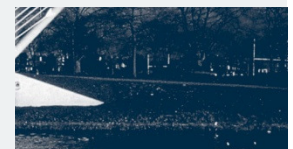
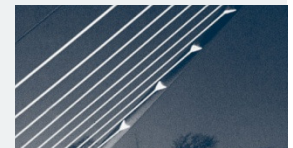


Oracle Hyperion Planning at DDOR

Belgrade, May 5th 2009



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 - Oracle Hyperion Planning at DDOR
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 - Grow-as-you-go: Modular approach
 - Project parameters
 - Results

ifb group – company profile (1/2)

Facts

Profile

- ifb group was founded 1989 in Cologne (Germany) and has more than 430 employees (2007). Overall revenue in 2007 was € 59,4 mio.
- ifb group offers consulting and software solutions and combines sophisticated business economics know-how with technical delivery expertise
- As a consulting and software provider, the ifb group is an international partner to over 1,600 clients covering all industry sectors

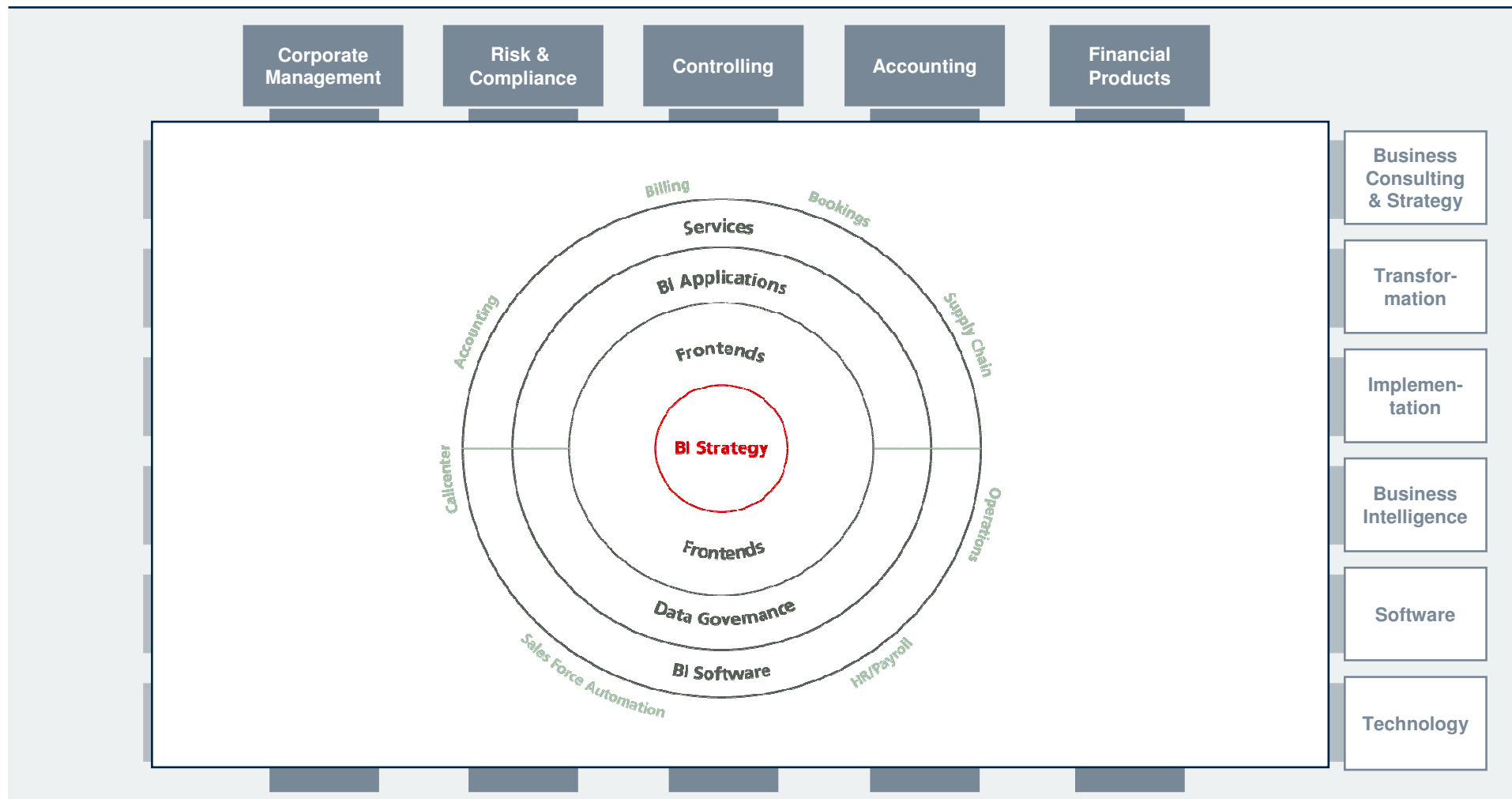
Thinking globally – acting locally



- Germany, Switzerland, Austria, Luxemburg, France, Slovakia, Czech Republic, Poland, Hungary, US, Uruguay, China, Philippines

ifb group – company profile (2/2)

ifb portfolio



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Oracle Hyperion Planning at DDOR (1/5)

