CATHERINE GIBBONS

2008 MANOJ BOHRA

ENTERPRISE PERFORMANCE MANAGEMENT ARCHITECT OF THE YEAR

Architect delivers the right information to the right people at the right time.

Creating enterprise performance management solutions that can help companies achieve their business objectives requires finely tuned technologies. It also requires a solid understanding of business goals, according to Manoj Bohra, director of business intelligence and development at Merrill Lynch and *Oracle Magazine*'s Enterprise Performance Management Architect of the Year. "You need to figure out what the business objectives are, and then come up with a high-level design that can be implemented using appropriate technologies," he says.

For Merrill Lynch, the appropriate technologies to help deliver the right information to the right users at the right time include Oracle Business Intelligence Suite, Enterprise Edition Plus; Oracle Essbase; Oracle Hyperion Data Relationship Management; Oracle Applications; and an Oracle data warehouse. "Our data warehouse is updated from our Oracle Applications, with a latency of only a few minutes," says Bohra. "It's a very aggressive data warehouse environment powered by highly aggregated Oracle Essbase reporting cubes." The data can then be reported using Oracle Essbase and Oracle tools, leveraging back-end Oracle databases.

"In the past, users were busy collecting information instead of analyzing it," says Bohra. "Now, the information is available to them, so they have enough time for analysis. It's a major shift."

BILL ADLER

2008 HANNES VAN ROOYEN

DATA WAREHOUSE ARCHITECT OF THE YEAR

Architect finds the business gold for customers using Oracle Database and Oracle data warehouse solutions.

To Hannes van Rooyen, *Oracle Magazine*'s Data Warehouse Architect of the Year, an average business day involves helping his telecommunications customers to digest billions of call detail records (CDRs) that originate from their network equipment and to mine these mountains of data for veins of business gold.

"Until recently, the primary challenge that prevented most operators from unlocking the intelligence within their CDRs was the sheer volume of data and the costs associated with managing this," says van Rooyen, chief architect for LGR Telecommunications. Using Oracle Database and Oracle data warehousing, the company has developed a powerful CDR solution that is used by AT&T, Telstra, and Vodafone, among others, for extraction, transformation, analysis, and reporting of all the data coming from telecommunications equipment.

"We chose to use Oracle for our data warehouses because we could get the scalability we needed, and Oracle provided us with the tools and support to get our job done," says van Rooyen. The choice has helped LGR succeed. "When Oracle came out with partitioning, it just catapulted us into a different world," van Rooyen says. "It's bulletproof in the environments we're running it in. Together with solutions such as Oracle Real Application Clusters, it allows us to provide a highly scalable and extremely powerful solution that is world-beating."