



NUCLEUS
RESEARCH

EXTENDING INSIGHTS WITH ORACLE FUSION HCM ANALYTICS

ANALYST

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THE BOTTOM LINE

Nucleus interviewed multiple customers that adopted Oracle Fusion HCM Analytics to achieve financial returns with tailored analytics targeted to their users' specific roles and responsibilities. Organizations cited specific benefits including \$1M in annual consulting savings, a substantial reduction in report development timelines from multiple months to just a few minutes, and significant time savings related to data management including reconciling errors, creating data models, and consolidating fields across various systems for organizations with global operations. In the fast-evolving landscape of analytics, Oracle, with OAC and Fusion HCM Analytics, positions itself to go beyond the limitations associated with traditional self-service solutions by tailoring analytics experiences to users' roles and responsibilities within HR.

OVERVIEW

Self-service analytics often encounters a generalization problem where users can feel overwhelmed by the sheer volume of insights. Recognizing this challenge, Oracle has strategically addressed it by providing a suite of analytics solutions specifically tailored to each of its enterprise applications. The key emphasis is on offering users analytics experiences and tools finely calibrated to their responsibilities and roles, ensuring that data is leveraged to its fullest potential. This approach enables users to focus on capabilities that genuinely impact and enhance their daily workloads.

In the context of Human Capital Management (HCM), Oracle's approach is illuminated in this report through customer interviews. Nucleus conducted interviews with organizations that adopted Oracle Analytics Cloud (OAC) and Fusion HCM Analytics, seeking insights into how HCM users can achieve better financial results. The crux lies in aligning analytics capabilities and tools with the day-to-day activities of HR professionals. By tailoring analytics solutions to the specific needs of these users, Oracle aims to empower organizations to unlock the full potential of their workforce data, fostering more informed decision-making and driving improved financial outcomes. This report delves into the real-world experiences of organizations leveraging Oracle's targeted analytics solutions to enhance their HCM practices and, consequently, their overall financial performance.

ORACLE FUSION ANALYTICS

Oracle champions cross-departmental and cross-functional analytics initiatives with analytics offerings integrated across its suite of cloud applications for ERP, SCM, HCM, and CX. This is largely facilitated by Oracle's Fusion Data Intelligence Platform which aggregates and correlates data from these diverse sources, facilitating real-time and historical analysis across various departments and business functions. This convergence of data streams enables organizations to gain a holistic and granular view of their operations, empowering data-driven decision-making, predictive analytics, and actionable insights to optimize processes, enhance customer experiences, and drive operational efficiencies across the enterprise.

ORACLE FUSION HCM ANALYTICS

Oracle Fusion HCM Analytics is a comprehensive workforce analytics solution that encompasses a variety of features, including data integration and cleansing tools, a library of pre-built HCM-specific metrics and dashboards, machine learning-driven predictive analytics for workforce planning and talent management, real-time data visualizations with drill-down capabilities, and various generative tools. Fusion HCM Analytics is designed to

support both HR professionals and business leaders, offering deep workforce insights to drive strategic decision-making, enhance employee engagement, optimize workforce investments, talent acquisition, retention, growth, and more.

KEY BENEFITS

Customers experienced multiple tangible benefits from deploying Fusion HCM analytics to extend the value of its OAC and Fusion HCM solutions.

- **System consolidation.** Organizations that adopted OAC and Fusion HCM Analytics unified a vast array of internal systems, creating a single source of truth that provides efficient data management and extends the scope of analytics. One university consolidated 14 to 17 different systems for analytics and HCM and noted \$1M in annual savings from reduced consulting related to its prior data management processes. A hotel brand consolidated 10 systems with OAC and Fusion HCM Analytics, facilitating a broader range of analytics across its global operations. Finally, another organization in the media industry saved 40 hours per year that were previously spent reconciling errors across multiple systems.
- **Accelerated processes.** Organizations that deployed Fusion HCM and Fusion HCM Analytics witnessed a remarkable acceleration in their operational processes. For instance, a media company reported a substantial reduction in reporting timelines, transitioning from a three-month duration to a mere three days. A private university, leveraging generative AI, streamlined the creation of job descriptions and requisites, expediting the job listing process. In a similar endeavor, a hotel chain consolidated job codes through generative AI automations in HCM, a task that would have taken a human team years to accomplish manually.
- **Improved visibility.** Organizations that embraced Fusion HCM Analytics experienced a significant enhancement in operational visibility. A private university, for instance, gained a deeper understanding of its academic ecosystem, comprehensively assessing student, faculty, and staff performance, turnover, and more. This heightened visibility extended to the financial domain, where the institution implemented Budget-to-Actuals reporting, providing visual trend analysis to help departments better stay on plan with purchasing commitments. In a similar context, a media company employed sentiment analysis on employee survey data, delving into inferred skills based on prior work experience and current job roles. This not only facilitated skill gap analytics during employee exits but also informed strategic decisions regarding talent flow and focused training efforts.

CUSTOMER PROFILES

The following profiles are from Nucleus interviews with organizations that adopted Oracle Fusion HCM Analytics in addition to OAC and Fusion HCM.

