



P r o f e s s i o n a l E x p e r t i s e D i s t i l l e d

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.

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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.

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

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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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