EPM 11.1.1 Release Update Workshop

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Introductions

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Jon Nevin

Anthony Walsh

Nick Cox
Presentation Agenda

• 09.30 - Welcome & Introductions
  • Strategy to Success & Introduction to 11.1.1
  • Beyond 11.1.1 – Roadmap
  • Integration/Installation & Lifecycle Manager

• 11.00 - 11.15 BREAK

• EPMS Workspace
• OBIEE+ Overview
• Oracle Hyperion Essbase
• Oracle BI on Essbase

• 12.30 – 13.15 LUNCH

• 13.15 - Enterprise Performance Management Architect (EPMA)
  • Oracle Hyperion Planning & Smartview
  • Cost & Profitability Management
  • Oracle Hyperion Calculation Manager
  • Oracle Hyperion Financial Management & FDQM

• 15.00 – 15.15 BREAK

• Oracle Hyperion Strategic Finance
• Oracle Crystal Ball
• Q&A

• 16.00 – Conclusion and wrap-up
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Strategy to Success: From Operational to Management Excellence
Management Excellence: The Next Competitive Edge

Operational Excellence

- Cost – Lean and Mean
- Quality – Six Sigma, TQM
- Speed – Real-time, JIT

Management Excellence

- Smart – Deep Insight
- Agile – Decisive Action
- Aligned – Across the extended enterprise

Time

Competitive Advantage

Operational Excellence

Management Excellence
Definitions

**Operational Excellence**

A business strategy that aims to bring competitive advantage through reducing **cost** of business processes, improving **quality** of products and services and increasing **speed** of operations.

**Management Excellence**

Expands on this strategy by focusing on competitive advantage through driving and detecting changes (smart), following up on those changes (agile) and sharing the lessons learned throughout the complete value chain (aligned).
<table>
<thead>
<tr>
<th>Business Requirements</th>
<th>IT Call to Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detect And Drive Changes</td>
<td>Smart Rationalize Your Management Systems</td>
</tr>
<tr>
<td>Prepare For And Follow Up On Changes</td>
<td>Agile Integrate Management Systems With Operational Systems</td>
</tr>
<tr>
<td>Share Insight Across Extended Enterprise</td>
<td>Aligned Enable Pervasive Access To Management Systems</td>
</tr>
</tbody>
</table>
Today’s Reality: Management Processes Are Fragmented

- Lack of business alignment
- Low predictability in performance
- Inconsistency in business decisions
Strategy to Success Framework: Step by Step
Strategy to Success: Oracle’s Framework for Achieving Management Excellence

Traditional Performance Management

- Business Plan
- Business Operation
- Business Results

- PLAN TO ACT
- ANALYZE TO ADJUST
- RECORD TO REPORT
World-Class Fast Close

1. First to report & Communicating dates two years out
2. Setting the competitive benchmark
3. Stakeholder confidence
4. Stakeholder confidence
5. Shareholder value premium

World-class financial processes
Excellence in Fast Close
Oracle Hyperion Financial Management

The world’s leading producer of primary aluminum with $23.5 billion in revenues with operations in 43 countries and 350 locations. Alcoa has over 131,000 employees.

Before

- 12+ days to close
- Many analytical technologies
- Complex reporting and forecasting processes
- Hours to create reports

After

- 5 days to close
- Global consolidation across 58 lines of business
- Global forecasting and reporting solution for 1,000+ users
- Minutes to access information
Recession Makes Demand Drop

1. Recession hits the market
2. Significant drop in product demand
3. Adjust planning
4. Shorten working week
5. Seek financial government aid
6. Acquire channel partners
7. Survive
Oracle Provides Key Capabilities
Complete, Open & Integrated

- Stakeholder Environment
- Market Model
- Business Model
- Business Plan
- Business Operation
- Business Results

- EXTERNAL REPORTING
  - STRATEGIC & PREDICTIVE MODELING
  - INTEGRATED BUSINESS PLANNING
  - PROFITABILITY & COST MANAGEMENT
  - SCORECARDING, MONITORING & ANALYSIS
  - FINANCIAL & MGMT REPORTING
- BI TOOLS & BI APPLICATIONS, REAL-TIME MONITORING
- OLAP, DATA WAREHOUSE, DATA MINING
- DATA INTEGRATION, APPLICATION MANAGEMENT & MASTER DATA MANAGEMENT
Common Delivery Layer
Pervasive Information Access; Single Sign-On

Performance Management Applications
BI Applications
Business Intelligence Foundation
Fusion Middleware

OLTP & ODS Systems
Data Warehouse
Data Mart
OLAP
SAP, Oracle, Siebel, PeopleSoft, Custom
Excel XML
Business Process
Complete Packaged Analytic Applications
Strategic, Financial and Operational

