

Freeform in Oracle Cloud EPM

Freeform is an Oracle Cloud EPM capability that delivers multidimensional analysis, planning, modeling, and reporting directly into the hands of business users. It combines the power and flexibility of Essbase with the scalability and governance of SaaS, with very little need for IT or consulting assistance. Simply put, if you can imagine it, you can build it.

Create tailored reporting and planning applications

Freeform allows business users to create tailored, connected planning and reporting solutions across a very wide range of financial and operational use cases in a flexible SaaS platform, with very little need for IT or consulting help.

Purpose-built logic for operational planning enables large-scale, freeform ad-hoc modeling for operational planners throughout the enterprise (e.g., sales, marketing, IT, HR, and other lines of businesses). Financial planners can leverage models with built-in financial intelligence to gain greater insights for more efficient budgeting and forecasting.

| | Total Market | Total Product | | | Scenario | |
|----|----------------|---------------|----------|------------|----------|---------|
| | Actual | Budget | Variance | Variance % | Scenario | |
| | Qtr2 | Qtr2 | Qtr2 | Qtr2 | Qtr2 | |
| 4 | Sales | 101,679 | 95,240 | 6,439 | 7 | 101,679 |
| 5 | COGS | 45,362 | 40,860 | -4,902 | -12 | 45,362 |
| 6 | Margin | 56,317 | 54,780 | 1,537 | 3 | 56,317 |
| 7 | Marketing | 16,716 | 12,700 | -4,016 | -32 | 16,716 |
| 8 | Payroll | 12,243 | 9,210 | -3,033 | -33 | 12,243 |
| 9 | Misc | 251 | - | -251 | - | 251 |
| 10 | Total Expenses | 29,210 | 21,910 | -7,800 | -33 | 29,210 |
| 11 | Profit | 27,107 | 32,870 | -5,763 | -18 | 27,107 |

Image 1. Smart View—Analyze data quickly in ad hoc mode.

Key business benefits

- Allows business users to create tailored, connected planning and reporting solutions to drive better decision-making
- Build across a wide range of financial and operational use cases for any industry
- Meet multiple internal and external reporting needs with unified reporting and centralized access across multiple EPM business processes and ERP systems

Key features

- **Scalable and centralized management:** Support and manage thousands of simultaneous users – modeling, reporting and analytics all in one place all within the Cloud EPM environment
- **Essbase and spreadsheet importing:** Get started immediately by importing on-premises Essbase cubes and Excel models and sharing them on a secure, cloud-based platform.
- **Diverse set of built-in reporting tools:** Take advantage of a diverse set of built-in reporting and analytics tools including dashboards, web, and Excel-based Smart View.
- **Analyze multiple data sources:** Connect every part of your business with tailored reporting and planning solutions that can analyse many varied data

Unified reporting and analysis

With Freeform, users can have unified reporting and centralized access across multiple EPM business processes and ERP systems. Business users can meet both internal and external reporting needs and take advantage of a diverse set of built-in reporting and analytics tools including dashboards, web and Excel-based Smart View.

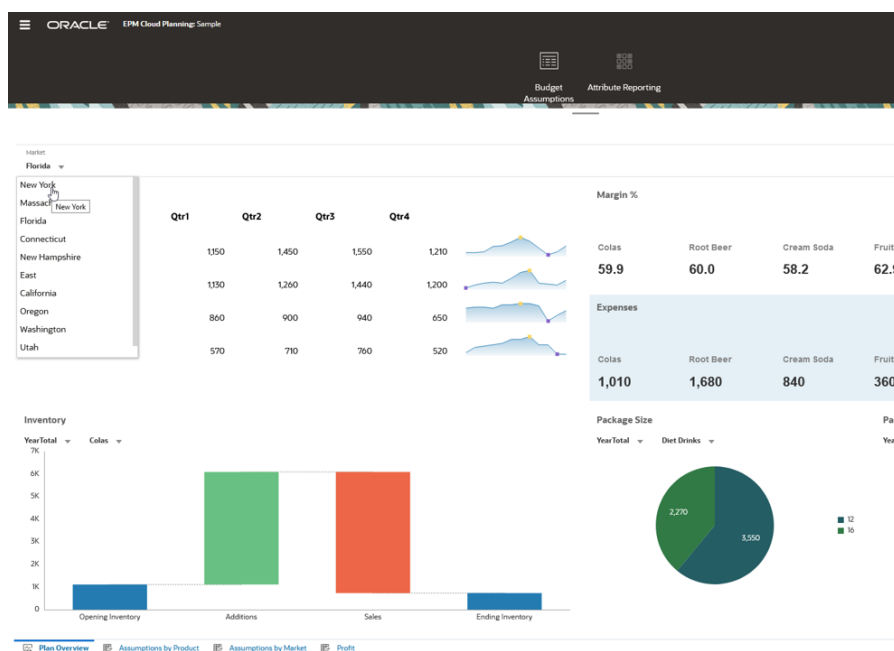


Image 2. Use built-in dashboards to visualize your reports and analysis.

