ORACLE CRYSTAL BALL ENTERPRISE PERFORMANCE MANAGEMENT

Oracle Crystal Ball improves organizations’ strategic planning by enabling the use of tools for forecasting, simulation, and optimization for uncertainty management. With Oracle Crystal Ball Enterprise Performance Management, organizations can apply the power of Oracle Crystal Ball to Oracle’s Enterprise Performance Management (EPM) and Business Intelligence (BI) applications. Historical data from EPM applications can be used to model risks and predict success. Monte Carlo simulations can be run either in Microsoft Excel, Oracle Essbase, Oracle Hyperion Strategic Finance or Oracle Hyperion Planning to calculate certainty measures and a wealth of risk statistics. In addition the results and analyses can be shared across the entire enterprise.

The Benefits of Crystal Ball for Risk Analysis

Oracle Crystal Ball is the leading spreadsheet-based software suite for risk reporting, predictive modeling, forecasting, simulation, and optimization. Used by 85 percent of the Fortune 500, Oracle Crystal Ball gives unparalleled insight into the critical factors affecting risk, and calculates the likelihood that organizations will achieve their objectives. With Oracle Crystal Ball, organizations can make the right tactical decisions to move toward strategic goals and gain a competitive edge under even the most uncertain market conditions.

Most planning tools lack the functionality, capacity, and power to do the necessary “what if” analyses required for successful uncertainty analysis and risk reporting. Some tools that do include “what if” scenarios are often manual and time-consuming and do not indicate the probability of an occurrence or the likelihood of success of any one particular scenario. Neither can they directly divulge the key drivers of risk.

By extending the analytical power and defining variable inputs in terms of realistic ranges of possible values, Oracle Crystal Ball can quickly calculate a large number of possible outcomes and record the results for analysis and reporting. With the insights gained from these simulations, organizations can also pinpoint which factors are most likely to help them succeed in the near, medium and long term.

To truly account for risk, organizations must have a better tool for business forecasting—one that helps prepare for the unknown and enables better decisions based on a solid understanding of the variables that will have the greatest impact on their business. This solution must be capable of performing complex risk and uncertainty analyses and integrate across a broad range of applications. Oracle Crystal Ball Enterprise Performance Management is that tool.

Enterprise Performance Management and Crystal Ball

Every organization has management processes and multiple systems to support them but these systems are often disconnected. In many cases thousands of spreadsheets are necessary to arrive at an annual budget and financial consolidation lives in total isolation from the rest of the organization. In addition operational reports often cannot be linked to strategic objectives.
and process disconnects like these lead to errors, lengthy cycles, and high management costs.

An enterprise performance management (EPM) system brings the management processes under a single umbrella, connecting financial and operational decisions and activities with transactional systems to form a comprehensive management picture. EPM consists of all methodologies, systems, metrics, and structures to support the management processes and provides all key stakeholders with relevant, actionable insight. EPM drives the realization of the goals of all of an organization’s stakeholders, leading to sustained success.

In the past it was difficult to bridge the gap between EPM data and business and management forecasting models. These business models usually reside in Microsoft Excel spreadsheets and are isolated from EPM systems. Oracle Crystal Ball Enterprise Performance Management closes this “analysis gap” and enables access to existing EPM data to manage uncertainty and create powerful forward-looking business forecasts. Oracle Crystal Ball Enterprise Performance Management was created for the EPM decision-maker who wants to forecast the future in addition to analyzing the past.

**Account for the Risk in Plans**

Planning applications, be they Oracle Hyperion Planning, Oracle Essbase, Oracle Hyperion Strategic Finance or even Microsoft Excel, calculate the numbers – the key metrics – needed to run the business. With Oracle Crystal Ball Enterprise Performance Management, organizations can calculate the risk inherent in those key metrics, by running Monte Carlo simulations directly on these applications, without having to recreate spreadsheets and business rules in Microsoft Excel.

**Oracle Crystal Ball in Oracle Enterprise Performance Management Workspace**

Oracle Enterprise Performance Management Workspace (Workspace) is the user interface that provides management reporting, query, and analysis capabilities for a wide variety of data sources in a single coordinated EPM and business intelligence environment. Oracle Crystal Ball Enterprise Performance Management enables Oracle Crystal Ball to operate in Workspace. With Oracle Crystal Ball Enterprise Performance Management business models can be created and modified in Microsoft Excel through Workspace. Using the Connection Manager of Oracle Hyperion Smart View for Office Crystal Ball EPM models can be stored in a central repository that can be viewed and shared by others.

With Oracle Hyperion Smart View for Office, organizations can access data from a variety of Oracle EPM products, such as Oracle Essbase and Oracle Hyperion Planning enabling further analysis. This EPM data can either be examined independently using the forecasting tools of Oracle Crystal Ball or linked into existing Oracle Crystal Ball simulation and optimization models. The results of the Oracle Crystal Ball analysis can then be sent back to the EPM application, thus completing the forecasting and analysis cycle.

**Adding Oracle Crystal Ball Decision Optimizer**

Oracle Crystal Ball Decision Optimizer adds optimization and substantial processing speed to the power of Monte Carlo simulation. With Oracle Crystal Ball Decision Optimizer the optimal solution can be automatically searched for.

Oracle Crystal Ball Decision Optimizer is easy to use—a wizard guides users through the process of specifying objectives and defining constraints and requirements. Once the optimization parameters are defined, Oracle Crystal Ball Decision Optimizer quickly pinpoints the best, or optimal, solution and transfers this to a spreadsheet model.
Learning How to Use Oracle Crystal Ball

Oracle Crystal Ball Enterprise Performance Management has been developed with a wide range of spreadsheet uses and users in mind and so is easy to learn and use. User don’t need advanced statistical or computer knowledge. All they need is a basic working knowledge of the personal computer and the ability to create a spreadsheet model. Most users are able to run their first simulation within minutes of installing the software! Oracle Crystal Ball comes with electronic manuals, tutorials, and examples.

Additionally, Oracle offers an option for self learning. Oracle’s User Productivity Kit (UPK) is a collaborative content development platform that drives end-user productivity and speeds time to competency. UPK pre-built tool and application specific content for Oracle Crystal Ball enables users to learn at their own pace, increases user adoption and helps maximize ROI.

For those who prefer to attend formal training, they can learn how to thoroughly apply simulation, risk analysis, stochastic optimization, and Oracle Crystal Ball analysis tools in one to two days’ time. Simply attend a public training course or create a customized onsite course using Oracle Certified Trainers through Oracle University. For more information on this option, please visit http://education.oracle.com.

Contact Us

For more information about Oracle Crystal Ball Enterprise Performance Management, visit oracle.com/epm or call +1.800.ORACLE1 to speak to an Oracle representative.

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