

Oracle Endeca Documentation

Libraries have always been an inspiration for the standards and technologies developed by semantic web activities. However, except for the Dublin Core specification, semantic web and social networking technologies have not been widely adopted and further developed by major digital library initiatives and projects. Yet semantic technologies offer a new level of flexibility, interoperability, and relationships for digital repositories. Kruk and McDaniel present semantic web-related aspects of current digital library activities, and introduce their functionality; they show examples ranging from general architectural descriptions to detailed usages of specific ontologies, and thus stimulate the awareness of researchers, engineers, and potential users of those technologies. Their presentation is completed by chapters on existing prototype systems such as JeromeDL, BRICKS, and Greenstone, as well as a look into the possible future of semantic digital libraries. This book is aimed at researchers and graduate students in areas like digital libraries, the semantic web, social networks, and information retrieval. This audience will benefit from detailed descriptions of both today's possibilities and also the shortcomings of applying semantic web technologies to large digital repositories of often unstructured data.

The traditional division of labor between the database (which only stores and manages SQL and XML data for fast, easy data search and retrieval) and the application server (which runs application or business logic, and presentation logic) is obsolete. Although the book's primary focus is on programming the Oracle Database, the concepts and techniques provided apply to most RDBMS that support Java including Oracle, DB2, Sybase, MySQL, and PostgreSQL. This is the first book to cover new Java, JDBC, SQLJ, JPublisher and Web Services features in Oracle Database 10g Release 2 (the coverage starts with Oracle 9i Release 2). This book is a must-read for database developers audience (DBAs, database applications developers, data architects), Java developers (JDBC, SQLJ, J2EE, and OR Mapping frameworks), and to the emerging Web Services assemblers. Describes pragmatic solutions, advanced database applications, as well as provision of a wealth of code samples. Addresses programming models which run within the database as well as programming models which run in middle-tier or client-tier against the database. Discusses languages for stored procedures: when to use proprietary languages such as PL/SQL and when to use standard languages such as Java; also running non-Java scripting languages in the database. Describes the Java runtime in the Oracle database 10g (i.e., OracleJVM), its architecture, memory management, security management, threading, Java execution, the Native Compiler (i.e., NCOMP), how to make Java known to SQL and PL/SQL, data types mapping, how to call-out to external Web components, EJB components, ERP frameworks, and external databases. Describes JDBC programming and the

new Oracle JDBC 10g features, its advanced connection services (pooling, failover, load-balancing, and the fast database event notification mechanism) for clustered databases (RAC) in Grid environments. Describes SQLJ programming and the latest Oracle SQLJ 10g features , contrasting it with JDBC. Describes the latest Database Web services features, Web services concepts and Services Oriented Architecture (SOA) for DBA, the database as Web services provider and the database as Web services consumer. Abridged coverage of JPublisher 10g, a versatile complement to JDBC, SQLJ and Database Web Services.

Describes what Exadata is and its available configurations for such features as smart scans, storage indexes, hybrid columnar compression, and Smart Flash Cache.

Oracle system performance inefficiencies often go undetected for months or even years--even under intense scrutiny--because traditional Oracle performance analysis methods and tools are fundamentally flawed. They're unreliable and inefficient. Oracle DBAs and developers are all too familiar with the outlay of time and resources, blown budgets, missed deadlines, and marginally effective performance fiddling that is commonplace with traditional methods of Oracle performance tuning. In this crucial book, Cary Millsap, former VP of Oracle's System Performance Group, clearly and concisely explains how to use Oracle's response time statistics to diagnose and repair performance problems. Cary also shows how "queueing theory" can be applied to response time statistics to predict the impact of upgrades and other system changes. Optimizing Oracle Performance eliminates the time-consuming, trial-and-error guesswork inherent in most conventional approaches to tuning. You can determine exactly where a system's performance problem is, and with equal importance, where it is not, in just a few minutes--even if the problem is several years old. Optimizing Oracle Performance cuts a path through the complexity of current tuning methods, and streamlines an approach that focuses on optimization techniques that any DBA can use quickly and successfully to make noticeable--even dramatic--improvements. For example, the one thing database users care most about is response time. Naturally, DBAs focus much of their time and effort towards improving response time. But it is entirely too easy to spend hundreds of hours to improve important system metrics such as hit ratios, average latencies, and wait times, only to find users are unable to perceive the difference. And an expensive hardware upgrade may not help either. It doesn't have to be that way. Technological advances have added impact, efficiency, measurability, predictive capacity, reliability, speed, and practicality to the science of Oracle performance optimization. Optimizing Oracle Performance shows you how to slash the frustration and expense associated with unraveling the true root cause of any type of performance problem, and reliably predict future performance. The price of this essential book will be paid back in hours saved the first time its methods are used.

