

ORACLE PRICE ANALYTICS

KEY FEATURES AND BENEFITS

FOR BUSINESS USERS

- Access a single consolidated view of profitability across siloed pricing processes and systems
- Look for outliers in customer and product profitability to plug revenue and margin leaks
- Identify the true realized price and margin with full, transaction-level price waterfall analysis
- Reduce time-to-action through proactive intelligence across price profile, segment, product line, channel, geography, and time

FOR IT MANAGERS

- Lower total cost of ownership (TCO) and accelerate deployment of a pricing data warehouse through flexible packaged application
- Reduce risk and complexity of integration with prebuilt adapters to Siebel CRM
- Adapt to changing external and internal needs with a powerful BI platform that leverages existing investments
- Reduce the burden on IT resources with comprehensive user self-service capabilities

Everyday, critical pricing decisions are made that affect the ultimate profitability of an enterprise. Often, analysts and managers are forced to determine prices and discounts with limited information—guessing at what price the customer will pay or using the most recent customer price as the basis for the next price. Oracle Price Analytics enables users to make insight-driven pricing decisions, measure pricing effectiveness, and then make adjustments or corrections using consistent data within the right business context. Users are armed with simple—but sophisticated—analytic tools and alerts as well as a single, consolidated view of profitability. Oracle Price Analytics is one of Oracle’s price management applications that offer organizations an end-to-end solution for analyzing, planning, publishing, executing, and negotiating price.

Understand Customer and Product Line Profitability

Oracle Price Analytics provides organizations with valuable insight into product demand, customer price sensitivity, and overall pricing effectiveness. The application allows organizations to analyze and understand important information on product velocity, the impact of discounting on margins, price promotion effectiveness, and product profitability across channels.

Performance analysis offers fact-based insight into product, customer, and overall business unit profitability. Drill-through capabilities provide access to detailed transactional information that can be used to support or refute strategic assumptions. Leader-laggard charts and price waterfall analyses compare customer and product performance versus forecasts, current or prior customer commitments, and previous time periods. In addition, users can personalize the dashboards to track numerous metrics and key performance indicators (KPIs) across a range of dimensions. Sophisticated variability and trend analyses provide even deeper insights into business profitability.

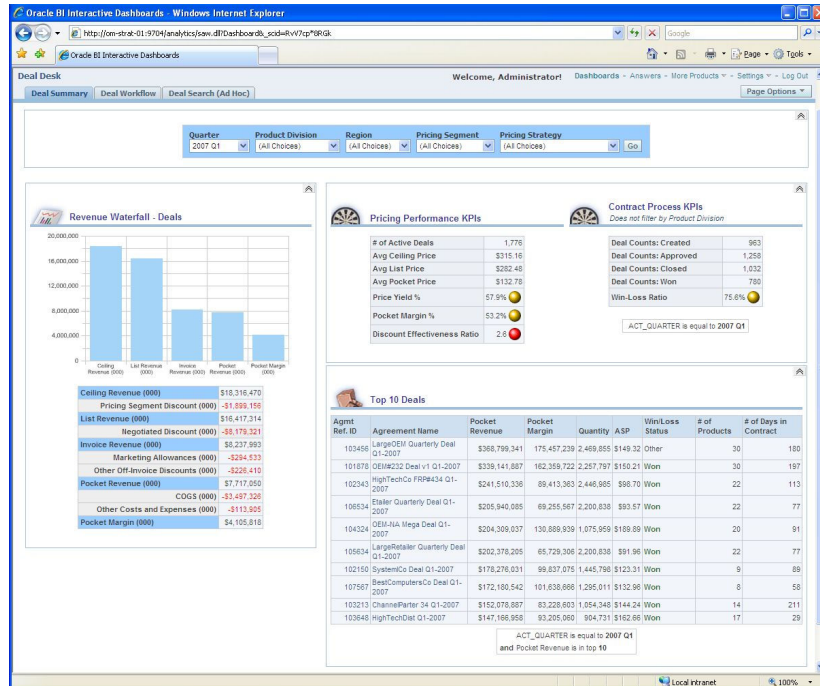


Figure 1. Oracle Price Analytics provides rich performance data that drives better pricing decisions and, in turn, improves an organization's profitability.

