

# HYPERION DATA RELATIONSHIP MANAGEMENT

## KEY FEATURES & BENEFITS

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- Enterprise master data lifecycle and change management
- Cross-functional views reconciled to master record
- Automatic attribute management with business rules
- Drag-and-drop hierarchy management
- Referential integrity with synchronized records
- API for integrating changes with operational systems
- Comprehensive import, blend, and export functions
- Flexible versioning and modeling capabilities
- Query, comparison, logging and roll-back features

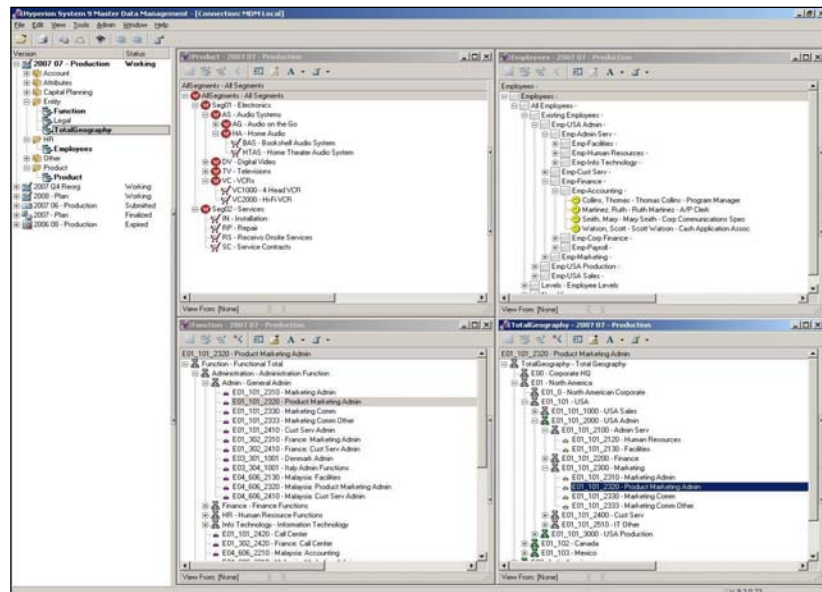
### KEY BENEFITS

- Save time and resources spent reconciling reports and measures across business units
- Reduce or eliminate errors in data flow between operational and analytical systems
- Maintain data integrity across divisions and systems
- Empower users to easily make data changes
- Minimize manual IT data maintenance tasks
- Perform reliable what-if scenarios and impact analyses
- Ensure consistent corporate definitions and metrics across the business
- Achieve full compliance with Sarbanes-Oxley Act

*Oracle's Hyperion Data Relationship Management helps your organization to proactively manage changes in master data across operational, analytical and enterprise performance management (EPM) silos. Business users may make changes in their departmental perspectives while ensuring conformance to enterprise standards. Whether processing financial master data such as cost center, accounts, and legal entities or analytical master data such as business dimensions, reporting structures, or related hierarchies, Hyperion Data Relationship Management delivers accurate and timely master data to drive ongoing operational execution, EPM excellence, and business agility.*

## Empower Business and IT Users

Hyperion Data Relationship Management is a platform for managing the many changes to enterprise data that often require manual processing, data entry and re-entry, spreadsheet manipulation, and e-mail exchanges. This platform will save your organization the time and resources now dedicated to reconciling discrepancies by streamlining manual, error-prone, and uncoordinated change events.



**Build alternate views of master data with accuracy and consistency using Hyperion Data Relationship Management.**

Hyperion Data Relationship Management unifies cross-functional perspectives to a master record while giving users the freedom to make changes and construct alternate departmental views of the data that are consistent and accurate. In this way, business users can contribute to the process of managing complex, rapidly changing master data such as current, historical, or forecast data within reporting dimensions and hierarchies. Although it empowers business users, the platform also enables your IT department to maintain data integrity and security by keeping data management processes consistent with company policies. IT can manage attributes, hierarchies, integration, synchronization, and more to ensure seamless alignment across divisions, business functions, and systems.

### **Automated Attribute Management**

Hyperion Data Relationship Management simplifies the management of master data attributes, making it possible to define business rules that automate the way in which these attributes are determined. While a small number of the attributes are populated manually, the majority is configured to automatically populate with values based upon other attributes or relationships to master data elements. In addition, attributes may be populated based on inheritance across multiple hierarchies. This approach to attribute automation greatly reduces the burden on data stewards to maintain data integrity. To handle exceptions, Hyperion Data Relationship Management allows business users to selectively override derived or inherited properties as well. However, these capabilities are couched within a granular data security model that allows only authorized personnel to set attributes or make exceptions. Business rules and validations are applied in real-time to ensure that users do not compromise the integrity of enterprise master data as they reconcile their departmental perspectives into a system of record within Hyperion Data Relationship Management.

### **Best-of-Breed Hierarchy Management**

In addition to sophisticated attribute management capabilities, Hyperion Data Relationship Management also provides best-in-class functionality for managing hierarchies and complex aggregation schemes. Specifically, it includes drag-and-drop hierarchy maintenance to streamline the process of modifying data within hierarchies. This feature makes it easy to modify financial master data; for example, when a new cost center is added or modified within an expense hierarchy. Further, it enables side-by-side comparison and one-click navigation across functional perspectives to allow users to view data and identify inconsistencies among these views. Referential integrity is built into the product by enforcing business rules that ensure, for example, that a parent record is always related to the same child records across alternate hierarchies. So, whenever records are shared across hierarchies, all changes for their descendent records are automatically synchronized.

