



# Business Performance Optimized

- Leveraging Oracle's EPM and BI

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

# In Many Cases, The Business Case Was ...

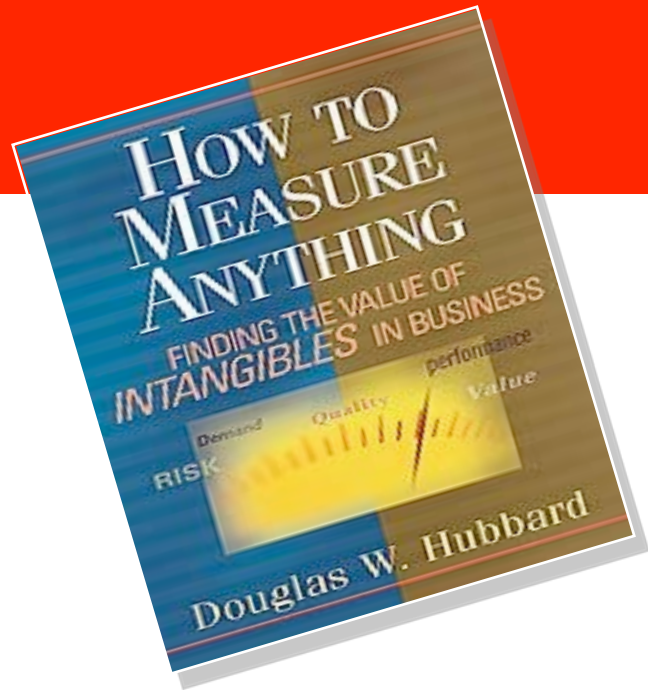


... Compliance



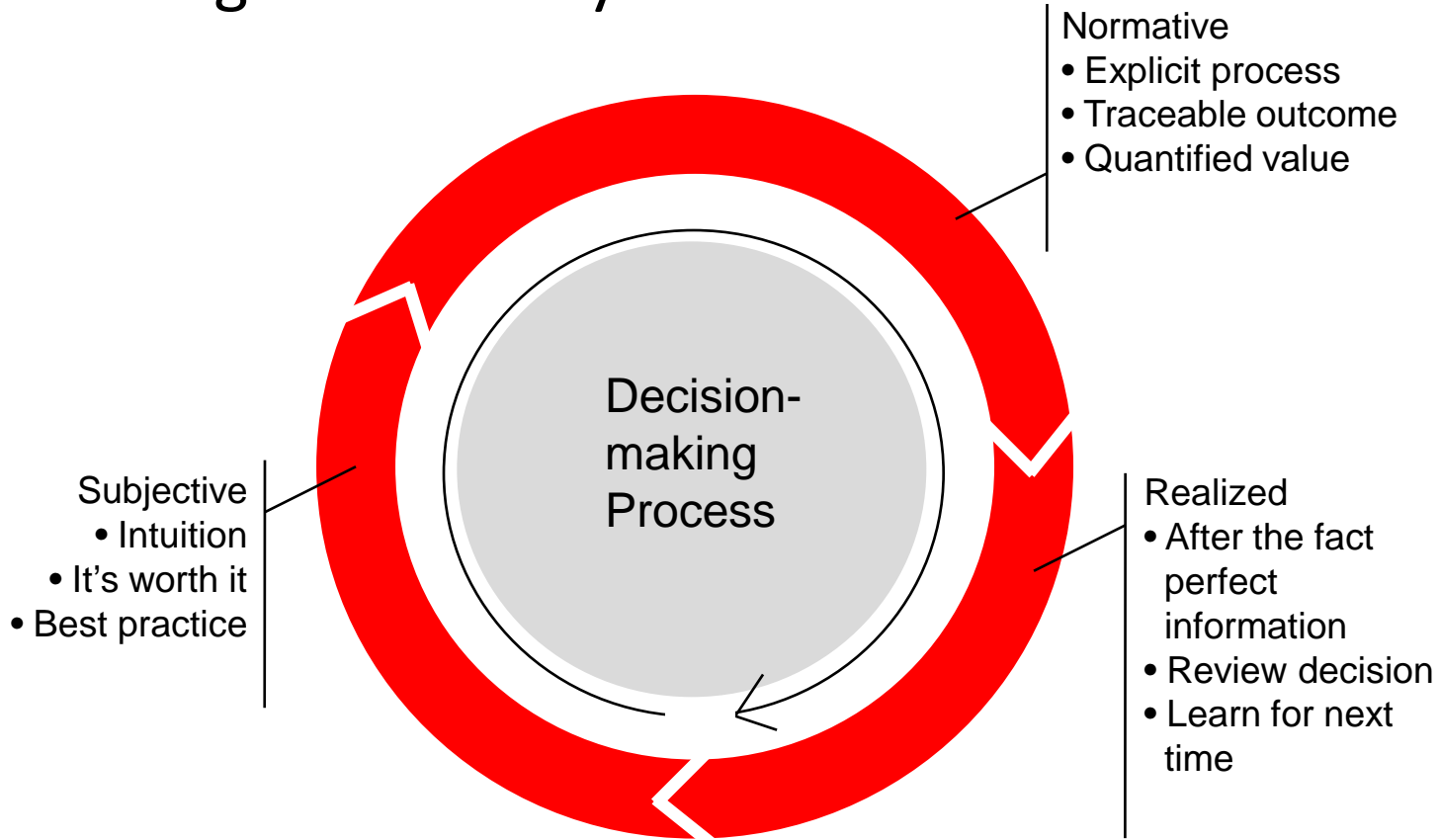
“Make Better Decisions” ...

