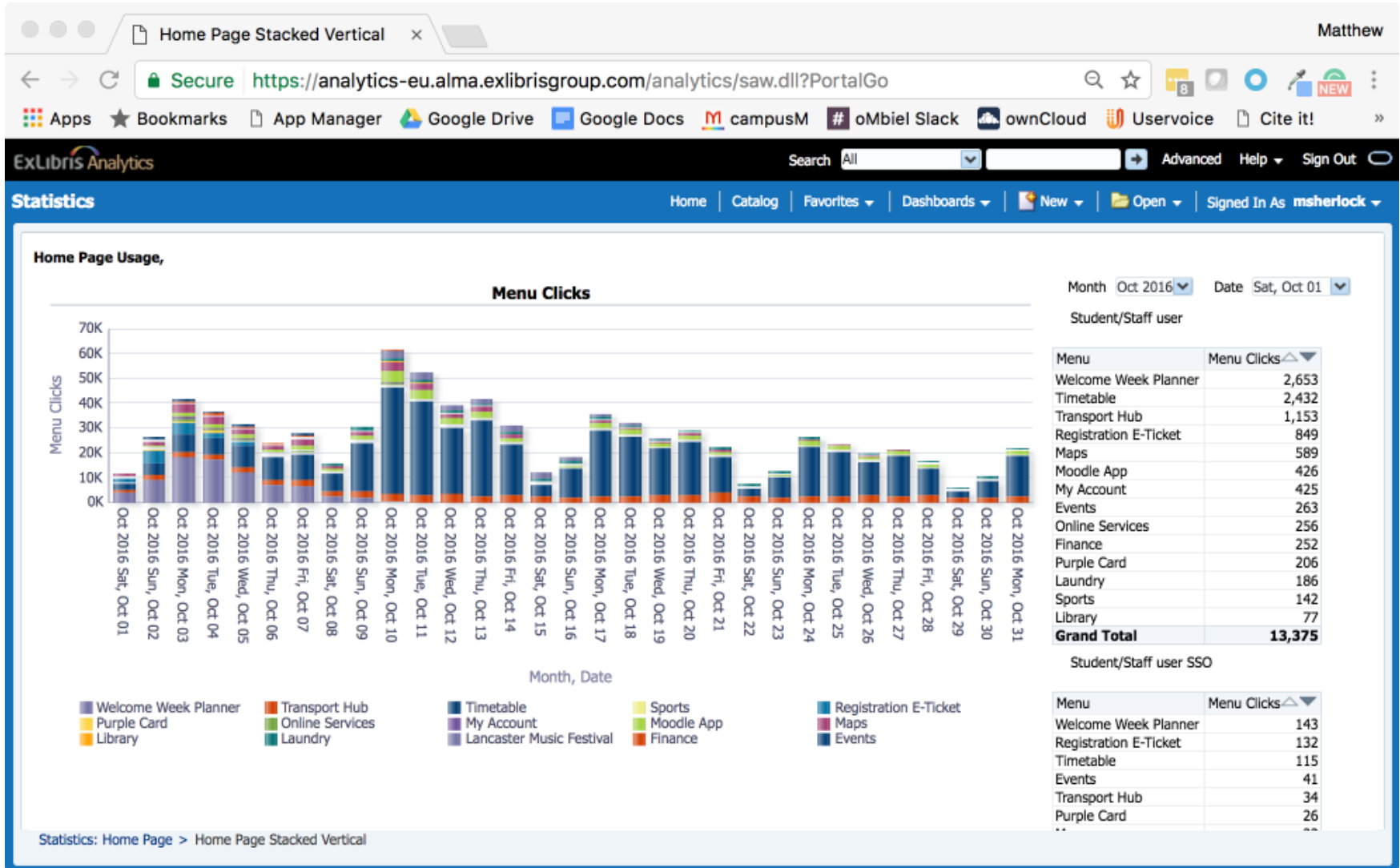
OBI – Phase 1 Scope

- Read only access to OBI production Environment
- Linkage from App Manager through 'Beta' icon
- OOTB reports that are similar to Insight:
 - Menu/tile hits
 - Page hits
 - Profile usage
 - Platforms and device insight
 - User registrations
- Graphical and tabular representations given
- Last 12 months viewable (if data is available)
- Ability to drill in to months for detailed view