In this insightful book, you'll learn from the best data practitioners in the field just how wide-ranging -- and beautiful -- working with data can be. Join 39 contributors as they explain how they developed simple and elegant solutions on projects ranging from the Mars lander to a Radiohead video. With *Beautiful Data*, you will:

- Explore the opportunities and challenges involved in working with the vast number of datasets made available by the Web
- Learn how to visualize trends in urban crime, using maps and data mashups
- Discover the challenges of designing a data processing system that works within the constraints of space travel
- Learn how crowdsourcing and transparency have combined to advance the state of drug research
- Understand how new data can automatically trigger alerts when it matches or overlaps pre-existing data
- Learn about the massive infrastructure required to create, capture, and process DNA data

That's only a small sample of what you'll find in *Beautiful Data*. For anyone who handles data, this is a truly fascinating book. Contributors include: Nathan Yau, Jonathan Follett and Matt Holm, J.M. Hughes, Raghu Ramakrishnan, Brian Cooper, and Utkarsh Srivastava, Jeff Hammerbacher, Jason Dykes and Jo Wood, Jeff Jonas and Lisa Sokol, Jud Valeski, Alon Halevy and Jayant Madhavan, Aaron Koblin with Valdean Klump, Michal Migurski, Jeff Heer, Coco Krumme, Peter Norvig, Matt Wood and Ben Blackburne, Jean-Claude Bradley, Rajarshi Guha, Andrew Lang, Pierre Lindenbaum, Cameron Neylon, Antony Williams, and Egon Willighagen, Lukas Biewald and Brendan O'Connor, Hadley Wickham, Deborah Swayne, and David Poole, Andrew Gelman, Jonathan P. Kestellec, and Yair Ghitza, Toby Segaran.

Combining the latest research and most current coverage available into a succinct nine chapters, *FUNDAMENTALS OF INFORMATION SYSTEMS, 8E* equips students with a solid understanding of the core principles of IS and how it is practiced. The streamlined 560-page eighth edition features a wealth of new examples, figures, references, and cases as it covers the latest developments from the field--and highlights their impact on the rapidly changing role of today's IS professional. In addition to a stronger career emphasis, the text includes expanded coverage of mobile solutions, energy and environmental concerns, the increased use of cloud computing across the globe, and two cases per chapter.

Learning firsthand how information systems can increase profits and reduce costs, students explore new information on e-commerce and enterprise systems, artificial intelligence, virtual reality, green computing, and other issues reshaping the industry. The text introduces the challenges and risks of computer crimes, hacking, and cyberterrorism. It also presents some of the most current research on virtual communities, global IS work solutions, and social networking. No matter where students' career paths may lead, *FUNDAMENTALS OF INFORMATION SYSTEMS, 8E* and its resources can help them maximize their success as employees, decision makers, and business leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This cookbook has recipes written in simple, easy to understand format with lots of screenshots and insightful tips and

hints. If you are an Oracle Database Administrator, Security Manager or Security Auditor looking to secure the Oracle Database or prevent it from being hacked, then this book is for you. This book assumes you have a basic understanding of security concepts.