Douglas Hubbard,  
"How to Measure Anything: Finding the  
Value of Intangibles in Business",  
John Wiley & Sons, 2007

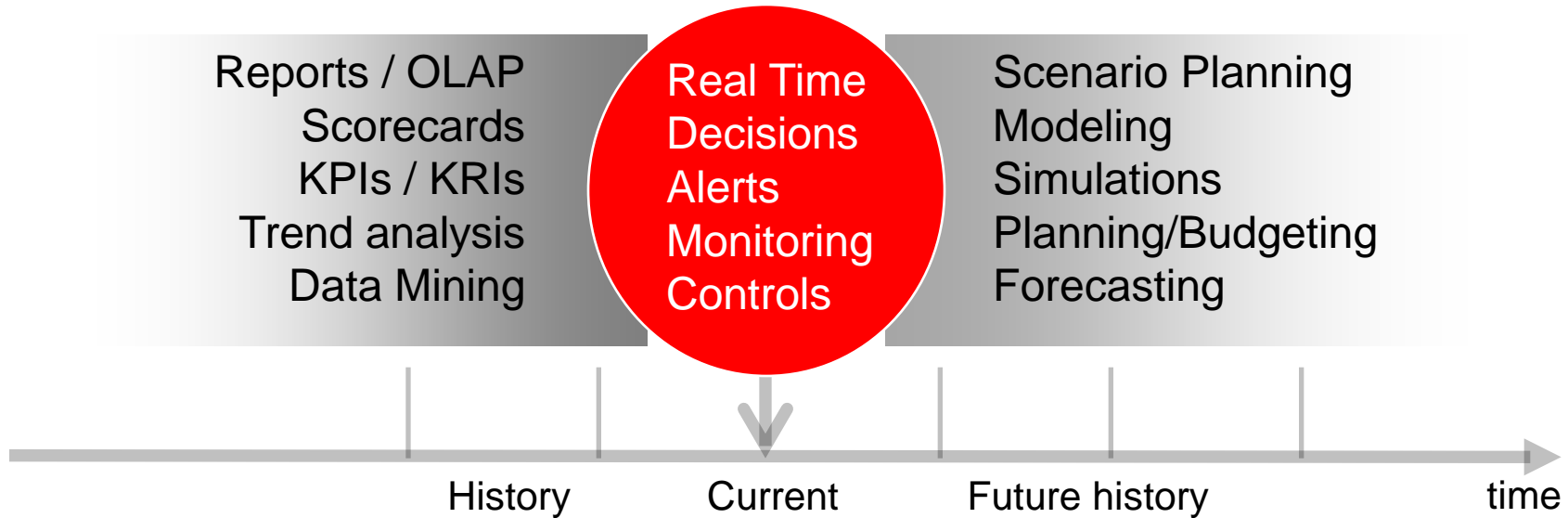


“The purpose of information  
is to reduce uncertainty”

