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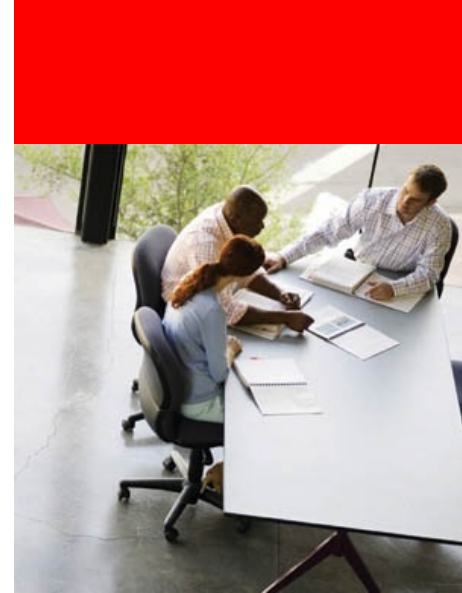
Introduction to Oracle Scorecard & Strategy Management

Shelley Cooper





What Are Scorecards and Strategy Management?





Example

The Standard Bank of South Africa Annual report 2010

Discussed in this review:

- Overview
- Strategy
- Financial performance
- Regulatory environment
- Appreciation
- Prospects

Sim Tshabalala
Chief executive





recent trend of relatively high cost growth. We anticipate that the banking group's total operating expenses for 2011 will be at the same level as the 2010 cost base including restructuring costs.

Standard Bank Group, overall, is in good health. We are well capitalised, profitable and have a clear growth path, despite an uncomfortable cost-to-income ratio of 61,7% and an ROE of 12,5%. We have therefore, over and above the necessary action taken on costs, looked very carefully at our business strategy and refined our strategy to align it to changes in the group's operating environments.

Strategy review

Standard Bank Group has been in operation for 150 years providing banking services to individuals, companies and governments. We have withstood challenges in the past and have emerged stronger and more resilient. We remain the largest bank in Africa by earnings and assets, with a recognised and trusted brand, a well capitalised strong balance sheet, and our South African base remains an ideal springboard for our expansion in Africa. Our strategy is sound. After

markets to Africa and to each other, applying our sector expertise, particularly in natural resources, globally.

Our long standing global natural resources franchise will retain its importance and remains a key focus area. We will continue to improve our sector coverage, expand our activities across the entire commodity value chain and put more of our people closer to our clients in the countries in which they operate.

China continues to be critical to our strategy. We will continue building robust banking systems for Chinese clients in Africa and positioning the group to service the growing trade and investment flows between China and other emerging markets.

In the context of our refocused strategic ambitions, tight capital management is fundamental. Now that we have more clarity on the proposed Basel III requirements, we have a clearer framework for optimising the deployment of capital across the group. This will be addressed from 2011 and over time will result in lower amounts of capital being allocated outside Africa.





HOW DO YOU MEASURE THIS?



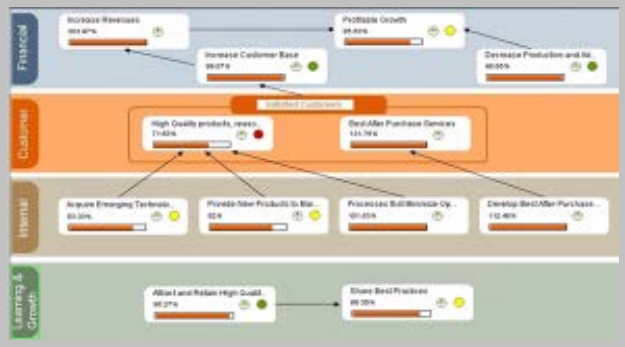
Scorecards...What Are they?

www.saoug.co.za

A Structured Management Discipline



6σ



Extended Business Intelligence

Key Performance Indicators
Measures
Digital Dashboards
Management Cockpits
Benchmarking



What are Scorecards and Strategy Management?

Complementary Business Processes

Extended Business Intelligence

- Variety of measure types
 - leading, lagging, financial, non-financial, mixed
- Flexible KPI reporting
- Ability to graph measure data over time

KPI Management

- Actions and objectives supported by KPI
- Accountability for actions and initiatives
- Scorecards for different levels of the organization
- Ability to link reward system to targets and results

