

# Decision Intelligence:

## Feel more confident with data-driven decisions

Making the right decision for your business is hard, with 85% of business leaders reporting decision distress. The ever-growing stream of data can help, but only when you can connect information, insights, and actions together.

Oracle Cloud gives businesses the decision intelligence\* they need to collect, interpret, and apply the data in a way that helps them make the best decisions.



\*For the purpose of the survey Decision Intelligence was defined as “the ability to leverage data and technology to understand how decisions are made, evaluated, managed, and how they can be improved.”

## Trust

Decision makers need to trust the data they're using.



74% of business leaders said they'd held back on making a decision because they didn't know what data to trust.

Oracle Autonomous Data Warehouse provides a trusted data foundation as the world's first and only autonomous database optimized for analytic workloads.

## Shared Understanding

Decision makers need to work from a common set of definitions.



41% of people say that a lack of agreement on data is a top 3 challenge they face when making decisions at work.

Oracle Analytics Cloud (OAC) provides a single place to define and share the key business terms decision makers need through a semantic model.

## Context

Decision makers need data and analytics tied closely to their role.

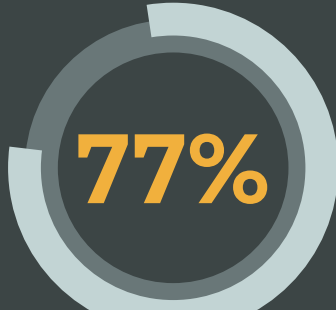


79% of business leaders agreed that a technology that knows their job role, flow of daily tasks, and the industry they work in would be most useful to them when making decisions.

Oracle Fusion Analytics supports decisions in context by tying analytics tightly to operational activities – finance, supply chain, workforce, customer experience – in Fusion ERP, SCM, HCM, and CX.

## Exploration

Decision makers need to follow their train of thought.

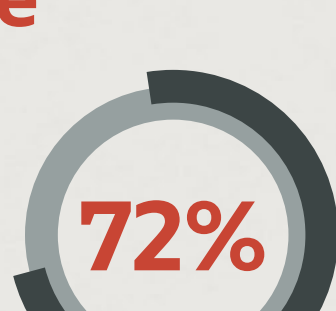


77% of business leaders say that the dashboards and charts they get do not always relate directly to the decisions they need to make.

OAC helps decision makers answer questions and spot patterns by providing intuitive, augmented exploration, while Oracle Enterprise Performance Management supports what-if and scenario modeling.

## Intelligence

Decision makers need intelligent analytics to help with complex choices.



72% of business leaders feel that the majority of data available is only truly helpful for data experts who can interpret and leverage the insights in meaningful ways.

In combination with OAC, OCI Data Science capabilities support decision augmentation through built-in ML and AI models that are trained to find patterns in data that humans simply can't.

## Actionability

Decision makers need to 'make it so' to enact their choices.



74% of business leaders say that their organization judges decisions purely based on the outcome, but most analytic systems only deliver insights.

OAC connects insights and action via its native action framework.

## Automation

Decision makers need a way of automating more decisions.



85% of business leaders agreed that knowing the results of similar decisions would have a huge impact on decision making.

Oracle Integration captures and automates decisions through decision modeling and processing.

## About Oracle

Oracle offers integrated suites of applications plus secure, autonomous infrastructure in the Oracle Cloud. For more information about Oracle (NYSE: ORCL), please visit us at [oracle.com](http://oracle.com).

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