# Reducing Uncertainty...



# ... Using Multiple Techniques



# Performance Management, BI, and Analytics

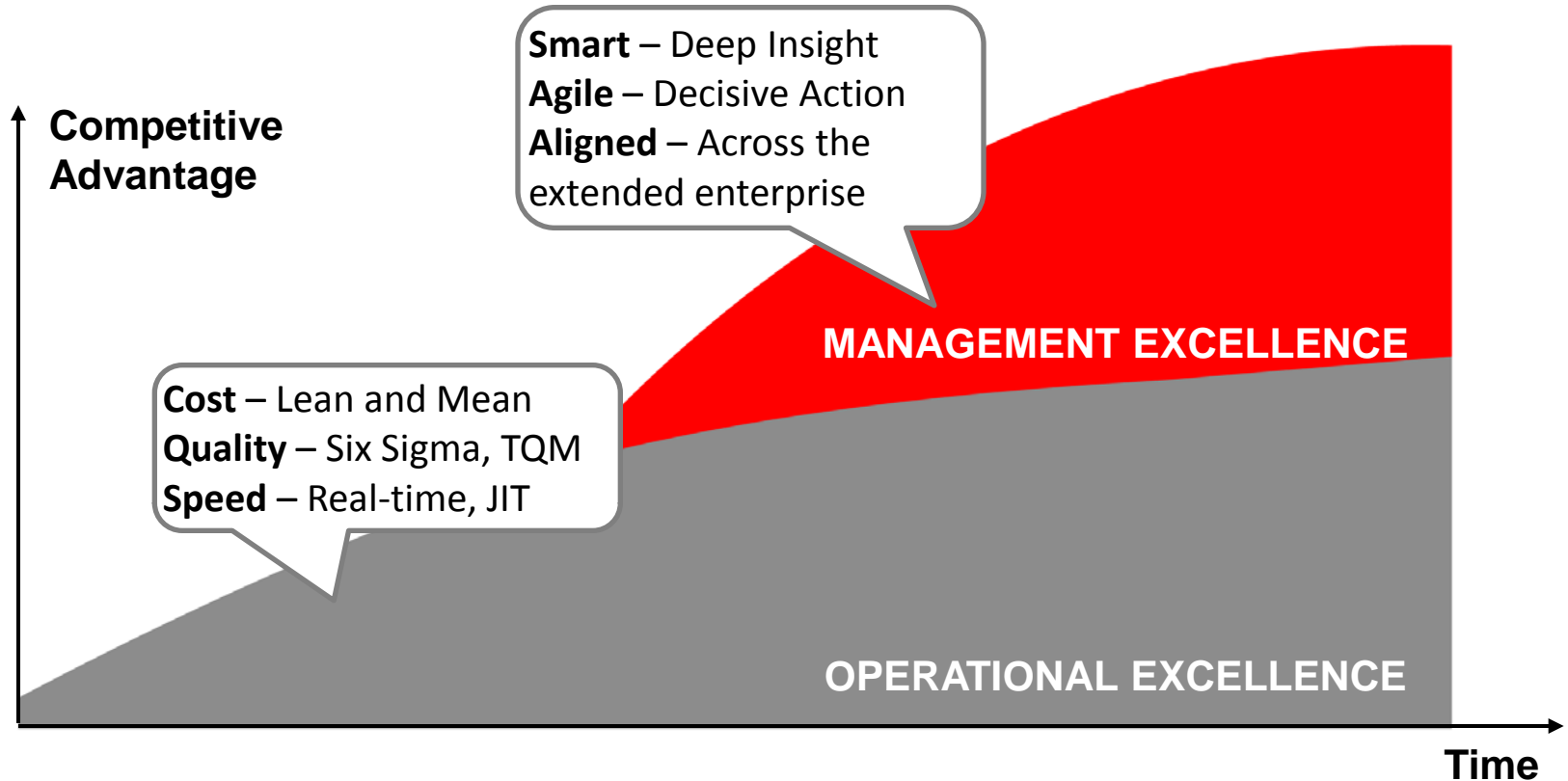
#1 Business Priority

65%

A large, bold, red '65%' is centered on the page. Below it is a faint, semi-transparent reflection of the same text, creating a 3D effect. The percentage symbol is stylized with a diagonal slash.

Source: Gartner, Inc. "CFOs Cite BI and CPM as Top Priorities: 2011 Gartner FEI Technology Study" by John E. Van Decker, 20 May 2011.

