

Oracle Database Insider Blog



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Oracle Shines at Gartner BI Summit, DC.

By [jeffrey.x.erickson](#) on March 16, 2009 2:59 PM

Gartner is still pulling in good attendance at its [BI Summit](#) series, and that's a good thing for Oracle.

According to the Oracle Database Insider's eyes and ears at the summit, marketing director, Kimberly Billings, Gartner reiterated Oracle's "full stack" message in its session evaluating mega vendors IBM, Oracle, SAP and Microsoft. "Gartner's message was that competition and consolidation will favor mega vendors rather than pure-play vendors," says Billings. "Gartner noted that Oracle is the only mega vendor on that list with a complete stack and that Oracle is **way ahead** as the data warehousing market share leader."

Oracle's most anticipated and well attended presentation featured Oracle BI and data warehousing heavyweights [John Kopcke](#) and [Bob Stackowiak](#) outlining the Oracle's complete, [integrated BI/DW](#) offering, from storage to scorecard.



It Just Works

Oracle customers Paul Hartley, General Manager of [LGR](#) and Scott Fenton, CIO of [Wind River](#), shared their experiences using the HP Oracle Database Machine and Oracle Business Intelligence Applications respectively. Both customers underscored that Oracle products provide business value, are extremely stable, and "just work." "I saw lots of interest in learning more about HP Oracle Database Machine and Oracle Business Intelligence Applications," says Billings.

The Gartner event left Billings with the impression that companies of all sizes are looking for ways to differentiate themselves during uncertain times, and that high-quality BI backed by powerful, efficient data warehousing is one of the key ways they hope to do it. Overall, it was a message that played to Oracle's strengths.

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