PRIVATE UNIVERSITY

This private university offers a diverse range of programs and initiatives to nurture the intellectual and personal growth of its students. The university enrolls over 15,000 students and performs a wide range of accredited research. Faced with the complexity of managing data across 14 to 17 different systems to track and analyze compensation, workforce trends, and more, this higher education institution embarked on a transformative initiative to improve its analytics capabilities and better understand and enable its expanding workforce. In pursuit of a comprehensive human capital management solution, the institution conducted a strategic evaluation, weighing Oracle HCM against Workday. The differentiating factor was Oracle's Fusion Data Intelligence Platform which emerged as a game-changer that could greatly simplify data management and provide a framework enabling unified analytics. Recognizing that integration to support a best-of-breed approach would be cost-prohibitive, the institution made a strategic decision in favor of Oracle's solution set including Oracle HCM, Fusion HCM Analytics, and OAC.

Post-implementation, the institution realized significant benefits from this initiative. The adoption of Oracle's Fusion Data Intelligence Platform saved the institution a substantial amount of time, cutting a year and a half to two years in data model development compared to its previous analytics tool. The organization noted \$1M per year in annual consulting savings by better enabling internal personnel. The solution set also provided enhanced visibility with comprehensive budget-to-actuals reporting allowing the institution to gauge the performance of colleges and departments against budgets. Additionally, with a more visual approach and trend analysis, the institution is better equipped to stay on plan with purchasing commitments. The organization also noted several benefits related to its adoption of Fusion HCM Analytics which proved indispensable in managing the university's internal growth, marked by a 70 percent headcount increase over the past two years. Deemed "life-saving," Fusion HCM enabled the evaluation of performance, turnover, and other critical metrics on a larger scale with heightened granularity. Each Vice President benefited from their customized dashboard, signifying a shift in decision ownership. The university also incorporated grant rules into Fusion HCM which improved compliance, ensuring adherence to regulatory standard which were vital with the institution's research designation. The more recent integration of generative AI also proved invaluable, facilitating the creation of job descriptions and requisites with enhanced efficiency.

In terms of strategic investments, the university intends to implement Redwood for increased accessibility, embedded Fusion Data Intelligence Platform KPIs, and machine learning algorithms to better forecast cash flow.

HOTEL CHAIN

This international hotel chain operates over 8000 properties across over 130 countries, bringing together 30 renowned hotel brands. Before adopting OAC and Fusion Analytics Cloud, the organization used Cognos for centralized reporting and a combination of Peoplesoft, Taleo, and in-house solutions for HCM reporting. This approach was largely the result of decades of acquisition-led growth which created processes that were hard to reconcile and limited the scope of analytics activity. To address these challenges, the hotel chain undertook a strategic evaluation of potential analytics solutions, weighing offerings from Oracle, Workday, and SAP. While Workday initially held favor, concerns emerged surrounding its scalability, inflexibility, and the need for extensive customization. This prompted a reconsideration, ultimately leading to the adoption of Oracle's solutions, including OAC and Fusion HCM Analytics.

Post-implementation, the hotel chain experienced a paradigm shift in its analytics approach, consolidating ten disparate systems into a unified and integrated solution. This generated significant cost savings and enabled the organization to perform a broader range of analytics across its global operation. Additionally, Fusion HCM Analytics offered a complete view of the employee lifecycle, spanning from application to onboarding. Crucial metrics such as the number of applications, interviews, hires, learning activities, and terminations were easily accessible in one centralized area. Leveraging natural language understanding in Fusion HCM Analytics, the conglomerate also successfully consolidated job codes across its 30 brands and various independent hotels, a task that would have taken a human team years to achieve manually at a significant cost.

MEDIA CONGLOMERATE

This media conglomerate owns a diverse portfolio of information, services, and media companies, earning over \$10B in annual revenue annually. Before adopting OAC and Fusion HCM Analytics, the organization used Power BI. Although the platform created visually stunning dashboards, the organization observed low utilization and saw demand for reports outpaced development. Implementing proper security was also time-consuming in Power BI and further drew out report development. To address these challenges, the organization evaluated various analytics solutions. It decided to adopt OAC and Fusion HCM Analytics citing the solutions capabilities for areas that hadn't undergone extensive analysis before, focusing on employee training, performance, and compensation. The organization also noted integrated security as another key factor that drove its decision.

After deployment, the media conglomerate gained a single source of truth with Oracle's Fusion Data Intelligence Platform, yielding 40 hours of annual time savings previously spent reconciling errors across its reports. The organization also streamlined report development processes with simplified configuration of data infrastructure and integration of security, shifting from a development timeline of three months previously to just three days currently. OAC's auto insights and narrative report further bolstered these processes, accelerating time to insight while improving analytics utilization. With Fusion HCM Analytics, the organization successfully implemented sentiment analysis on employee survey data, inferred skills based on prior experience and current jobs, skill gap analytics for departing employees, and talent flow insights. Now the organization has a better understanding of its internal personnel and is well equipped to hire and retain employees while maintaining the necessary skills required for continued business success.

LOOKING AHEAD

Examining the future of analytics, it's clear that general self-service platforms have their limits. The greatest financial returns come from solutions tailored to specific user roles and responsibilities. Oracle has recognized this value proposition and continued to reinforce its offerings over the past decade leveraging its differentiated position as a unified data storage, processing, and applications vendor. In the Human Capital Management (HCM) market, where innovations built on connected data such as generative AI, predictive modeling, and sentiment analysis are reshaping traditional practices, Oracle recognizes the disruption by delivering OAC and Fusion HCM Analytics. Positioned for success as legacy practices age, Oracle's commitment to targeted analytics solutions is crucial. In a landscape where opportunities in HCM leveraging connected data continue to emerge, Oracle is poised to leverage these innovations, bringing about a more practical era of data-driven insights and operational excellence in human capital management use cases.