# MANAGEMENT.OPERATIONS.EXCELLENCE



# The CFO Agenda



# Today's Reality

## Many Processes – Many Boundaries

**6 $\sigma$**

SIX SIGMA



VARIANCE  
ANALYSIS



FINANCIAL  
MODELING



FINANCIAL  
REPORTING



MERCHANDISE  
PLANNING



MONITOR  
RESULTS



PERFORMANCE  
ANALYSIS



VENDOR  
SCORECARD



GOAL  
SETTING



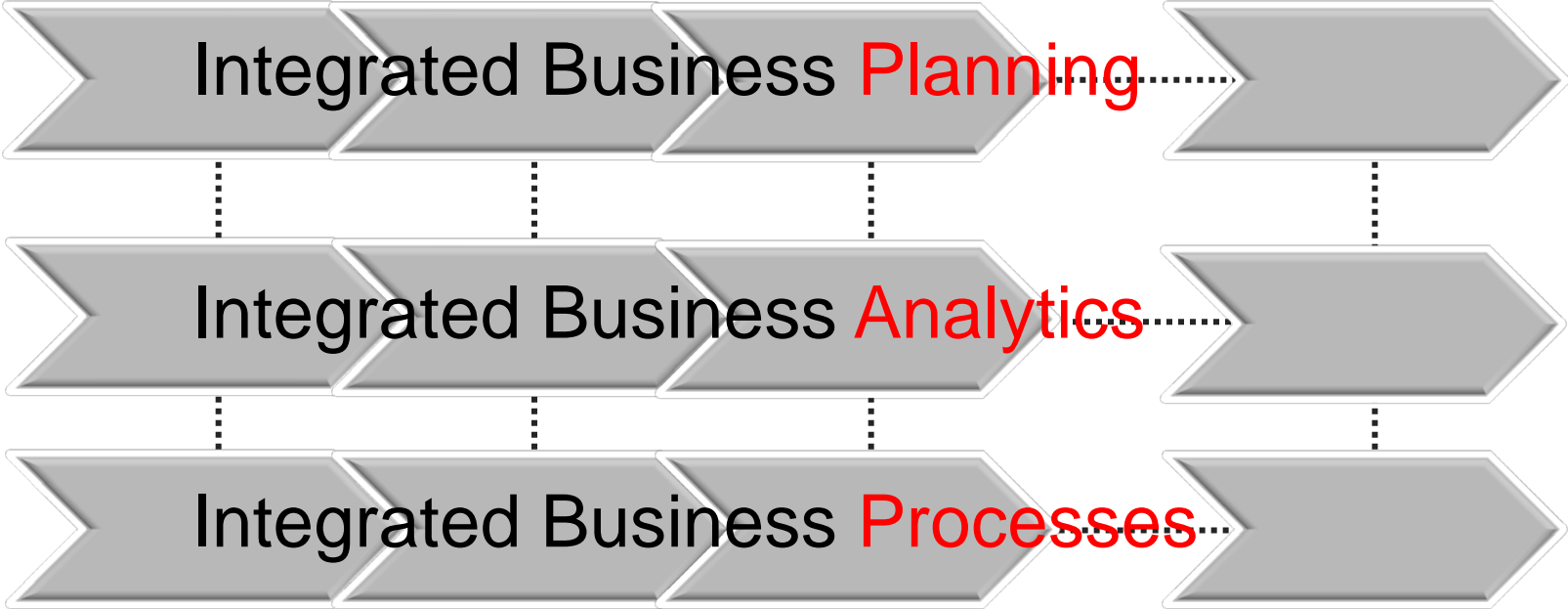
HEADCOUNT  
PLANNING

# Business Excellence

## Removing Boundaries – Connecting Processes

OPERATIONS