Structured Management Discipline

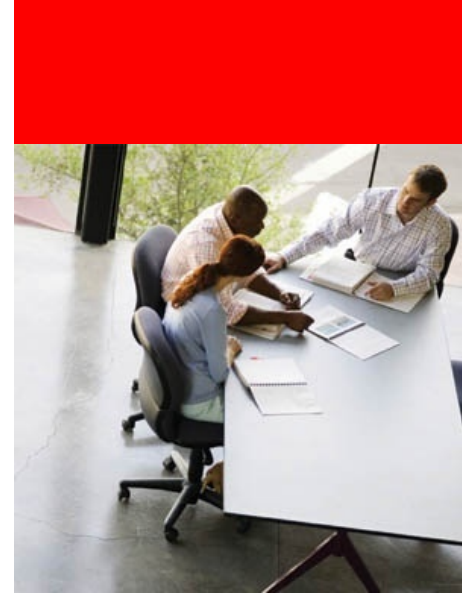
- Ability to communicate vision and strategy to employees
- Link strategic objectives to actions (Cause-and-effect maps)
- Feedback/status on objectives, actions and initiatives

Strategy Management





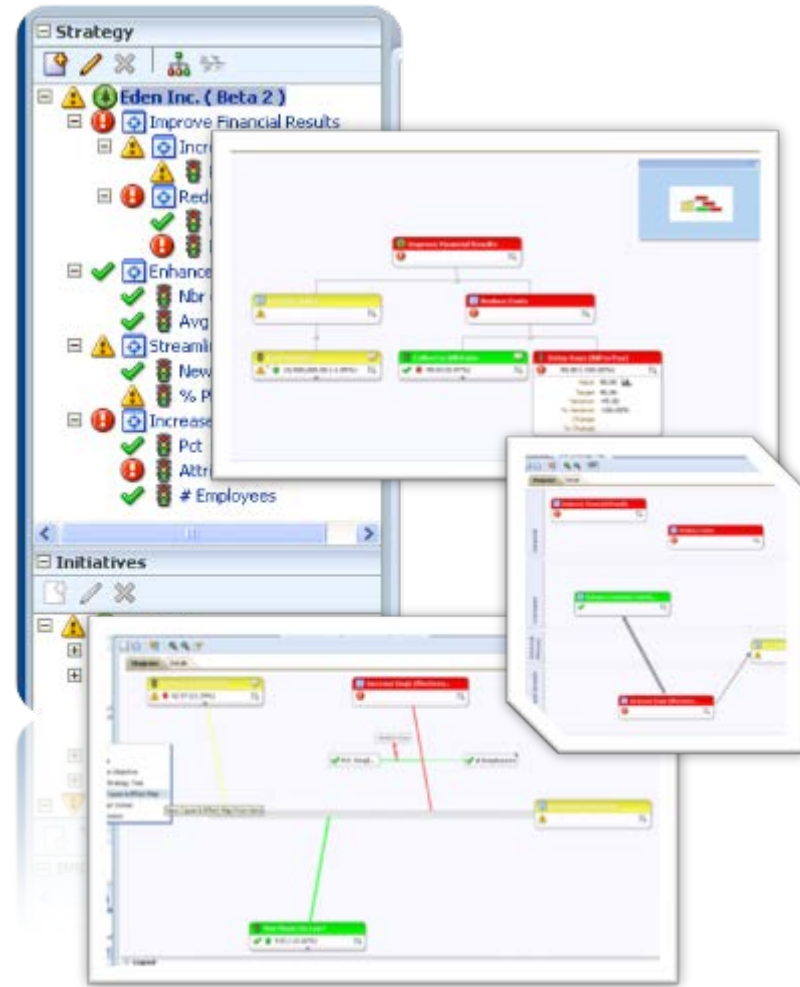
Oracle Scorecard and Strategy Management