Lucene 4 Cookbook is a practical guide that shows you how to build a scalable search engine for your application, from an internal documentation search to a wide-scale web implementation with millions of records. Starting with helping you to successfully install Apache Lucene, it will guide you through creating your first search application. Furthermore, the book walks you through analyzing your text and indexing your data to leverage the performance of your search application. As you progress through the chapters, you will learn to effectively search your indexes and successfully employ real-time searching. The chapters start off with simple concepts and build up to complex solutions that should help you on your way to becoming a search engine expert.

Oracle is an enormous system, with myriad technologies, options, and releases. Most users--even experienced developers and database administrators--find it difficult to get a handle on the full scope of the Oracle database. And, as each new Oracle version is released, users find themselves under increasing pressure to learn about a whole range of new technologies. The latest challenge is Oracle Database 11g. This book distills an enormous amount of information about Oracle into a compact, easy-to-read volume filled with focused text, illustrations, and helpful hints. It contains chapters on: Oracle products, options, data structures, and overall architecture for Oracle Database 11g, as well as earlier releases (Oracle Database 10g, Oracle9i, and Oracle8i) Installing, running, managing, monitoring, networking, and tuning Oracle, including Enterprise Manager (EM) and Oracle's self-tuning and management capabilities; and using Oracle security, auditing, and compliance (a new chapter in this edition) Multiuser concurrency, data warehouses, distributed databases, online transaction processing (OLTP), high availability, and hardware architectures (e.g., SMP, clusters, NUMA, and grid computing) Features beyond the Oracle database: Oracle Application Express, Fusion Middleware (including Oracle Application Server), and database SOA support as a Web services provider The latest Oracle Database 11g features: query result set caching, Automatic Memory Management, the Real Application Testing, Advanced Compression, Total Recall, and Active Data Guard Option Options, changes to the OLAP Option (transparently accessed and managed as materialized views), the Flashback transaction command, transparent data encryption, the Support Workbench (and diagnosability infrastructure), and partitioning enhancements (including interval and new composite types) For new Oracle users, DBAs, developers, and managers, Oracle Essentials provides an invaluable, all-in-one introduction to the full range of Oracle features and technologies, including the just-released Oracle Database 11g features. But even if you already have a library full of Oracle documentation, you'll find that this compact book is the one you turn to, again and again, as your one-stop, truly essential reference. "Oracle Essentials gives a clear explanation of the key database concepts and architecture underlying the Oracle database. It's a great reference for anyone doing development or management of Oracle databases." --Andrew Mendelsohn, Senior Vice President, Database Server Technologies, Oracle Corporation

The Oracle Press Guide to Big Data Analytics using R Cowritten by members of the Big Data team at Oracle, this Oracle Press book focuses on analyzing data with R while making it scalable using Oracle's R technologies. Using R to Unlock the Value of Big Data provides an introduction to open source R and describes issues with traditional R and database interaction. The book then offers in-depth coverage of

Oracle's strategic R offerings: Oracle R Enterprise, Oracle R Distribution, ROracle, and Oracle R Connector for Hadoop. You can practice your new skills using the end-of-chapter exercises.