MANAGEMENT



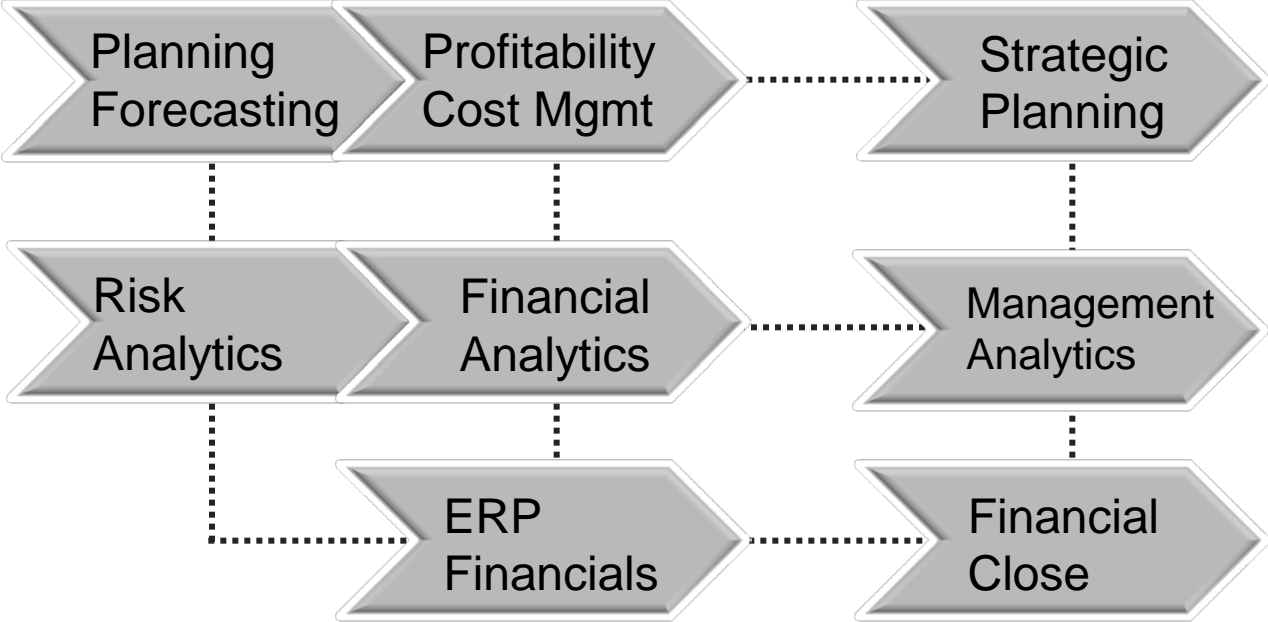
# Business Excellence

## Removing Boundaries – Connecting Processes



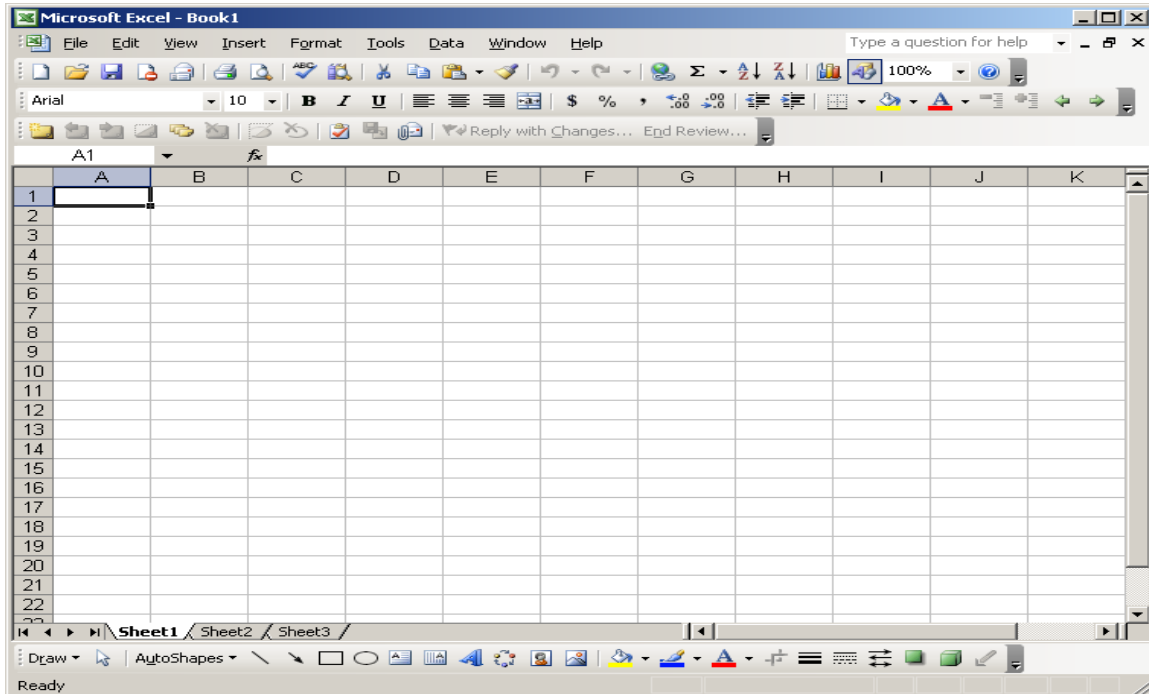
# Business Excellence

## In the CFO Office



# Most Dashboards Look Like This!

It is a Good Productivity Tool...but



- Disconnected
- Data security risks
- Prone to errors
- Doesn't scale
- No controls / audit trails

# Information Overload – There is No Lack of Data



ignore...