Reimagine and scale Essbase cubes and Excel-based models

Over time, your finance teams and line of business owners and analysts may have created and amassed many on-premises Hyperion Essbase and Excel models. Now, Oracle Cloud EPM Freeform enables the importing of these Essbase and Excel models so they can get started immediately and share them on a secure cloud-based platform.

With Freeform, users can take the opportunity to not just migrate cubes and models, but also to reimagine and scale these reporting and analytic applications in the cloud and make them available to many more users.

Analyze and report using multiple data sources and complex data sets

Freeform can use and analyze many data sources from multiple ERP, EPM, and external systems, in addition to complex data sets. Leverage a range of data analysis capabilities including what-if analyses, slice-and-dice scenarios, and custom calculations such as KPI and other key metrics. Generate rapid insights and solve business issues by drawing from varied data sources (e.g., multiple ERP and EPM systems, other operational systems in sales, HR and supply chain) and unique data sets reflecting complex business structures, such as org charts or product hierarchies featuring different parent-child hierarchies and levels.

sources (e.g., multiple ERP and EPM systems, other operational systems in sales, HR and supply chain).

- **Complex business structure modeling:** Get to the root of business challenges by drawing from unique data sets reflecting complex business structures, such as org charts or product hierarchies featuring different parent-child hierarchies and levels.
- **Range of data analysis capabilities:** Generate rapid and rigorous insights through a range of data analysis capabilities offered by Essbase, the leading multidimensional modeling engine, including what-if analyses, slice-and-dice scenarios, and pre-built and custom calculations of KPIs and other key metrics.

Related EPM Business Process

Oracle Fusion Cloud EPM provides the following capabilities:

- Planning
- Profitability and Cost Management
- Narrative Reporting
- Financial Consolidation and Close
- Account Reconciliation
- Tax Reporting
- Enterprise Data Management

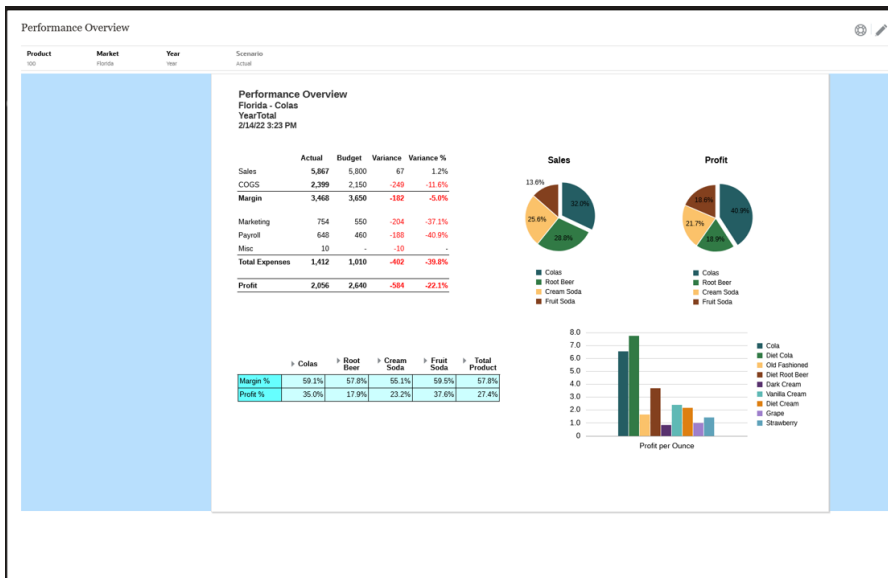


Image 3. Create reports using multiple data sources and complex data sets.

Other Related Solutions

- Oracle Fusion Cloud ERP
- Oracle Fusion Cloud SCM
- Oracle Fusion Cloud HCM
- Oracle Fusion Cloud CX

Oracle Fusion Cloud EPM

Oracle Fusion Cloud EPM is the only complete and connected EPM solution delivering the agility you need to outperform in today's constantly evolving business landscape.

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