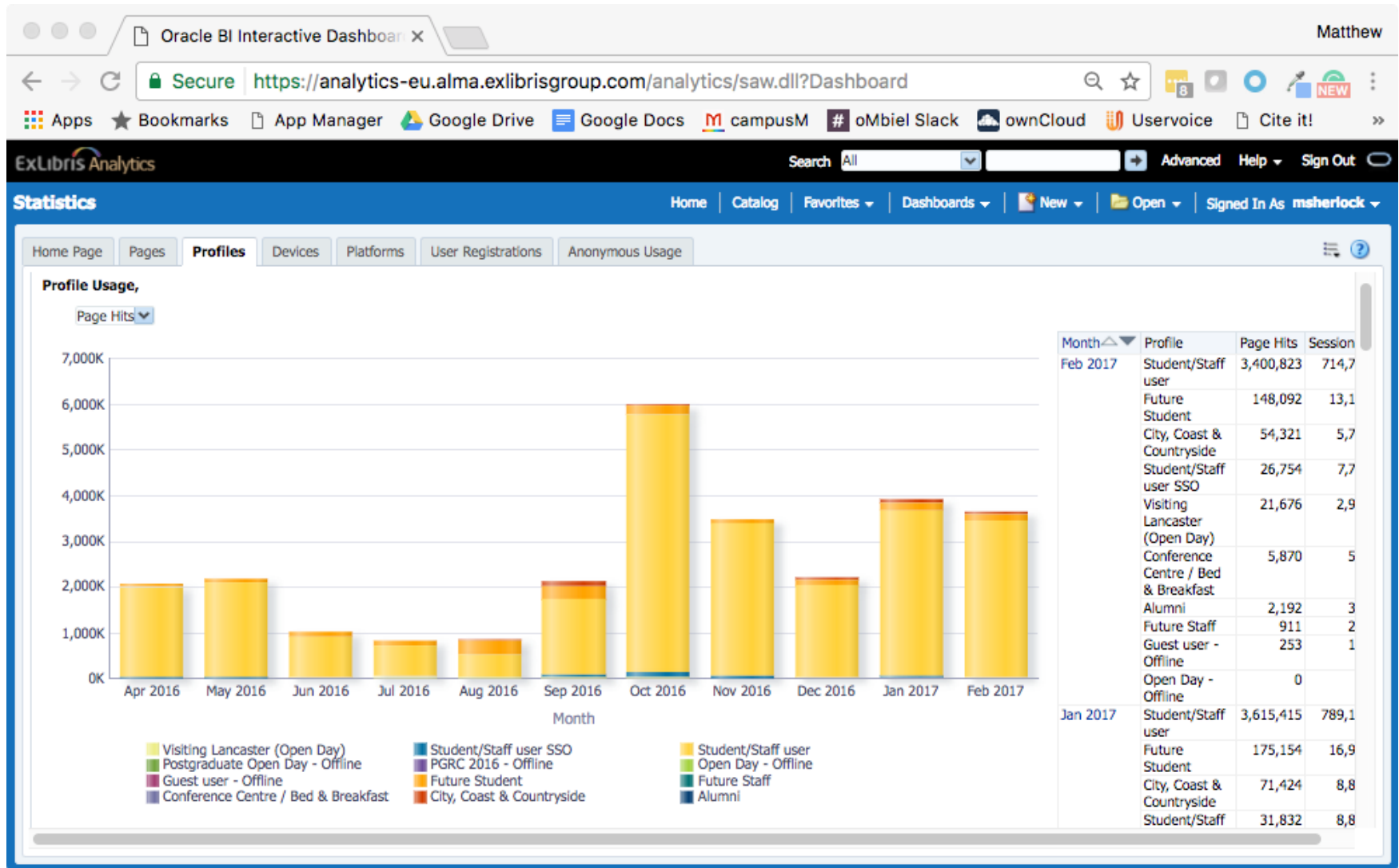
Menu Clicks – Student Profile



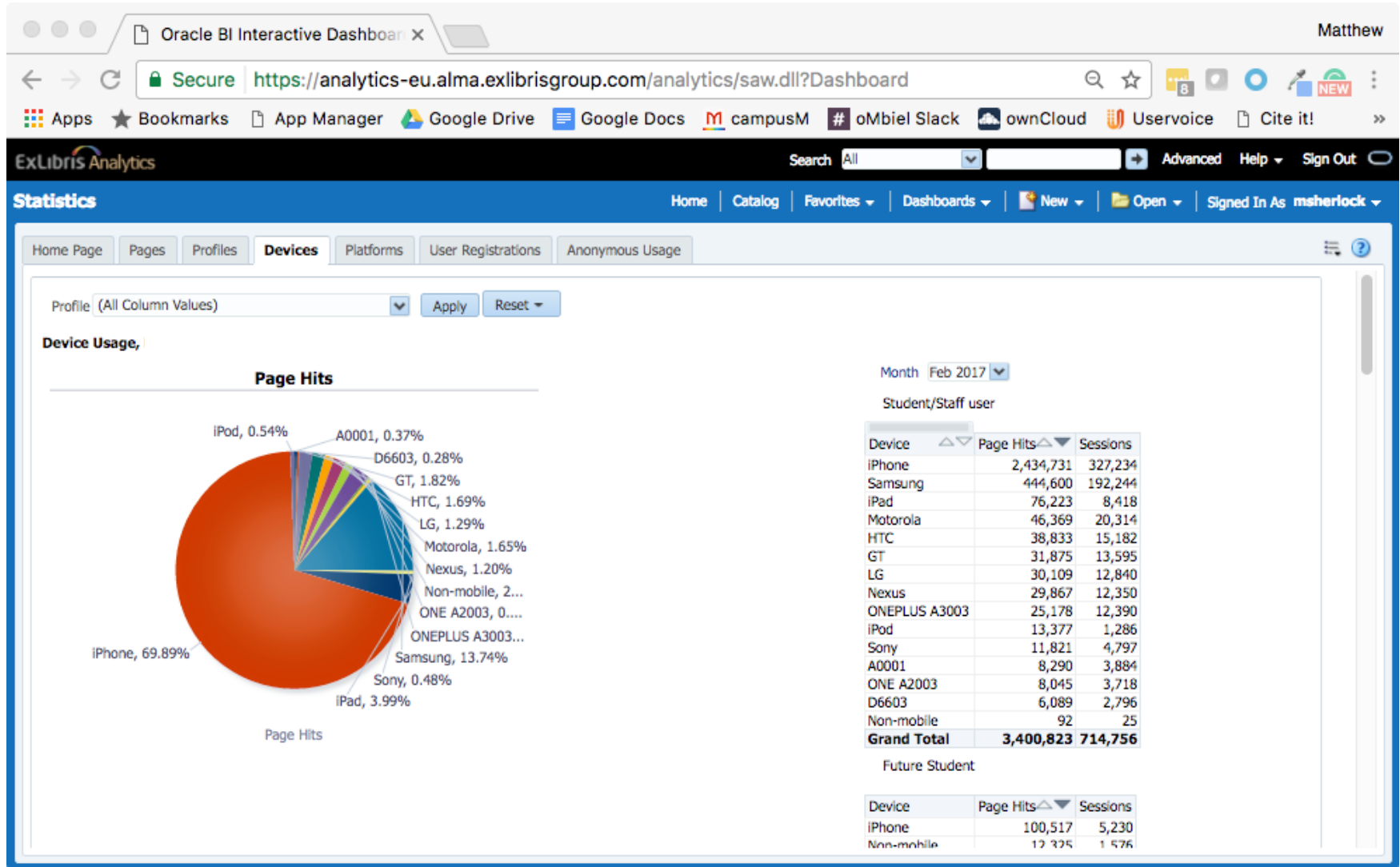
Menu Clicks – Drilldown for October



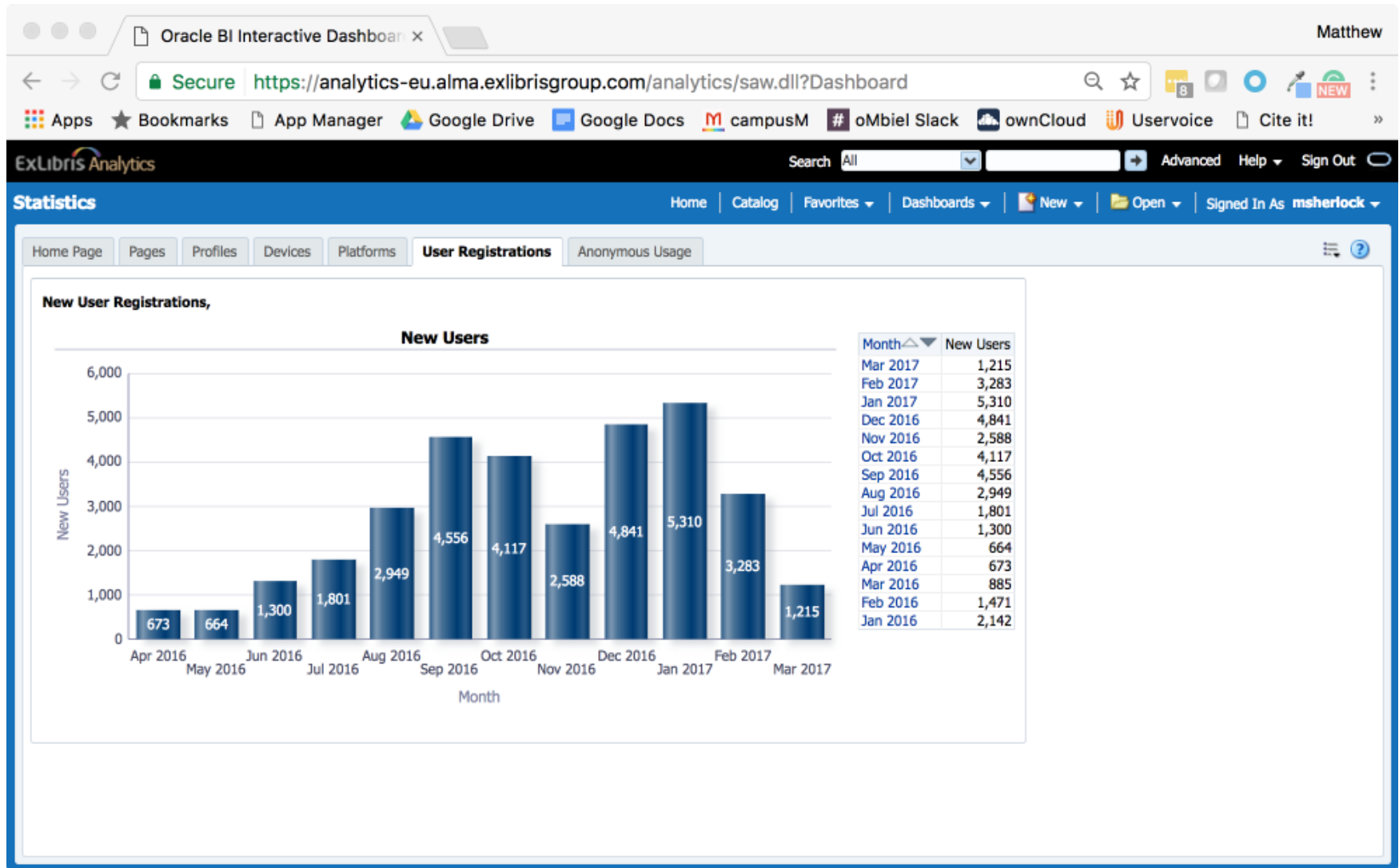
Profile Breakdown



Device & Platform Breakdown



User registrations



Current Plans

- Custom (customer driven) reporting
- Enhanced OOTB reports following feedback

Other areas of development/R&D

- Review of Insight capture points within the app
- Analytics in AEK
- Engagement Analytics



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