This book celebrates Michael Stonebraker's accomplishments that led to his 2014 ACM A.M. Turing Award "for fundamental contributions to the concepts and practices underlying modern database systems." The book describes, for the broad computing community, the unique nature, significance, and impact of Mike's achievements in advancing modern database systems over more than forty years. Today, data is considered the world's most valuable resource, whether it is in the tens of millions of databases used to manage the world's businesses and governments, in the billions of databases in our smartphones and watches, or residing elsewhere, as yet unmanaged, awaiting the elusive next generation of database systems. Every one of the millions or billions of databases includes features that are celebrated by the 2014 Turing Award and are described in this book. Why should I care about databases? What is a database? What is data management? What is a database management system (DBMS)? These are just some of the questions that this book answers, in describing the development of data management through the achievements of Mike Stonebraker and his over 200 collaborators. In reading the stories in this book, you will discover core data management concepts that were developed over the two greatest eras (so far) of data management technology. The book is a collection of 36 stories written by Mike and 38 of his collaborators: 23 world-leading database researchers, 11 world-class systems engineers, and 4 business partners. If you are an aspiring researcher, engineer, or entrepreneur you might read these stories to find these turning points as practice to tilt at your own computer-science windmills, to spur yourself to your next step of innovation and achievement. This book provides a comprehensive treatment of the rapidly changing world of Web-based business technologies and their often-disruptive innovations. The history of the Web is a short one. Indeed many college graduates today were not even born when the Web first emerged. It is therefore an opportune time to view the Web as having reached the point of graduation. The Web has led to new ways in which businesses connect and operate, and how individuals communicate and socialize; related technologies include cloud computing, social commerce, crowd sourcing, and the Internet of Things, to name but a few. These developments, including their technological foundations and business impacts, are at the heart of the book. It contextualizes these topics by providing a brief history of the World Wide Web, both in terms of the technological evolution and its resultant business impacts. The book was written for a broad audience, including technology managers and students in higher education. It is also intended as a guide for people who grew up with a background in business administration or engineering or a related area but who, in the course of their career paths, have reached a point where IT-related decisions have become their daily business, e.g., in digital transformation. The book describes the most important Web technologies and related business applications, and especially focuses on the business implications of these technologies. As such, it offers a solid technology- and business-focused view on the impact of the Web, and balances rules and approaches for strategy development and decision making with a certain technical understanding of what goes on "behind the scenes."

Success of an organization is increasingly dependent on its capability to create an environment in order to improve productivity of knowledge work. This book focuses on the concepts, models and technologies that are used to design and implement such an environment. It develops the vision of a modular, yet highly integrated enterprise knowledge infrastructure and presents an idealized architecture replete with current technologies and systems. The most important streams of technological development that are covered in the book are communication, collaboration, document and content management, e-learning, enterprise portals, business process management, information life cycle management, information retrieval and visualization, knowledge management, mobile computing, application and network infrastructure,

Semantic Web and social software. It includes learning goals, exercises and case examples that help the reader to easily understand and practice the concepts.

Implement Oracle Business Intelligence Applications Provide actionable business intelligence across the enterprise to enable informed decision-making and streamlined business processes. Oracle Business Intelligence Applications: Deliver Value Through Rapid Implementations shows how to justify, configure, customize, and extend this complete package of BI solutions. You'll get a technical walkthrough of Oracle Business Intelligence Applications architecture--from the dashboard to the data source--followed by best practices for maximizing the powerful features of each application. You will also find out about stakeholders critical to project approval and success. Optimize performance using Oracle Exalytics In-Memory Machine Deliver timely financial information to managers with Oracle Financial Analytics Enable a streamlined, demand-driven supply chain via Oracle Supply Chain and Order Management Analytics Provide end-to-end visibility into manufacturing operations with Oracle Manufacturing Analytics Optimize supply-side performance through Oracle Procurement and Spend Analytics Use Oracle Human Resources Analytics to provide key workforce information to managers and HR professionals Track the costs and labor required to maintain and operate assets with Oracle Enterprise Asset Management Analytics Maintain visibility into project performance via Oracle Project Analytics Provide actionable insight into sales opportunities using Oracle Sales Analytics Enable superior customer service with Oracle Service Analytics

Oracle Database gets high marks for performance, reliability, and scalability. Building and deploying your PHP applications on Oracle Database enables you to combine the power and robustness of Oracle and the ease of use, short development time, and high performance of PHP. When used in a complementary way, PHP and Oracle allow you to build high-performance, scalable, and reliable data-driven Web applications with a minimum of effort.

A4 size version. This book covers a vast amount of formula types in Excel 2010. There is a combination of written documentation along with embedded image guides in the book. I have over ten years of experience in using Microsoft Excel. I'm also Microsoft Office Specialist certified in Excel. Standard Copyright (c), by William Smith MSc since 2014-12-05.

