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# Oracle Business Intelligence Enterprise Edition 11g: A Hands-On Tutorial

Leverage the latest Fusion Middleware Business Intelligence offering with this action-packed implementation guide

**Haroun Khan**  
**Adrian Ward**

**Christian Screen**

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BIRMINGHAM - MUMBAI

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It goes without saying, but I would like to thank my parents, Zainab and Ayub for their support, encouragement and for everything, really. Also I have to include my sisters Sophia and Soraya so that they can have their name in print and I can avoid admonishments! Last, but not least, thanks to my toddler niece Sharifa for providing me with boundless distractions and opportunities to procrastinate.

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**Christian Screen** is a Business Intelligence evangelist with over 15 years of experience in technology ranging from low-level programming, E-Commerce, Data Warehousing, Enterprise Performance Management and, of course, Business Intelligence. In his spare time, he enjoys writing technical articles, learning new technologies, developing products, writing software, spending time with his family, trying to change the world, and running his blog and podcast at ArtOfBi.com. He is an Oracle ACE, an Oracle Deputy CTO, and holds several technology and project management certifications.

---

I would like to thank my family (wife Kirsten and three super children – Riley, Jaxon, and Dylan) seems so cliché but indeed their patience and support has been essential to the process of writing my first book. I'd also like to thank all of my colleagues who have provided continual intellectual ferment for our work with Business Intelligence and Enterprise Performance Management solutions. Thanks to Greg, Jason, and Tom at Analytic Vision for giving me a chance with my first consulting gig. Thanks to Amy Mayer of BI Consulting Group and Capgemini for my second consulting gig and having an unbelievable culture that I'll take with me wherever I may go. There are a few people at Oracle to thank as well, such as Mike Hallett in the UK who handles the BI/EPM partner community for EMEA and does an amazing job at building the community and keeping even us in the USA informed, the Oracle ACE Program leaders Justin Kestelyn and Lillian Buziak (Brian Stover, of course, many thanks!) for the Oracle ACE moniker, and the Oracle BI development team Matt Bedin and Phillippe Lions for their SampleApp and other assistance. I'd like to generally thank other authors of technical books that I may have referred to over the years and the many bloggers that find it their duty to share the tidbits, prose, or other knowledge that make finding an answer to daily issues merely a Google search away – thanks for sharing. A big thanks goes to the very keen reviewers of this book – Kevin McGinley, Daan Bakboord, and Ramke Ramakrishnan. We truly appreciate the time, effort, and suggestions you've provided to make this book better. Lastly, thanks to you for reading our first book – hopefully you purchased it legally – I trust you will find it useful.

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**Adrian Ward** started working in Siebel Analytics back in 2001 and quickly realized the potential in the technology. He formed the UK's first independent consultancy focusing purely on OBIEE (née Siebel Analytics) and Oracle BI Applications. He has led many large successful OBIEE implementations in a wide range of business sectors, from Investment Banking to Military operations. His deep technical OBIEE and BI Applications knowledge has been applied on dozens of projects throughout the globe including HR, Sales, Service, Pharma, and Custom Analytics.

He was also one of the first bloggers on Oracle BIEE and today runs the Addidici OBIEE consultancy which has operations in the UK, Europe, and South Africa.

Adrian runs one of the largest Oracle BI networking groups on LinkedIn – "Oracle Business Intelligence", and helps others to network and learn about the product and its application, including organizing networking social events in London.

In his spare time he loves sailing, skiing, enjoying life with his family, and learning new technologies.

---

Firstly, I would like to thank my wife Sarah for her enormous love and support over the years, and in particular whilst I was writing my part of this book. Thanks too, must go to my cool children, Hugh and Hatty, for their help in keeping the house quiet and delivering endless cups of tea, and also to my Mum and Dad for being the best parents you could ask for – always there when you need.

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# About the Reviewers

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I'd like to thank the authors for the opportunity to review their fantastic book. There are so few books on Oracle BI out in the market and it's refreshing to see a nice, straightforward, end-to-end book on OBIEE 11g available for readers new to Oracle BI.

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I want to thank my wife Lavanya and my children Ritvik, Rasya, Rishik, and Raeya for their support and cooperation.

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