Identify Pricing Improvement Opportunities

Empowered with detailed information on customer and product line profitability, pricing and sales professionals can use Oracle Price Analytics to focus on tangible pricing improvement opportunities. Users are quickly able to understand price drivers by considering the bottom-line impact of all discounts, services, incentives, rebates, and marketing programs.

Underperforming segments or critical areas of revenue leakage can be identified and immediately targeted for profitability enhancement. These insights can be used to fine-tune channel emphasis, focus promotional and sales efforts around the most profitable products, and plan surgical or strategic price adjustments.

Monitor and Optimize Performance

Once improvement initiatives have been implemented, Oracle Price Analytics allows firms to measure the effectiveness and returns of given price profiles and price segments. Customer compliance is monitored closely in order to compare agreement commitments with actual purchase history. Companies can use Oracle Price Analytics to close the loop—that is, continuously analyze and refine pricing programs to maximize margins and profits.

ORACLE'S PRICE MANAGEMENT APPLICATIONS

Price is the single most important lever organizations have to improve profits. Particularly in today's economy, companies realize that better strategies and systems around price are necessary in order to combat a highly competitive market and a global customer base. Oracle's price management applications enable improved and consistent pricing and margins across the different processes and users who interact with price.

Oracle offers the only solution set that combines native integration into Oracle's Siebel, Oracle CRM On Demand, and Oracle E-Business Suite platforms with feature rich, best of breed capabilities in support of the entire pricing process.

Oracle's price management applications include:

- Oracle Price Analytics
- Oracle CRM On Demand Deal Management
- Oracle Advanced Pricing
- Siebel Deal Management
- Siebel Dynamic Pricer

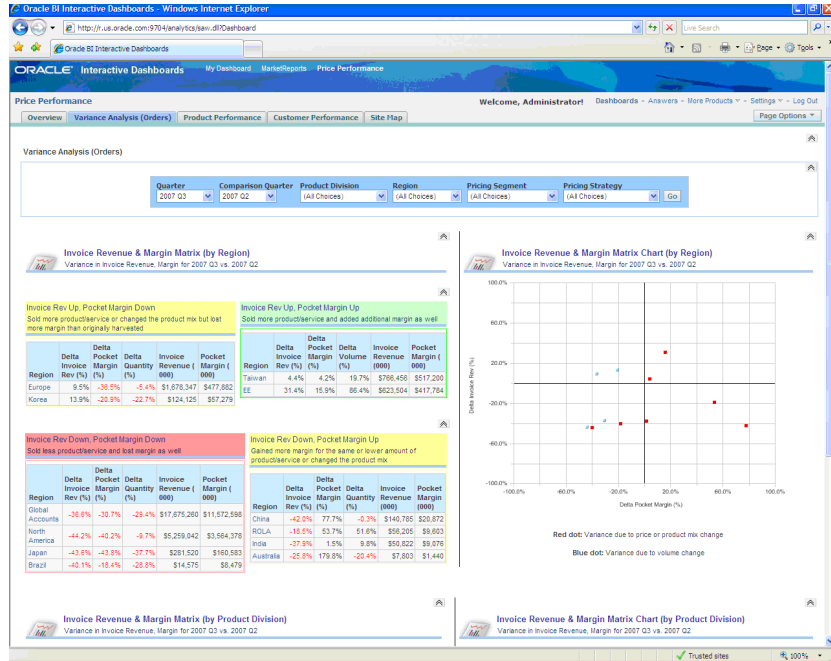


Figure 2. Oracle Price Analytics helps you spot revenue leakage and continually improve prices across product lines, sales regions, or customer segments.

Identify Potential Problems and Determine Price Segments with Proactive and Predictive Intelligence

With Oracle Price Analytics, managers can dynamically detect potential business problems and opportunities. Proactive, event-based alerts can be set to notify users of certain business conditions that demand immediate attention. Link-saving and drill-down capabilities allow users to explore underlying data and identify the root causes of major weaknesses that may surface in the business.