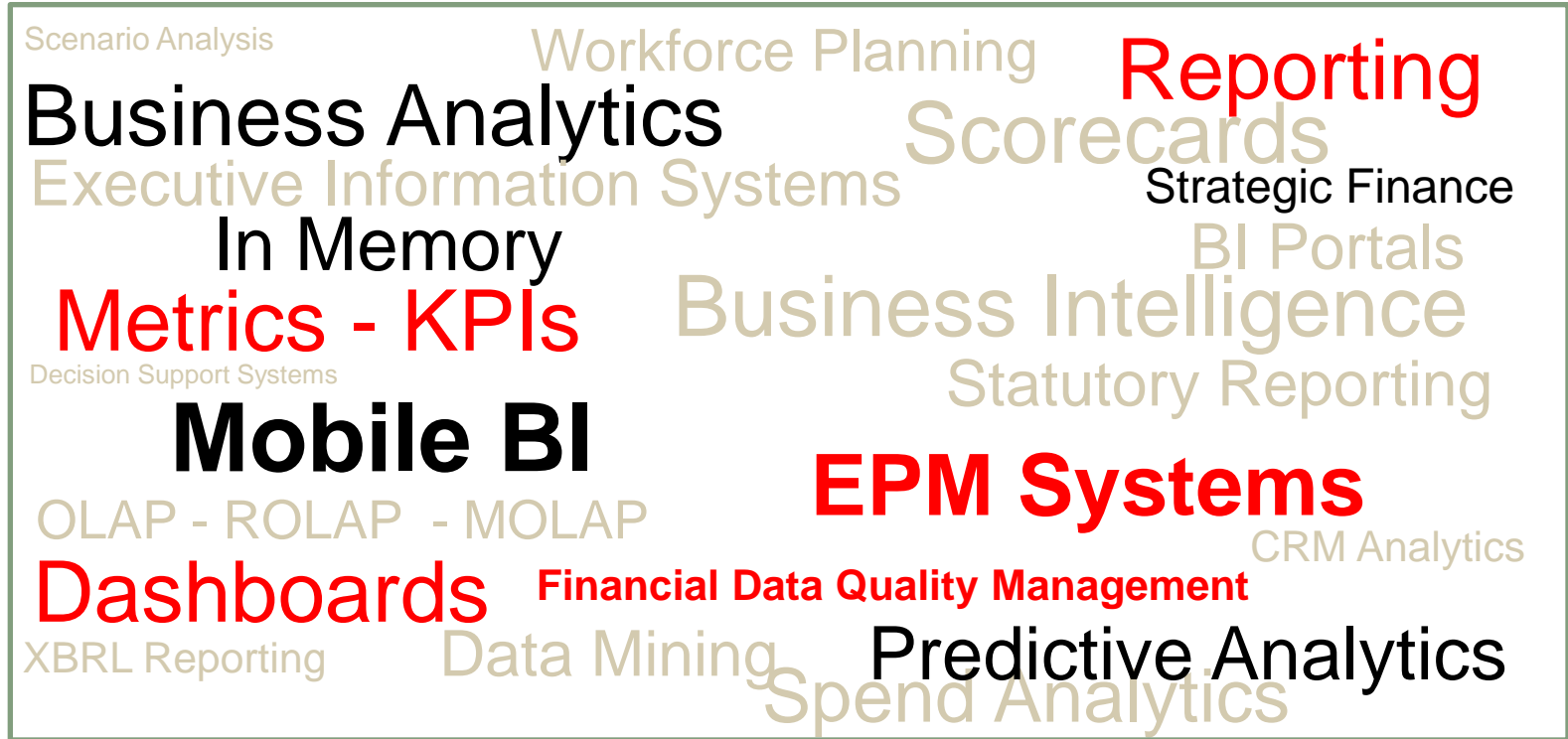


go nuts...



freeze...

# The CIO2CFO Agenda



# Oracle's Enterprise Performance Management System

Complete. Open. Integrated.

## Performance Management and Analytic Applications

Business Intelligence Foundation  
User Access and Interaction

Any Source System and Data Source

# Oracle Hyperion EPM Release History

- 3<sup>rd</sup> major release since acquisition
- 4 New Products
- 250 New Features
- 502 Customer-Driven Enhancements

## Release Summary

- Hyperion EPM R9.3 (2007)
- Hyperion EPM R11.1.1 (2008)
- Hyperion EPM R11.1.2 (2010)
