

Information Decides: Dramatically Improve the Quality of Your Strategic Business Decisions



Increase revenue. Decrease costs. Reduce development time. Every day you strive to meet these goals. And each business decision you make either enables you to advance toward them—or impedes your progress.

Spreadsheets and other data analysis tools lack the functionality, capacity, and power to do the necessary “what if” analyses required for successful performance management, business intelligence, and predictive modeling. You need an integrated solution capable of performing complex risk and uncertainty analyses across a broad range of applications.

Oracle Crystal Ball is the leading spreadsheet-based software suite for predictive modeling, forecasting, simulation, and optimization. Used by 85 percent of the Fortune 500 and taught in the top 50 U.S. MBA programs, Oracle Crystal Ball gives you unparalleled insight into the critical factors affecting risk, and calculates the likelihood you will reach your objectives. With Oracle Crystal Ball, you can make the right tactical decisions to move you toward your strategic goals and gain a competitive edge under even the most uncertain market conditions.

KEY BUSINESS BENEFITS

- Get results quickly. Start using Oracle Crystal Ball in minutes.
- Enhance your investment. Draw on the spreadsheet technology you already own.
- Think in ranges. Get the full picture in the face of an uncertain future.
- Communicate. Share your findings through graphs, charts, and reports that let you vividly present and communicate the results of your analyses.
- Collaborate. Work as a team, sharing models and data to get your work done faster.
- Optimize. Take uncertainty and constraints into account while you search for the best solution.

Make More Confident Decisions

Gain valuable insight

You’ve learned to expect the unexpected. Interest rates suddenly increase, sales fail to meet expectations, deliveries are inexplicably delayed, defect tolerances are exceeded. Unfortunately, the spreadsheets you use to understand future uncertainties are built on a static framework of average values. When it comes to predicting possible outcomes or performing complex “what-if” scenarios, spreadsheets are simply not up to the task.

You need a better tool for business forecasting—one that helps you prepare for the unknown and enables you to make better decisions based on a solid understanding of the variables that will have the greatest impact on your business.

Oracle Crystal Ball is a suite of Microsoft Excel–based applications that enable you to do just that. By extending the analytical power of spreadsheets and defining variable inputs in terms of realistic ranges of possible values, you can calculate all possible outcomes and record the results for analysis and reporting. And with the insights gained

from these simulations, you can pinpoint which factors are most likely to help you succeed in the near and long term.

Reap Measurable Results

With Oracle Crystal Ball, you can use historical and current data to create accurate, predictive models and search for solutions that take into account market uncertainty and constraints. Since Oracle Crystal Ball can quickly be applied to new or existing spreadsheet models, you can make the most of the technology you already own. Oracle Crystal Ball enables you to:

- **Increase revenue.** Maximize growth while optimizing your ability to react effectively to market disruptions and random events.
- **Decrease costs.** Generate sensitivity charts that identify which variables have the biggest impact on your costs.
- **Improve productivity.** Save time by using simulations to quickly and automatically model and visualize thousands of “what if” scenarios.
- **Enhance quality.** Meet quality objectives by using simulation results and capability metrics to determine optimal product specifications and defect tolerances.

With this flexible tool, you can solve problems in which uncertainty and variability have traditionally distorted forecasts and make better decisions to impact your bottom line.

Take Advantage of Valuable Resources

Oracle provides you with a range of resources to help you get the most out of Oracle Crystal Ball. Jump start your implementation by taking advantage of a full range of training and consulting services. Get education discounts on services, textbooks, and learning aids for professors, instructors, and students. Subscribe to a free newsletter that keeps you on top of the latest trends in risk analysis and spreadsheet forecasting, and gives you access to white papers written by industry experts. We provide all the services and information you need to achieve rapid time to value.

INDUSTRIES

- Academia
- Aerospace
- Airline
- Biotech
- Construction
- Energy
- Engineering
- Environmental
- Finance
- Government/Public Sector
- Healthcare
- Insurance
- Managing/Consulting
- Manufacturing
- Medical
- Oil and Gas
- Pharmaceutical
- Retail
- Telecommunications
- Utilities
- Venture Capital

SAMPLE APPLICATIONS

Capacity Planning

Cost Estimation

Strategic Financial Analysis

Inventory Optimization

Operations Research

Project Selection

Resources Allocation

Sales Forecasting and Modeling

Six Sigma/Design for SixSigma/ Lean Manufacturing

Supply Chain Management

Features	Oracle Crystal Ball	Oracle Crystal Ball with Decision Optimizer	Oracle Crystal Ball Enterprise Performance Management	Oracle Crystal Ball Enterprise Performance Management with Decision Optimizer	
Monte Carlo simulation, analysis tools, and reports	■	■	■	■	Automate “what-if” analysis. Quickly assign ranges of values to your inputs; automatically calculate ranges of forecasted outputs and their probabilities.
Capability metrics	■	■	■	■	Simplify your workflow. View simulation results, descriptive statistics, and capability metrics all at once with split-view charts and graphs. Capability metrics include Cp/CpK, Pp/Ppk, Z metrics, and many others.
Category publish and subscribe	■	■	■	■	Save time by managing your distributions. Create your distributions once, then use them many times. Share them with other users via the publish and subscribe mechanism.
Correlation and fitting	■	■	■	■	Incorporate your data. Fit distributions to your historical data and calculate correlations between distributions, to more accurately model and forecast.
Crystal Ball tools	■	■	■	■	Set up and analyze your models. Includes: Data Analysis, Batch Fit, Correlation Matrix, Tornado Chart, Bootstrap, Decision Table, Scenario Analysis, and Two-Dimensional Simulation.
CB Predictor	■	■	■	■	Create accurate and realistic predictive models. Analyze historical data with time-series analysis and regression.
Crystal Ball and CB Predictor developer kits	■	■	■	■	Customize it. Macros and functions let you tailor the software to your specifications, ensure standardization, and save time through automation.
OptQuest		■		■	Make the right decision. Automatically search for your optimal solution while accounting for uncertainty, constraints, and requirements.
OptQuest developer kit		■		■	Customize OptQuest. Macros and functions let you tailor the software to your specifications, ensure standardization, and save time through automation.
Enterprise Integration			■	■	Integration capabilities with Oracle Enterprise Performance Management and Oracle Applications.



CONTACT US

For more information about Crystal Ball, visit www.oracle.com/crystalball or call +1.800.ORACLE1 to speak to an Oracle representative.

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