EPM Workspace

<table>
<thead>
<tr>
<th>PERFORMANCE MANAGEMENT APPLICATIONS</th>
<th>BI APPLICATIONS</th>
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<tr>
<td>Strategy Management</td>
<td>Sales</td>
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<tr>
<td>Business Planning</td>
<td>Contact Center</td>
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<tr>
<td>Profitability Management</td>
<td>Procurement &amp; Spend</td>
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<tr>
<td>Financial Reporting &amp; Compliance</td>
<td>Finance</td>
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<td>Service</td>
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<td>Marketing</td>
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<td>Supply Chain &amp; Order Mgmt</td>
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<td>HR</td>
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</tbody>
</table>

Business Intelligence Foundation

Fusion Middleware

- OLTP & ODS Systems
- Data Warehouse Data Mart
- OLAP
- SAP, Oracle, Siebel, PeopleSoft, Custom
- Excel XML
- Business Process
Leverage Fusion Middleware for Lower TCO
Complete, Open, Integrated

EPM Workspace

Performance Management Applications

BI Applications

Business Intelligence Foundation

FUSION MIDDLEWARE

<table>
<thead>
<tr>
<th>SOA</th>
<th>Data Quality</th>
<th>Data Integration</th>
<th>MDM</th>
<th>Identity Management</th>
<th>Content Management</th>
<th>Business Process Management</th>
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</thead>
</table>

OLTP & ODS Systems

Data Warehouse Data Mart

OLAP

SAP, Oracle, Siebel, PeopleSoft, Custom

Excel XML

Business Process

ORACLE
11.1.1.0.0 - Release Highlights
Oracle EPM Workspace, Fusion Edition

- Self-service Personalization
- Contextual navigation
- OBIEE and BI Publisher integration
- WebCenter integration
- Spans all applications in the Oracle EPM System
Oracle Hyperion Smart View, Fusion Edition

- Adhoc Reporting
- Stylized Output:
  - Formats
  - Tables
  - Charts
  - Formulae
- Data Entry and Apps Processing
- Word and PPT
- Now works with OBIEE as source
Oracle Hyperion Smart View, Fusion Edition

- Personalized smart slices
  - User defined
  - Distributable
  - Provide query capability centrally

- Filtered database views:
  - For example only see 4 dimensions of 12 dimensional model
Common Foundation Services

- Common User Provisioning
- Common Application Administration
- New – Common Calculation Manager
- New - Common Installation and Configuration
- New - Common Lifecycle Management
Oracle Hyperion EPM Architect, Fusion Edition

- **New core functionality**
  - Application creation wizard
  - Grid editor
  - Local dimensions
  - Planning classic parity
  - Lights out tasks from command line

- **Calculation Manager**
  - Single interface for both Hyperion Planning and Financial Management
  - Graphical flow provides better understanding of calculation process
  - Re-usable rules to share among applications
  - Central repository of all calculation objects
  - Consistent definition of financial calculations across planning and consolidation applications
Lifecycle Management

- Consistent, repeatable movement of applications, cubes, repositories or individual artifacts between dev, test, prod

- Application Migration Wizard guides you through the process of migrating an application
- User interface & command line capabilities
- Migration Status, Comparison, and Audit Reporting
- Lights-out processing can be executed from command line to integrate with 3rd party schedulers
Unified EPM System Installation & Configuration

- Three Components:
  - EPM System Installer
  - EPM System Configuration
  - EPM System Diagnostics
- Shared Services Registry
- Assemblies
- Common location for log files
Why is Mixed Mode the answer?

- Mixed mode is the current recommendation for customers on version 9.3.1.x that do not want to upgrade all apps to 11.1.1
  - Mixed mode is EPMA 11.1.1.x and apps versions 9.3.1.x
  - Customers gain performance, functional and quality improvements in EPMA 11.1.1, but retain their 9.3.1.x apps implementations
Oracle Essbase Studio
Single Design Environment Fosters Reuse, Consistency

- Unifies modeling of many sources
  - Structured relational
  - Unstructured relational
  - Flat files, XML files
  - EPM Architect Dimensions
  - OBIEE
- Enables reuse at a granular level
  - Reuse of hierarchies, metrics, cube schemas
- Lineage tracking
- Drill anywhere
  - Relational
  - OBIEE, BI+ repository
  - URL, FDM
  - Essbase, Java method
Essbase Enhancements Delivered
Optimized Multi-Dimensional Calculation Engine

- Varying attributes

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<td>Jones</td>
<td>Jones</td>
<td>Smith</td>
<td>Smith</td>
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Varying attribute: Associated with **Product** dimension, varies with independent dimension (**Time**)

- Text and dates can now be treated as measures in multidimensional reporting.
  - Qualitative values, such as “satisfied,” can be directly aggregated.

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<th>SalesRank</th>
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<td>1</td>
<td>Daria Zalack</td>
<td>5</td>
<td>365</td>
<td>Satisfied</td>
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<tr>
<td>2</td>
<td>Gary Bennett</td>
<td>2</td>
<td>2709</td>
<td>Satisfied</td>
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<tr>
<td>3</td>
<td>Brady Bell</td>
<td>9</td>
<td>264</td>
<td>Rather dissatisfied</td>
</tr>
<tr>
<td>4</td>
<td>Tammie Weisgarbe</td>
<td>6</td>
<td>383</td>
<td>Rather satisfied</td>
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<tr>
<td>5</td>
<td>Kian Clark</td>
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<td>2079</td>
<td>Very dissatisfied</td>
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<tr>
<td>6</td>
<td>Harriet Lorenzi</td>
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<td>7</td>
<td>Aaliyah Shaffer</td>
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<tr>
<td>8</td>
<td>Kailyn Joyce</td>
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<td>3808</td>
<td>Satisfied</td>
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</table>
Oracle Hyperion Financial Reporting
New Annotations & Threaded Dialogs
In addition to reports, you can insert third-party documents into books.