In addition, data mining and predictive technology plug-ins can be included to help users look forward. These technologies help users to find patterns in large sets of data, allowing them to understand the key contributing factors in price variances, establish more intelligent KPIs, and obtain recommended actions. Price profiles, price segments, and suggested price floors and corridors can be derived to enable your organization to deliver fine-grained prices and price policies to tailored buyers.

Faster Implementations—with Lower Risk and Better Business Results

Traditional business intelligence (BI) implementations are costly, lengthy, and prone to overages in time and budget. It can take months or years to create the data model; define metrics and reports; develop appropriate role-based data security; and build out the extract, transform, and load (ETL) modules to collect the data from the appropriate source systems. In contrast, Oracle Price Analytics is a prebuilt solution that enables faster deployment at a lower cost, with less risk and better results.

Oracle Price Analytics includes prebuilt data models—more than 100 metrics and proven best practices—and numerous reports with appropriate data security by role or group. In addition, prebuilt ETLs are defined from both Oracle's Siebel CRM and

ABOUT ORACLE BUSINESS INTELLIGENCE APPLICATIONS

Oracle Business Intelligence Applications are complete, prebuilt BI solutions that deliver role-based intelligence—from front line employees to senior management—to enable better decisions, actions, and business processes. Based on best practices, these solutions enable organizations to gain greater insight and value from a range of data sources and applications, including Oracle E-Business Suite, Oracle's PeopleSoft Enterprise, Siebel CRM, and third party systems such as SAP R/3.

All Oracle Business Intelligence Applications are built on Oracle Business Intelligence Suite, Enterprise Edition Plus—a comprehensive and leading BI platform. This approach enables organizations to realize the value of packaged BI applications—including rapid deployment, lower TCO, prebuilt integrations and built-in best practices. Organizations can also preserve their ability to extend these BI solutions to meet unique needs or build entirely new solutions all on one common BI foundation. Learn more at www.oracle.com/bi.

RELATED PRODUCTS

Oracle Business Intelligence Applications include

- Oracle Financial Analytics
- Oracle Procurement and Spend Analytics
- Oracle Supply Chain and Order Management Analytics
- Oracle Human Resources Analytics
- Oracle Sales Analytics
- Oracle Price Analytics
- Oracle Marketing Analytics
- Oracle Loyalty Analytics
- Oracle Project Analytics
- Oracle Service Analytics
- Oracle Contact Center Telephony Analytics

Oracle E-Business Suite to significantly reduce the costs and risks of integration.

While the application is prebuilt, it can be easily extended for specific business needs. The robust enterprise analytics platform enables users to customize and extend the application without the need for programming. End users can modify reports or create their own via an intuitive, Web-based user interface that requires very little training and ensures rapid user adoption.

Exploit A Next-Generation Business Intelligence Platform

Oracle Price Analytics enables organizations to deliver information effectively to key decision-makers, enabling them to make more informed business decisions. Executives and managers no longer need to wait for system experts to download data into spreadsheets and then reprocess and reformat data. Instead, pricing personnel can use powerful BI capabilities to analyze operational and transactional data and generate up-to-the-minute reports when needed.

Oracle Price Analytics is built on the Oracle Business Intelligence Suite, Enterprise Edition Plus platform—a next-generation analytics platform that leverages existing data warehouse and BI investments. It is built using standards-based technologies that enable easy integration with existing IT environments. It supports all leading relational database management system products, XML, Microsoft Excel and other data sources. It also offers Web service capabilities. Moreover, the platform is proven for large numbers of concurrent users, multiterabyte data sets, and the largest enterprise implementations.

Summary

Across industries, companies face tremendous pressures to grow revenues while more sophisticated buyers and increased pricing transparency pushes them to reduce prices. Oracle Price Analytics provides pricing professionals with the information and tools that they need to make efficient and effective pricing decisions and directly impact top line revenues.



Oracle is committed to developing practices and products that help protect the environment

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