Expert guidance on administering the highly complex Oracle E-Business Suite Time-proven best practices Tried and tested scripts, notes, and references Covers all vital admin tasks, including configuration, monitoring, performance tuning, troubleshooting, and patching

From corporate IT departments to academic institutions, XML has become the language of choice for storing and transmitting data across diverse application domains. For those new to the XML query language, XQuery, this example-rich text serves as a tutorial that brings readers quickly up to speed on XQuery's data model, type system, and core language features.

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology-it's about the ways people find

information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, *Designing Web Navigation* offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While *Designing Web Navigation* focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

Now today's managers can prepare to successfully oversee and understand information systems with Reynold's *INFORMATION TECHNOLOGY FOR MANAGERS, 2E*. This practical, insightful book prepares current and future managers to understand the critical business implications of information technology. A wealth of actual contemporary examples demonstrate how successful managers can apply information technology to improve their organizations. A new chapter on IT security, hands-on scenarios and practical cases give readers an opportunity to apply what they're learning. This edition's solid framework helps define the manager's important role in information technology and in working effectively with all members of the organization to achieve results. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book is a thorough introduction to Java Message Service (JMS), the standard Java application program interface (API) from Sun Microsystems that supports the formal communication known as "messaging" between computers in a network. JMS provides a common interface to standard messaging protocols and to special messaging services in support of Java programs. The messages exchange crucial data between computers, rather than between users--information such as event notification and service requests. Messaging is often used to coordinate programs in dissimilar systems or written in different programming languages. Using the JMS interface, a programmer can invoke the messaging services of IBM's MQSeries, Progress Software's SonicMQ, and other popular messaging product vendors. In

addition, JMS supports messages that contain serialized Java objects and messages that contain Extensible Markup Language (XML) pages. Messaging is a powerful new paradigm that makes it easier to uncouple different parts of an enterprise application. Messaging clients work by sending messages to a message server, which is responsible for delivering the messages to their destination. Message delivery is asynchronous, meaning that the client can continue working without waiting for the message to be delivered. The contents of the message can be anything from a simple text string to a serialized Java object or an XML document. Java Message Service shows how to build applications using the point-to-point and publish-and-subscribe models; how to use features like transactions and durable subscriptions to make an application reliable; and how to use messaging within Enterprise JavaBeans. It also introduces a new EJB type, the MessageDrivenBean, that is part of EJB 2.0, and discusses integration of messaging into J2EE.

Putting together the right team to tackle the Oracle E-Business Suite R12.2.6 upgrade, and understanding the issues that the team needs to consider to be successful, can be quite a challenge. "the little r12.2.6 upgrade essentials for managers and team members" describes the big picture of what you need to consider before tackling the Release 12.2.6 upgrade. Based on TruTek's popular R11i to R12 Technical Upgrade training classes, this book describes what managers, functional, and technical team members need to know to prepare to upgrade from Release 11i to Release 12.2.6 of Oracle's E-Business Suite of Applications. Enhanced topics with this edition include: Online Patching, the ADOP Patching Cycle, Materialized Views, Customizations, Development Standards for Edition Based Redefinition, How Cross-Edition Triggers Work, and Understanding the Release 12.2 Architecture.