- Hyperion EPM R11.1.2.1 (2011)

### Extend Planning Across the Enterprise

- Major Release of Hyperion Planning
- New Public Sector Planning & Budgeting module
- Enhanced Hyperion Profitability & Cost Management application

### Streamline Financial Close and Reporting

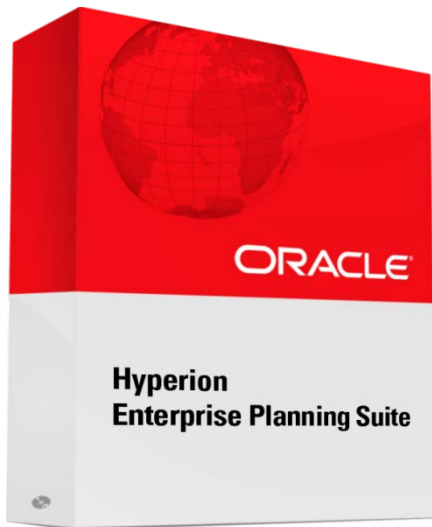
- New Hyperion Financial Close Management Application
- New Hyperion Disclosure Management Application
- New Oracle Essbase Analytics for Hyperion Financial Management
- OBIEE and Hyperion Financial Management integration
- Integration between Hyperion Financial Management and Oracle GRC