To avoid errors in financial consolidation and allocation, duplicate checking ensures that entities are not accounted for multiple times at an aggregate level. Technical constraints should not limit how the hierarchy should be managed to best meet the needs of the business. Intra- and cross-dimensional hierarchy support provides the flexibility to manage structures of many varieties. And support for both balanced

and ragged hierarchical structures allows users to manage hierarchies regardless of how the data needs to be stored or represented in a particular target system.

### **Integration with Operational and Workflow Systems**

Hyperion Data Relationship Management incorporates an API for integrating changes to enterprise master data into any automated maintenance process. The API supports Simple Object Access Protocol/Extensible Markup Language (SOAP/XML) through Web services. The comprehensive API allows Hyperion Data Relationship Management to interface in real-time with the overall IT ecosystem. Workflow tools can use Hyperion Data Relationship Management as their rules engine to drive validation and approval requirements. With Hyperion Data Relationship Management, workflow rules and logic reside in a single, centralized repository, eliminating redundant hard-coded Web forms and reducing the workflow development effort. Transactional applications and EPM systems can also leverage Hyperion Data Relationship Management's API for up-to-date master data consumption.

### **Import, Blend, and Export to Synchronize Master Data**

Hyperion Data Relationship Management has comprehensive import, blend, and export capabilities that make it possible to make changes either in the system of record or in peripheral systems. The Bulk Load feature makes it possible to import entire hierarchical structures and their attributes from source systems, creating an import profile that can be configured based on the specifications and format of the source system. The import utility allows for a complete load of dimensional data from an external text file.

Once imported, different versions of hierarchies can be blended using the Blender feature. With the Blender, users can selectively merge data from an imported hierarchy into an existing hierarchy or blend the appropriate data across a set of existing hierarchies—for example, blending the appropriate data and versions into the production, planning, and forecasting hierarchies. Changes in external systems can be detected and blended into production hierarchies using the incremental batch refresh process, an option in the Automator feature. Users can then run what-if scenarios—without disrupting production—to evaluate the effects of changes before committing them to the master data repository.

Once a system of record has been established, users can export data using wizards that can be configured to suit the target system's master data requirements. It is possible to configure an export function to filter, compare, transform, balance hierarchies, and eliminate duplication. To control sequencing, combine outputs, and simplify data export, individual export files can be grouped into books.

The platform also includes Data Relationship Management Batch Client, a command line interface that allows organizations to run predefined import, blend, and export processes.

## RELATED PRODUCTS

Oracle's Hyperion Data Relationship Management manages the enterprise's operational and analytical master data. Specifically, it manages master data and metadata, as well as data quality and integrity.

Business users can manage their own information, while IT departments are able to enforce business processes and policies. Hyperion Data Relationship Management supports your information management strategies by

- Reconciling IT governance with business requirements
- Ensuring accuracy and consistency of information
- Enabling open and certified integration with enterprise systems

## RELATED PRODUCTS

Products that complement Oracle's Hyperion Data Relationship Management include the following related software modules:

- Oracle BPEL Process Manager
- Oracle's Hyperion Data Integration Management
- Oracle's Hyperion Financial Data Quality Management
- Oracle Customer Data Hub
- Oracle Product Information Management Data Hub

## Versioning and Modeling Capabilities to Improve Analysis

Hyperion Data Relationship Management is often instrumental when migrating to or rolling out new systems due to big organizational changes such as acquiring a new division, reorganizing a regional sales force, reconciling planning and production systems, or rolling out a new general ledger system. Hyperion Data Relationship Management's versioning and modeling capabilities differentiate it from other solutions, allowing organizations to run what-if scenarios and impact analyses to determine the effect of such major business changes before they are applied.

Hierarchies can be versioned periodically to track lineage. They can also be versioned based on independent business events, allowing users to perform what-if analyses without impacting production data. Both stored and detached (cached in memory) versions are supported to suit business user preferences.

## Audit with Ease

Making changes to master data through manual processes such as spreadsheets, telephone calls, and e-mails is time consuming and leaves more room for error. To comply with auditors, organizations must maintain documentation and build a full audit trail of such changes manually, further delaying or completely derailing compliance and risk management initiatives. Hyperion Data Relationship Management provides a framework for query, comparison, and full logging. This framework includes a detailed transaction history for full compliance with the Sarbanes-Oxley Act. Query and comparison capabilities can be used to identify similarities and differences between hierarchies to streamline reconciliation. In addition, "as-of" versioning can be used to roll back to a certain point in time to view a snapshot of how the master data looked at that time.

## Enable Enterprise-wide Visibility with Web Publishing

Hyperion Data Relationship Management allows your organization to make critical enterprise master data available to all business stakeholders by publishing selected data on the Web. Privileged users can access and download published data, and gain a deeper understanding of dimensions, hierarchies, and properties of master data through a secure and controlled browser-based environment.

## Contact Us

For more information about how your organization can leverage the power of Oracle's Hyperion Data Relationship Management, please visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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