Written by Oracle insiders, this indispensable guide distills an enormous amount of information about the Oracle Database into one compact volume. Ideal for novice and experienced DBAs, developers, managers, and users, Oracle Essentials walks you through technologies and features in Oracle's product line, including its architecture, data structures, networking, concurrency, and tuning. Complete with illustrations and helpful hints, this fifth edition provides a valuable one-stop overview of Oracle Database 12c, including an introduction to Oracle and cloud computing. Oracle Essentials provides the conceptual background you need to understand how Oracle truly works. Topics include: A complete overview of Oracle databases and data stores, and Fusion Middleware products and features Core concepts and structures in Oracle's architecture, including pluggable databases Oracle objects and the various datatypes Oracle supports System and database management, including Oracle Enterprise Manager 12c Security options, basic auditing capabilities, and options for meeting compliance needs Performance characteristics of disk, memory, and CPU tuning Basic principles of multiuser concurrency Oracle's online transaction processing (OLTP) Data warehouses, Big Data, and Oracle's business intelligence tools Backup and recovery, and high availability and failover solutions

A cross site scripting attack is a very specific type of attack on a web application. It is used by hackers to mimic real sites and fool people into providing personal data. XSS Attacks starts by defining the terms and laying out the ground work. It assumes that the reader is familiar with basic web programming (HTML) and JavaScript. First it discusses the concepts, methodology, and technology that makes XSS a valid concern. It then moves into the various types of XSS attacks, how they are implemented, used, and abused. After XSS is thoroughly explored, the next part provides examples of XSS malware and demonstrates real cases where XSS is a dangerous risk that exposes internet users to remote access, sensitive data theft, and monetary losses. Finally, the book closes by examining the ways developers can avoid XSS vulnerabilities in their web applications, and how users can avoid becoming a victim. The audience is web developers, security practitioners, and managers. XSS Vulnerabilities exist in 8 out of 10 Web sites The authors of this book are the undisputed industry leading authorities Contains independent, bleeding edge research, code listings and exploits that can not be found anywhere else

This professional book provides a series of case studies which give examples of real benefits to be derived from the adoption of semantic web based ontologies in real world situations, such as telecommunication, B2B integration, tourism, education and more. The book is designed to create platforms for bringing experts together (key government representatives, industry and academia) from different countries, and to compile the most recent use of semantics and ontologies.

In this book, Steven Feuerstein, widely recognized as one of the world's experts on the Oracle PL/SQL language, distills his many years of programming, writing, and teaching about PL/SQL into a set of PL/SQL language "best practices"--rules for writing code that is readable, maintainable, and efficient. Too often, developers focus on simply writing programs that run without errors--and ignore the impact of poorly written code upon both system performance and their ability (and their colleagues' ability) to maintain that code over time. Oracle PL/SQL Best Practices is a concise, easy-to-use reference to Feuerstein's recommendations for excellent PL/SQL coding. It answers the kinds of questions PL/SQL developers most frequently ask about their code: How should I format my code? What naming conventions, if any, should I use? How can I write my packages so they can be more easily maintained? What is the most efficient way to query information from the database? How can I get all the developers on my team to handle errors the same way? The book contains 120 best practices, divided by topic area. It's full of advice on the program development process, coding style, writing SQL in PL/SQL, data structures, control structures, exception handling, program and package construction, and built-in packages. It also contains a handy, pull-out quick reference card. As a helpful supplement to the text, code examples demonstrating each of the best practices are available on the O'Reilly web site. Oracle PL/SQL Best Practices is intended as a companion to O'Reilly's larger Oracle PL/SQL books. It's a compact, readable reference that you'll turn to again and again--a book that no serious developer can afford to be without.

This book teaches algebra and geometry. The authors dedicate chapters to the key issues of matrices, linear equations, matrix algorithms, vector spaces, lines, planes, second-order curves, and elliptic curves. The text is supported throughout with problems, and the authors have included source code in Python in the book. The book is suitable for graduate students and advanced undergraduate students in computer science.