Supports
- Microsoft Word (DOC and RTF)
- Microsoft Excel (XLS)
- Microsoft PowerPoint (PPT and PPS)
- Adobe Acrobat (PDF)
- Text files (TXT)
Oracle Hyperion Planning, Fusion Edition

New Features

• Enhanced Data Form Usability
• Smart View:
  • Smart Slices
  • Adhoc Analysis
• User Interface Enhancements
  • Member Aliases Displayed
• Document Attachments
  • Workspace documents
  • External document repository
• Drill-through to Oracle EBS Financials via FDM
• Oracle Data Integrator Support
New Predictive Planning Capability
Integration of Crystal Ball with Planning

- Monte Carlo simulations
- Assign probability distributions to uncertain assumptions
- Run thousands of simulations
- Analyze range of outcomes and probabilities
- Assess model sensitivities
Oracle Hyperion Strategic Finance, Fusion Edition – New Features

- Graphical Interface Enhancements
- Automated Export To Essbase
- Visual Scenario Analysis Using Monte Carlo Simulation Through Oracle Crystal Ball
- Support For Financial Data Quality Management
- Drill-back To Source For Root Cause Analysis
- Forward Audit Trail For Auditors & Compliance
- Cell Text Annotations

- New Equity Pick-up Module – Restatement of investment positions
- Phased Submissions Enhancements
- Intercompany Transaction Enhancements
- Oracle BI Publisher Templates for System Reports
- Extended Analytics Creation of Flat Files
- Extended 64 Bit Platform Support
- Drill-through to Oracle EBS Financials via FDM
- Oracle Data Integrator Support
Drill-through to General Ledger
Insight into Action in a Single System

Hyperion Financial Management
Hyperion Planning

Hyperion FDM

Oracle EPM System

Oracle Account Analysis and Drill-Down for both Actual and Budget
Oracle Hyperion Performance Scorecard, Fusion Edition

- Portlet Pages
  - Oracle, SAP, IBM, BEA, MSFT
- Multi-Value Targets
- Scores Calculated Using Targets
- Differing Target and Result Frequencies
- Simultaneous Target and Result Entry
- Period to Date Results
- Embedded Custom Reports
- User Interface Improvements
Oracle Hyperion Profitability and Cost Management, Fusion Edition
Provide Actionable Insights into Costs and Profitability

• A packaged application that drives business performance by:
  • Discovering drivers of cost and profitability
  • Empowering users with visibility and flexibility
  • Improving resource alignment
• Leverages the power of Essbase
• Designed for the business user
• Leverages existing IT investments
Looking Beyond 2009
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## Selected Product Integration Points

**Oracle EPM System and Oracle BI**

<table>
<thead>
<tr>
<th>Integration Point</th>
<th>Key Architectural Component</th>
<th>Delivered</th>
<th>Future</th>
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</thead>
<tbody>
<tr>
<td>Integration between EPM Apps and ERP Apps</td>
<td>HFM + FDM + ERP</td>
<td>✓ EBS</td>
<td>✓ PSFT</td>
</tr>
<tr>
<td>Integration within Hyperion Performance Management Apps</td>
<td>Common Foundation Services</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Unified Access to Information</td>
<td>EPM Workspace</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Common BI Foundation</td>
<td>OBIEE + Essbase</td>
<td>✓</td>
<td></td>
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<tr>
<td>Common Analytic Data Model</td>
<td>Common Enterprise Information Model</td>
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<tr>
<td>Common Data Integration Technology</td>
<td>Oracle Data Integrator</td>
<td>✓</td>
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<tr>
<td>Common Office Add-in</td>
<td>SmartView</td>
<td>✓</td>
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<tr>
<td>Further Metadata Integration</td>
<td>Oracle</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Common Systems Management</td>
<td>Oracle Fusion Middleware, EM</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>HFM and Planning as OBIEE sources</td>
<td>OBIEE Server</td>
<td>✓</td>
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<td>HFM and Planning with OBI Apps</td>
<td>OBI Apps + HFM + Planning</td>
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<td>Common Calculations</td>
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<td>Common Forecasting Models</td>
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Hyperion HFM / Planning as source for OBIEE

For OBI Customers
- Seamlessly access financial data stored and managed in HFM
- Supported features include:
  - Metadata discovery & import
  - Query generation
  - HFM data participates in Common Enterprise Information Model

For HFM / Planning Customers
- Access to dashboards, ad-hoc query, reporting & analysis capabilities
- Leverage BI Server’s federation capabilities to analyze financial & operational data
Discussion