Competitive advantage: DDOR can concentrate on core business (a)

Typical Planning Environment

Microsoft Excel based Planning, Budgeting and Forecasting

- Multiple Excel workbooks distributed via email throughout the whole company
- Adding new cost centers leads to changes in several Excel sheets, formulas and reports
- Allocate plan value e.g. evenly to 12 months or e.g. seasonally has to be done manually
- Very often no historical data for comparison during planning process
- Data has to be consolidated manually for (predefined) reports
- Ad-hoc reports need to be implemented manually

Planning at DDOR

Based on Oracle Hyperion Planning

- Central data storage for all planning relevant information
- Data centrally available for authorized users
- Calculations for all users securely stored on server
- Adaptive forms and calculations
- Adjusts forms and calculations automatically to cost center structures
- Linear, seasonal, custom allocations according to actuals or previous period information
- Predefined graphical reports
- Individual analysis on demand

Oracle Hyperion Planning at DDOR (2/5)

Competitive advantage: DDOR can concentrate on core business (b)

Typical Planning Environment

Microsoft Excel based Planning, Budgeting and Forecasting

- Where is the latest version of the plan?
- Are the figures from subsidiary X incorporated?
- What has been changed in the last version?
- Which subsidiaries/departments did provide figures already and which not?

- Nobody wanting to touch the planning Excel sheets due to complex/ intransparent interrelations
- Effort to copy & paste returned plans make roll-out to more users impossible