Note from the Author Hi, my name is Dharmesh, and I'm a startup addict. And, chances are, if you're reading this, you have at least a mild obsession as well. This book is based on content from the OnStartups.com blog. The story behind how the blog got started is sort of interesting—but before I tell you that story, it'll help to understand my earlier story. As a professional programmer, I used to work in a reasonably fun job doing what I liked to do (write code). Eventually, I got a little frustrated with it all, so at the ripe old age of 24, I started my first software company. It did pretty well. It was on the Inc. 500 list of fastest growing companies three times. It reached millions of dollars of sales and was ultimately acquired. I ran that first company for over 10 years working the typical startup hours. When I sold that company, I went back to school to get a master's degree at MIT. I've always enjoyed academics, and I figured this would be a nice "soft landing" and give me some time to figure out what I wanted to do with my life. As part of my degree requirements, I had to write a graduate thesis. I titled my thesis "On Startups: Patterns and Practices of Contemporary Software Entrepreneurs." And, as part of that thesis work, I wanted to get some feedback from some entrepreneurs. So, I figured I'd start a blog. I took the first two words of the thesis title, "On Startups," discovered that the domain name OnStartups.com was available, and was then off to the races. The blog was launched on November 5, 2005. Since then, the blog and associated community have grown quite large. Across Facebook, LinkedIn, and email subscribers, there are over 300,000 people in the OnStartups.com audience. This book is a collection of some of the best articles from over 7 years of OnStartups.com. The articles have been topically organized and edited. I hope you enjoy them.

Master Competitive Analytics with Oracle Endeca Information Discovery McGraw Hill Professional

Written by experienced Oracle insiders, this essential guide distills a vast amount of information into an easy-to-read volume that covers every aspect of the Oracle database. Readers of all technical levels will learn about Oracle's features and technologies, including the product line, architecture, data structures, networking, concurrency, tuning and much more. Augmented with illustrations and helpful hints, the fifth edition of Oracle Essentials offers a valuable one-stop overview of Oracle Database 12c, Oracle's newest database release. More comprehensible than huge complete references, and more detailed than most primers, this book gives current Oracle users the conceptual background they need to understand how the Oracle database truly works. For those new to Oracle, this all-in-one guide provides an essential introduction that will get them up to speed.

This unique guide contains an invaluable discussion of actual Forms and Reports standards used to create production systems.

A pronounced move from print subscriptions to electronic resources in all types of libraries has fundamentally impacted the library and its users. With the influx of resources such as e-journals; e-books; index, abstract, and/or full-text databases; aggregated databases; and others, the shift to electronic resources is rapidly changing library operational and organizational procedures. Electronic Resource Management in Libraries: Research and Practice provides comprehensive coverage of the issues, methods, theories, and challenges connected with the provision of electronic resources in libraries, with emphasis on strategic planning, operational guidelines, and practices. This book primarily focuses on management practices of the life-cycle of commercially acquired electronic resources from selection and ordering to cataloging, Web presentation, user support, usage evaluation, and more.

This textbook offers an exhaustive, step-by-step guide through the powerful features of the Oracle Business Intelligence (BI) product suite. One will learn the concepts, methods and techniques for building sophisticated data analytic modules. Analytic results are then organized into interactive dashboards. A solid foundation is laid for one to progress onto the latest and most

advanced data analytic capabilities. The following specific topics are included in this guide book: Background discussion of data warehousing, business intelligence (BI) and data analytics presented in a form that business professionals can readily understand; Background concepts regarding logical data models, star schema and snowflake schema warehouse models; How to build analytical models using fact tables, dimensions, dimension hierarchies, cubes, measures and other multidimensional data model objects; Use interactive Dashboards to analyze data, uncover trends and make strategic business decisions; Export BI results to productivity software such as Microsoft Office or other external systems; Design customized Dashboards to reflect an individual's role, perspective or business interest; Creating data analyses and dynamically interact with results produced from Oracle BI; Format analyses using sorts, filters and prompts; Format column output, subtotaling, customization of column properties and transforming column data using formulas; Create results with compound layouts, including views such as tabular, chart, pivot table, gauge and others; Manage content, permissions and access within the Presentation Catalog. This textbook includes dozens of learning exercises, with detailed point-and-click solutions also provided.