### Deliver EPM Value Faster, Reduce TCO

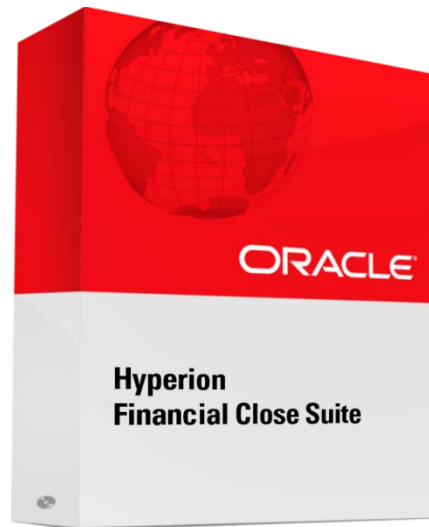
- Enhanced Hyperion Data Relationship Management module
- Enhanced Oracle Hyperion EPM integration with Oracle Fusion Middleware
- Enhanced Integration with Oracle E-Business Suite and PeopleSoft Financials and HCM
- UPK pre-built content

# Packaged EPM Application Suites

## Addressing end-to-end Planning and Close Processes



- Hyperion Planning
- Hyperion Strategic Finance
- Hyperion Planning Modules: Workforce, Capital Asset
- Hyperion Profitability & Cost Management
- Oracle Essbase (restricted use)
- Hyperion Financial Data Quality Management (option)
- Hyperion Data Relationship Management (option)
- Oracle Crystal Ball (option)



- Hyperion Financial Management
- Hyperion Financial Data Quality Management
- Hyperion Financial Close Management
- Oracle Essbase (restricted use)
- Oracle Essbase Analytics Link for HFM
- Hyperion Disclosure Management (option)
- Hyperion Data Relationship Management (option)

# Strong Customer Adoption of Newer EPM Offerings

## Disclosure Mgmt. & Financial Close Mgmt



ArvinMeritor



KAMAN

CONSECO  
Step up.



Building Group  
A KBRA Company



NetApp  
Go further, faster



HEALTHSOUTH.



cenveo.

## Public Sector Planning & Budgeting



Newfoundland  
Labrador



BALTIMORE CITY  
PUBLIC SCHOOLS



INDY.GOV



GAO  
U.S. Government Accountability Office

ALBUQUERQUE

## Profitability & Cost Management



NASDAQ



NOMURA

Telefonica

Johnson  
Controls



Homeland  
Security



Scottish  
Water

GENERAL DYNAMICS  
Strength On Your Side



MOTOROLA



CanadianSolar



Housing New Zealand  
Housing New Zealand Corporation

# Planning @Speed of Business

## Exalytics for Enterprise Planning



### Enterprise Planning @Speed of Business

- Reduce planning cycle times with **6X** response time increases
- Run more planning models with finer grained detail
- Extend beyond Finance to every LOB operational planning

### What-if Analysis and Modeling

- Improve calc times by **30X**
- Scale to **1000s** of users and high volumes even during busy periods
- Improve agility – move from monthly to **intra-day** analysis

### Enables New EPM Applications

- Virtual Close: Deliver near real-time management reporting
- Predictive Planning: Super fast Monte Carlo simulations, risk based modeling

# Broad Deployments Maximize EPM Business Value

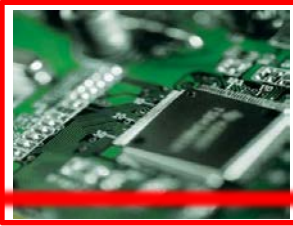
Organizations that have implemented Performance Management more broadly are nearly four times more likely to be among the most competitive organizations in their industry

Source: Brian McDonough, Research Manager, Analytics and Data Warehousing Software, IDC, Financial Performance and Strategy Management: Survey of Buyer Priorities for 2011, Doc # 226261, Dec 2010

# Oracle is #1 in EPM



10 of the Top 10  
in Financial  
Services



10 of the Top 10  
in High Tech



10 of the Top 10  
in Healthcare  
and Pharma



10 of the Top 10  
in  
Communications

**Thank You!**



8 of the Top 10 in  
Oil & Gas



10 of the Top 10  
in Utilities



10 of the Top 10  
in Aerospace &  
Defense



10 of the Top 10  
in  
Transportation