

ORACLE HYPERION PROFITABILITY AND COST MANAGEMENT

KEY FEATURES AND BENEFITS

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- Business user-driven profitability modeling
- Flexible allocation platform
- Traceability maps
- Business rules engine
- Model validation reporting
- Hierarchy and dimension management
- Multi-dimensional calculations
- Powerful analysis and reporting
- Integration with other performance management applications

KEY BENEFITS

- Identify sources and attributes of profitability with multidimensional analysis
- Accurately allocate costs with a flexible allocation engine that supports any methodology
- Gain confidence in cost allocations and revenue flows with graphical traceability maps
- Strategically allocate resources with accurate profitability and cost information
- Improve marketing programs through customer segmentation
- Enable management best practices by leveraging profitability as a performance metric

Understanding profitability and cost in your business is fundamental to improving performance. Oracle Hyperion Profitability and Cost Management is a new performance management application that provides actionable insights into cost and profitability. As part of Oracle's enterprise performance management (EPM) system, Oracle Hyperion Profitability and Cost Management drives business performance by discovering drivers of cost and profitability, empowering users with visibility and flexibility, and improving resource alignment.

Discover the Drivers of Cost and Profitability

With increasing global competition and economic uncertainty, finance, sales, and marketing organizations are focusing on accurately understanding the drivers of cost and profitability in their businesses. In fact, obtaining this insight is becoming a leading practice across industries and is increasingly a critical component of EPM implementations. Using Oracle Hyperion Profitability and Cost Management you are able to identify the value added by the activities you perform to support your products and services, establish benchmarks and enable process improvement.

Oracle Hyperion Profitability and Cost Management leverages Oracle Essbase—the industry's leading online analytical processing (OLAP) server—for faster, easier, powerful multi-dimensional analysis and scenario modeling. Support for both revenue adjustments and cost allocations provide an accurate and complete understanding of all revenue and cost values.

Empower Users with Visibility and Flexibility

Oracle Hyperion Profitability and Cost Management offers a flexible allocations platform for any method including activity-based costing (ABC) and time estimation. Traceability maps and audit trail capabilities provide new levels of transparency for greater confidence in the analysis and the reported results.

Improve Resource Alignment

Oracle Hyperion Profitability and Cost Management shares a common foundation and is integrated with the other Hyperion performance management applications from Oracle. As such, results from Oracle Hyperion Profitability and Cost Management can be easily shared with Oracle Hyperion Planning and other applications. This data can then be leveraged into strategic, more aligned decisions to improve business performance such as pricing strategy or resource allocations.

Differentiating Features of Hyperion Profitability and Cost Management

The following features differentiate Oracle Hyperion Profitability and Cost Management from other solutions on the market.

Business User Driven Profitability Modeling

With an open, flexible, and easy-to-visualize modeling environment, business users can follow a suggested path—or create their own process—to create, maintain, and deploy their cost and profitability models. This offers a huge advantage over traditional “black box” cost and profitability solutions, which required specialist analysts and intensive use of IT resources to develop models.

Flexible Allocation Platform

Accurately measuring and allocating both cost and revenue is the key to calculating profitability. Oracle Hyperion Profitability and Cost Management’s allocation platform supports your cost and revenue modeling approach whether it uses cascading allocations, custom calculations, ABC, time estimation, or industry-specific revenue adjustments. Multiple allocation methodologies can be combined to form your own custom allocation methodology.

Business Rules Engine

The business rules engine in Oracle Hyperion Profitability and Cost Management allows business personnel to drive application design and rapid iterations. An intuitive interface makes it easy to build dimensions, hierarchies, metrics, and scenarios.

Traceability Maps

Traceability maps—graphical depictions of allocations—provide a new level of transparency into cost and revenue allocations through multiple steps. Using traceability maps, users can verify that business rules have correctly applied the allocations. Traceability maps can serve as documentation so that independent reviewers are able to comprehend and, if desired, duplicate the allocation algorithm to validate the profitability model.