Oracle Endeca Information Discovery Best Practices Maximize the powerful capabilities of this self-service enterprise data discovery platform. Master Competitive Analytics with Oracle Endeca Information Discovery reveals how to unlock insights from any type of data, regardless of structure. The first part of the book is a complete technical guide to the product's architecture, components, and implementation. The second part presents a comprehensive collection of business analytics use cases in various industries, including financial services, healthcare, research, manufacturing, retail, consumer packaged goods, and public sector. Step-by-step instructions on implementing some of these use cases are included in this Oracle Press book. Install and manage Oracle Endeca Server Design Oracle Endeca Information Discovery Studio visualizations to facilitate user-driven data exploration and discovery Enable enterprise-driven data exploration with Oracle Endeca Information Discovery Integrator Develop and implement a fraud detection and analysis application Build a healthcare correlation application that integrates claims, patient, and operations analysis; partners; clinical research; and remote monitoring Use an enterprise architecture approach to incrementally establish big data and analytical capabilities

With this book, managers and decision makers are given the tools to make more informed decisions about big data purchasing initiatives. Big Data Analytics: A Practical Guide for Managers not only supplies descriptions of common tools, but also surveys the various products and vendors that supply the big data market. Comparing and contrasting the dif

The only book to cover and compare Oracle's online analytic processing products With the acquisition of Hyperion Systems in 2007, Oracle finds itself owning the two most capable OLAP products on the market--Essbase and the OLAP Option to the Oracle Database. Written by the most knowledgeable experts on both Essbase and Oracle OLAP, this Oracle Press guide explains how these products are similar and how they differ. Oracle Essbase & Oracle OLAP will help you architect the Oracle OLAP product that is most appropriate for your application, and build, tune, and maintain OLAP solutions.

Write Powerful SQL Statements and PL/SQL Programs Learn how to access Oracle databases through SQL statements and

construct PL/SQL programs. Oracle Database 12c SQL offers complete coverage of the latest database features and techniques. Find out how to write SQL statements to retrieve and modify database information, use SQL*Plus and SQL Developer, work with database objects, write PL/SQL programs, use performance optimization techniques, incorporate XML, and more. This Oracle Press guide contains everything you need to know to master SQL. Use SQL statements to access an Oracle database Work with SQL*Plus and SQL Developer Write PL/SQL programs Create tables, sequences, indexes, views, and triggers Design advanced queries containing complex calculations Create database objects to handle abstract data Use date, time stamp, and time interval data types Establish user roles and privileges Handle multimedia files using large objects Tune SQL statements to make them execute faster Generate, process, and store XML data Master the very latest Oracle Database 12c features Code examples in the book are available for download.

Get up to speed on the nuances of NoSQL databases and what they mean for your organization This easy to read guide to NoSQL databases provides the type of no-nonsense overview and analysis that you need to learn, including what NoSQL is and which database is right for you. Featuring specific evaluation criteria for NoSQL databases, along with a look into the pros and cons of the most popular options, NoSQL For Dummies provides the fastest and easiest way to dive into the details of this incredible technology. You'll gain an understanding of how to use NoSQL databases for mission-critical enterprise architectures and projects, and real-world examples reinforce the primary points to create an action-oriented resource for IT pros. If you're planning a big data project or platform, you probably already know you need to select a NoSQL database to complete your architecture. But with options flooding the market and updates and add-ons coming at a rapid pace, determining what you require now, and in the future, can be a tall task. This is where NoSQL For Dummies comes in! Learn the basic tenets of NoSQL databases and why they have come to the forefront as data has outpaced the capabilities of relational databases Discover major players among NoSQL databases, including Cassandra, MongoDB, MarkLogic, Neo4J, and others Get an in-depth look at the benefits and disadvantages of the wide variety of NoSQL database options Explore the needs of your organization as they relate to the capabilities of specific NoSQL databases Big data and Hadoop get all the attention, but when it comes down to it, NoSQL databases are the engines that power many big data analytics initiatives. With NoSQL For Dummies, you'll go beyond relational databases to ramp up your enterprise's data architecture in no time.

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