OSSM Offers Strategy Management

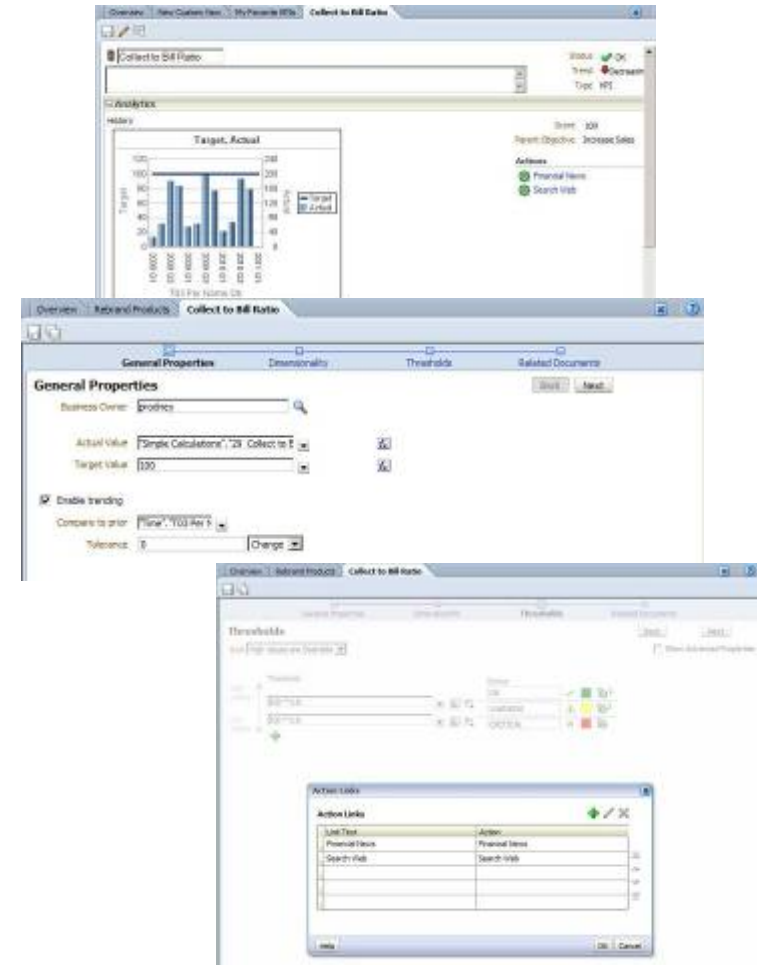
- Graphic Visualizations of Strategy:
 - Strategy Maps
 - Strategy Trees
 - Cause and Effect Maps
 - Custom Visualizations
- Scorecards
- Collaboration
 - Initiatives
 - Threaded Discussions
 - Related Documents
 - Action Links
 - Agents





OSSM Offers KPI Management

- Performance Tracking
 - Against Target / Trending
 - Threshold Assessment
- Ownership Definition
- Collaboration
 - Threaded Discussions
 - Related Documents
 - Action Links
 - Agents
 - Drill to Analysis
 - Watch Lists





OSSM Offers

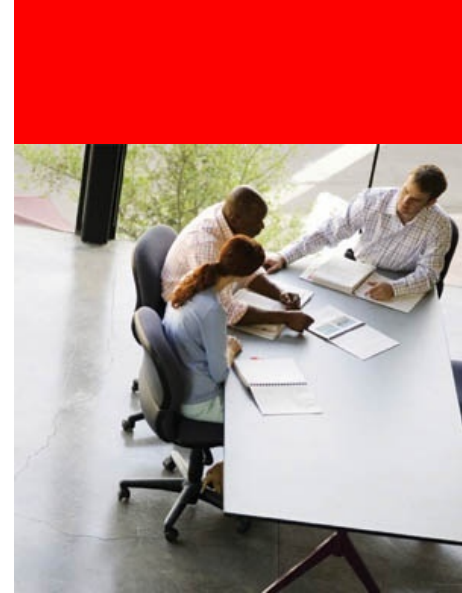
An Interactive, Collaborative Environment

- Dashboard integration
 - Embed scorecard visualization into dashboards to foster better interactive analyses
- KPI Agents
 - To monitor performance even when you can't
- KPI & Scorecard Actions
 - Align day-to-day decisions with your corporate strategy
- Annotations & Overrides
 - Collaborate and document exceptions to prevent future recurrences





Strategy Management Unites EPM and OBI





Oracle EPM Connects Management Processes

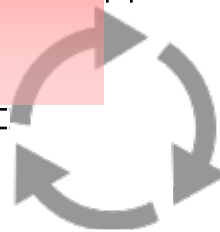
Common Reporting & Interaction

Strategic Planning

Planning & Forecasting

Financial Close

Profitability Management



Common Integration & Analysis Data Quality and Consistent Dimensions



Oracle Business Intelligence 11g

Data Integration **Scorecards** **Interactive Dashboards** **Reporting & Publishing** **Ad-hoc Analysis** **Office Integration** **Search** **Detect & Alert** **Collaborate** **Mobile** **Embedded**

Oracle BI Server

- Common Metadata Foundation across all Data Sources
- Common Security, Access Control, Authorization, Auditing
- Common Request Generation and Optimized Data Access Services
- Common Clustering, Workload Management, & Deployment
- Common Systems & Operational Lifecycle Management

OLTP & ODS Systems **Data Warehouse Data Mart** **Exadata** **OLAP Sources** **Packaged Applications (Oracle, SAP, Others)** **Unstructured & Semi-Structured** **Excel XML/Office** **Business Process**



DEMO



Red Edge is...

- ✓ Wholly owned subsidiary of Morvest Business Group
- ✓ Level 2 black empowerment company listed on the JSE since 2004
- ✓ Oracle Gold Partner
- ✓ Focus on People Management, Information Management and Operational Management