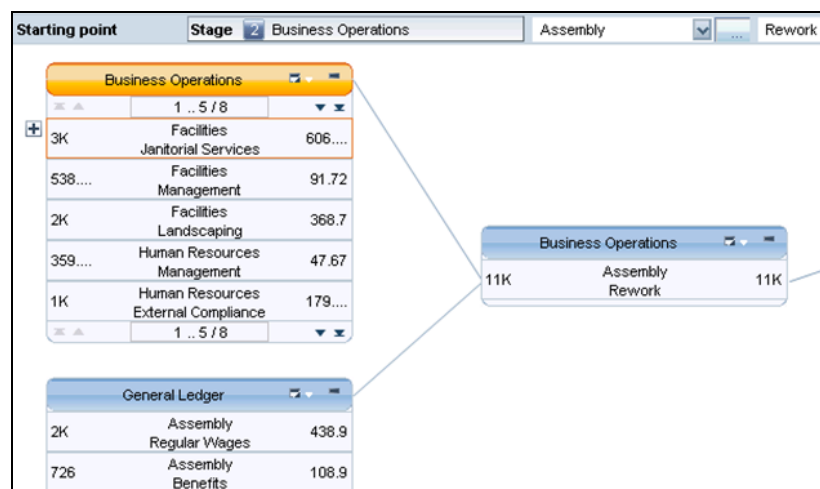


Figure 1. Traceability maps provide transparency into revenue and cost allocations.

From any point in the model, you may trace backwards or forwards, easily visualizing the defined process flow for validation and knowledge transfer.

Model Validation Reporting

Oracle Hyperion Profitability and Cost Management provides users with stage-by-stage cost and revenue assignment validation reports for testing the completeness of their cost and profitability models and reduces the time required for troubleshooting.

In addition to the allocation calculations, Oracle Hyperion Profitability and Cost Management includes a process to create genealogy data. The genealogy data creation process calculates the allocation detail for source and destination intersections that do not have a direct assignment but instead have an indirect relationship.

These calculation processes, together with the embedded traceability maps and validation reports, support complex analysis and reporting of causes and effects within the model.

#	direct input	assigned input	total input	1	2	3	4	5	total out	idle	unassigned
1	368867		368867		147817	204200			352017		16850
2		147817	147817			94777.2	53039.8		147817		0
3		298977.2	298977.2					298977.2	298977.2		0
4		53039.8	53039.8					53039.8	53039.8		0
5		352017	352017						0		

Figure 2. Model validation reporting helps ensure completeness of models. Stage balancing reports follow the inputs and allocated outputs and include idle capacity and unassigned amounts.

Hierarchy and Dimension Management

The dimension and hierarchy management capabilities synchronize metadata across Hyperion performance management applications. Users can graphically design their profitability application using existing artifacts from the common performance management library in EPM Architect. Dimensions and attributes defined for one model can be used in multiple models.

Multidimensional Calculations

Oracle Hyperion Profitability and Cost Management is the only packaged profitability application that leverages Oracle Essbase for faster, easier, powerful multidimensional analysis. One point of maintenance makes it easy for an administrator to manage business rules.

Powerful Analysis and Reporting

The data generated by Oracle Hyperion Profitability and Cost Management delivers powerful insights for decision-making. Business users can visualize multi-dimensional information in a highly intuitive manner through user-directed query and analytic capabilities.

RELATED PRODUCTS**ORACLE'S
PERFORMANCE
MANAGEMENT
APPLICATIONS**

Oracle's performance management applications comprise a modular suite of integrated applications that support a broad range of strategic and financial performance management processes and enable management excellence. Part of Oracle's enterprise performance management system, Oracle's performance management applications can be quickly and easily deployed out of the box, extended with Oracle's business intelligence product family, or tailored to meet your organization's specific needs.

RELATED PRODUCTS:

Oracle's performance management applications include the following products:

- Oracle Hyperion Financial Management
- Oracle Hyperion Financial Data Quality Management
- Oracle Hyperion Planning
- Oracle Hyperion Strategic Finance
- Oracle Hyperion Workforce Planning
- Oracle Hyperion Capital Asset Planning
- Oracle Integrated Operational Planning
- Oracle Crystal Ball

Integration with Other Performance Management Applications

Oracle provides an integrated suite of performance management applications that provides common security, workspace, and metadata management that enables a single point of maintenance. This means a reduced cost of administration and ownership over nonintegrated point solutions. Integrated within the EPM processes, Oracle Hyperion Profitability and Cost Management enables faster, better decision making and allows organizations to allocate resources more strategically.

Contact Us

For more information about how your organization can leverage the power of Oracle Hyperion Profitability and Cost Management, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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