Planning at DDOR

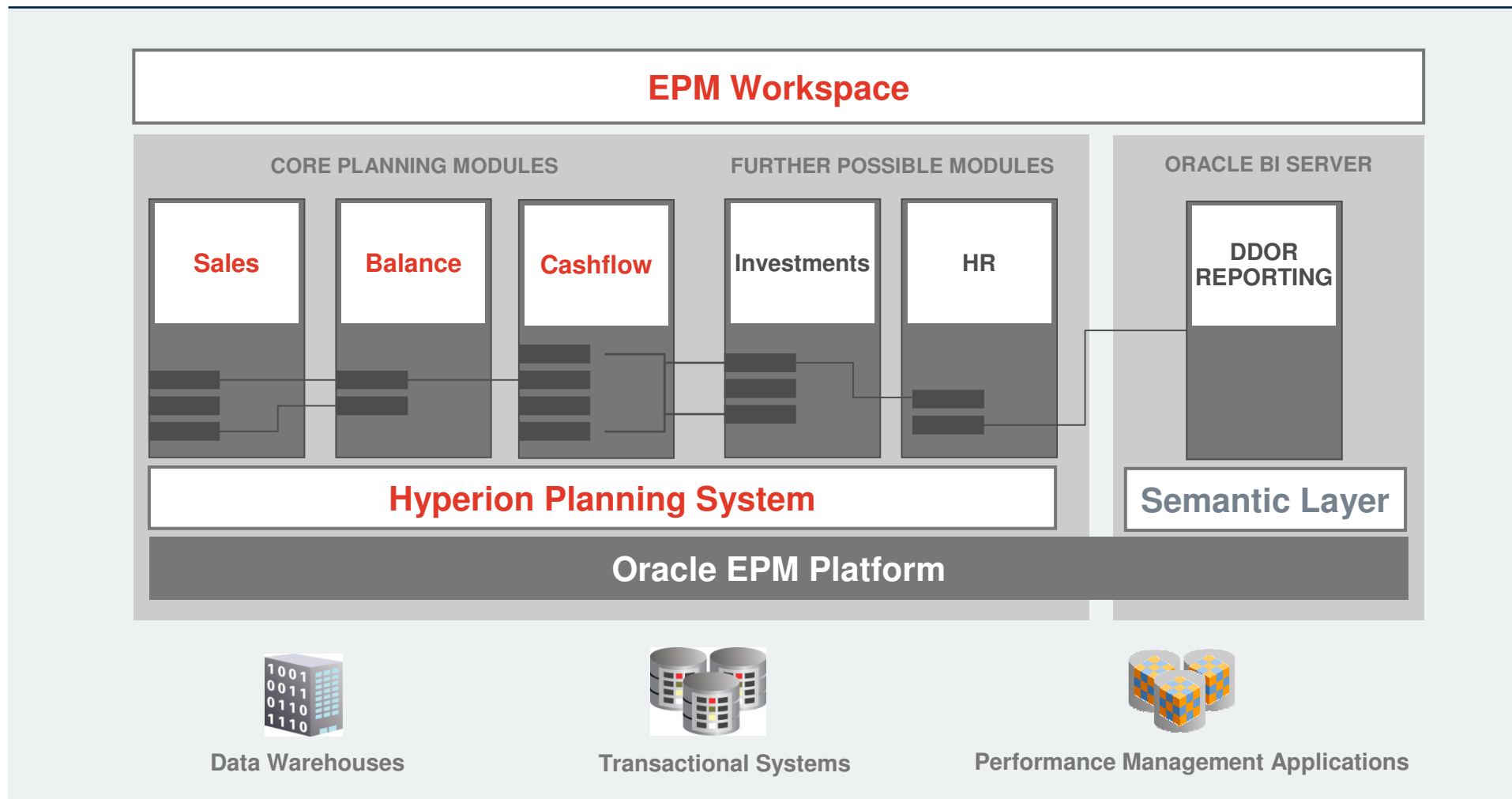
Based on Oracle Hyperion Planning

- Integrated Workflow System
 - Users guided through planning process
 - All-time overview on status
 - Alerts, Reminders

- Grow-as-you-go:
 - Add new planning applications without programming
 - Add new departments, subsidiaries, companies
- Scalable to thousands of users

Oracle Hyperion Planning at DDOR (3/5)

Grow-as-you-go: Modular approach to grow IT with own business



Oracle Hyperion Planning at DDOR (4/5)

Project parameters that led to effective results

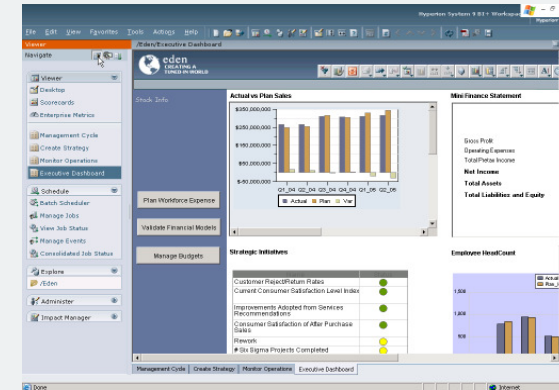
- **Focus on implementation instead on specifications**
- **Coaching approach:** ifb specialist coach DDOR employees to implement system themselves in four steps:
 1. Jointly set up basic framework (e.g. sales planning: Hierarchies, Data imports)
 2. Jointly implement first data forms
 3. Implement further forms, calculations and validations under supervision of ifb
 4. Implement further functionalities autonomously (remote help if needed)
- Focus on **modules** and iterative development

Oracle Hyperion Planning at DDOR (5/5)

Results that make the difference

■ Planning system

- DDOR able to further develop, extend and maintain planning system autonomously
- DDOR able to add new planning applications on demand
- New system enables DDOR to focus on core business instead on IT maintenance



■ Processes

- Saving time, money and resources for added-value activities
- Significant reduction of „human errors“ (copy & paste)
- Increased acceptance of planning cycles by employees
- Commitment by employees to submitted data
- Increased planning accuracy

The screenshot shows the Oracle Hyperion Planning Data Manager interface, displaying a detailed financial data table. The table has columns for months from Jan to Nov and rows for various financial metrics. The data is as follows:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Units	7,386	8,282	8,899	6,246	7,170	9,373	7,640	6,764	9,960	21,244	17,772
Price	5.1	4.2	4.1	5.8	4.1	5.1	5.2	5.8	4.9	4.9	5.1
Sales Return %	5.6%	5.6%	5.5%	5.6%	5.8%	6.6%	6.7%	5.9%	5.9%	5.9%	5.7%
Sales Allowance %	4.6%	4.9%	3.9%	3.9%	4.1%	4.7%	4.8%	4.1%	4.1%	4.1%	4.2%
Operating Revenue	424,621	340,228	416,222	363,892	340,143	479,390	416,688	337,021	485,351	1,031,419	1,079,614
Sales Return	(23,829)	(19,295)	(22,952)	(20,252)	(19,642)	(31,422)	(28,005)	(19,720)	(28,399)	(60,390)	(63,318)
Rate Discount	(12,017)	(13,650)	(16,362)	(14,322)	(16,943)	(22,466)	(15,004)	(13,739)	(15,761)	(42,349)	(41,214)
Returns and Allowances	(40,664)	(32,242)	(29,294)	(34,374)	(25,044)	(53,888)	(46,023)	(33,476)	(44,185)	(102,396)	(112,128)
Net Revenue	363,765	307,466	376,928	329,518	306,461	424,501	368,657	303,562	437,164	925,021	977,414
Operating COS	236,024	243,461	283,434	199,935	229,122	299,456	244,141	184,192	318,278	676,273	546,672
Gross Profit	147,721	46,005	93,513	129,543	77,339	125,045	124,516	119,370	118,886	252,649	427,742

ifb group – consulting.software.results

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