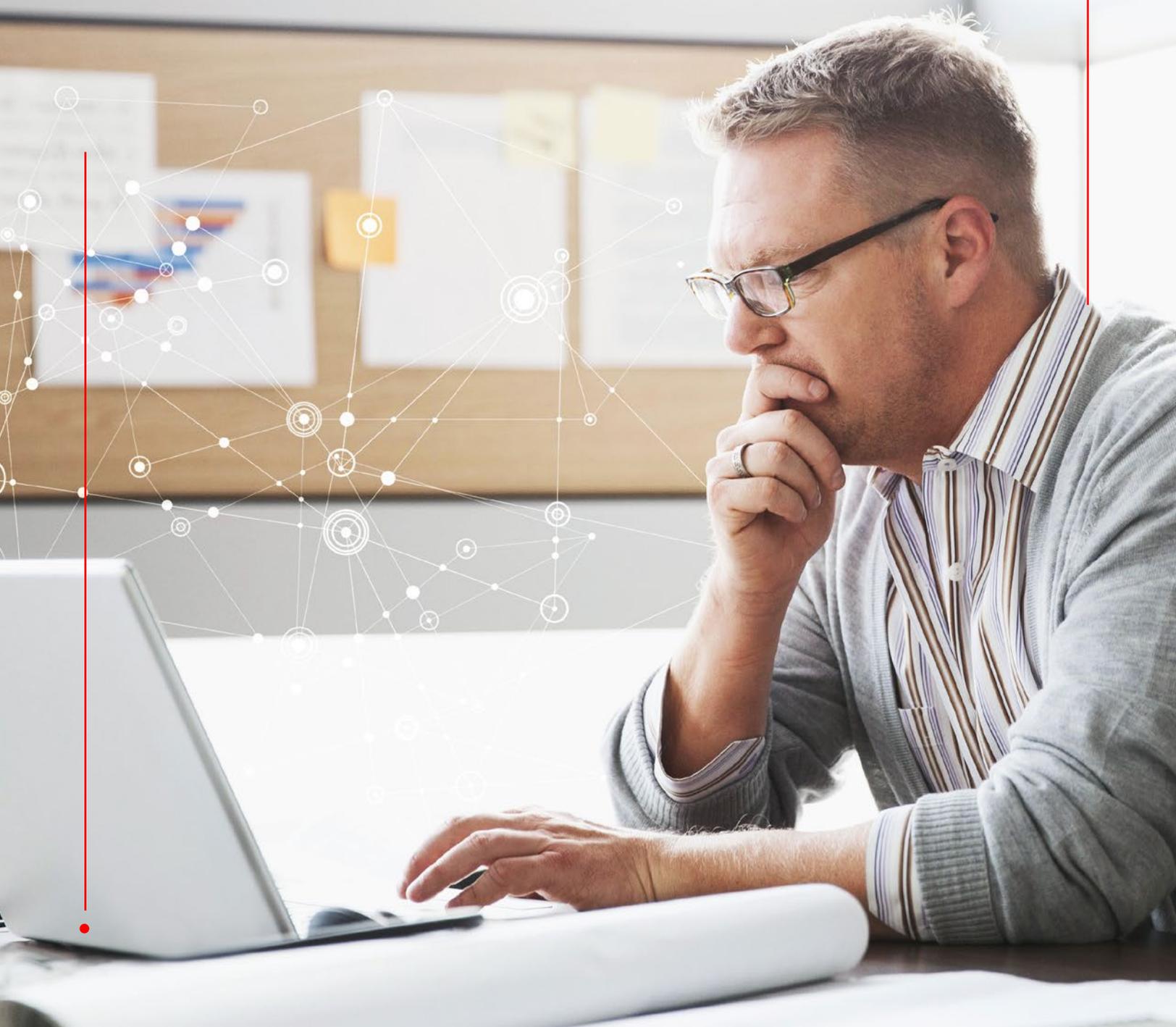


Realizing the Benefits of Enterprise Data Management



Realizing the Benefits of Enterprise Data Management



Many organizations are still using manual process like spreadsheets, email, and in-person meetings to govern structural changes across enterprise systems.

FEI Webcast Polling Results, 11/12017.

Have you ever sat in a meeting where everyone has a different number for the same performance measure? This typically results in spending the next hour trying to reconcile the differences rather than making the important business decisions required.

Upon further analysis, it is likely everyone will have the right number according to the system from which it was derived. The differences can likely be attributed to inconsistent hierarchical master data across these systems. It has existed ever since organizations start implementing more than one business system. But today, the problem is magnified across the many systems most organizations have and by the large numbers of changes today's business environment generates.

It is therefore essential for organizations to effectively manage hierarchical master data across multiple information systems. Organizations need to move beyond the mix of email, spreadsheets and adhoc systems that many currently rely on to execute this extremely important function. Numerous organizations are looking for enterprise software solutions like Oracle Enterprise Data Management Cloud to help them effectively manage these problems without relying on manual processes.



The Benefits of Good Enterprise Data Management



Easy change management



Ensures data alignment



Enables simple governance

What Is Enterprise Data?

Enterprise data classifies transactional and analytical data. It reflects how an enterprise measures its value, and is usually shared across multiple business functions, regions and systems. It often includes application-specific metadata, alternate business perspectives, corporate dimensions, hierarchies, reference data and master data assets.

Examples of enterprise data include:

- Chart of accounts
- Organization or cost center structures
- Legal entity & ownership hierarchies
- Smart lists and attribute dimensions
- Items and product hierarchies
- Customer or vendor hierarchies
- Market segments and product categories

Why is Enterprise Data Management Important?

Data is usually shared across many enterprise systems. For example: John (Sales Representative) who works in California (Territory) sells 10,000 (Quantity) of a new widget (Product) to a customer (Customer) based in New York (Geography) for \$50,000 (Total Sale) on December 15, 2017 (Date). Taken together, this information is about one transaction, but included in the transaction are individual elements of master data—Sales Representative, Territory, Quantity, Product, Customer, Geography, Total Sale and Date.

These individual elements must be identified and changes to them must be managed across the enterprise to ensure data integrity. For instance, John could be moved to a different territory or the territory could be assigned to a different geography. Without good enterprise data management, transaction data cannot be analyzed or reported in a meaningful way.



Enterprise Data is Shared Across Many Enterprise Systems





Today's Enterprise Data Management Challenges

Additional Resources

Video:
[Ameren Drives IT Transformation with Enterprise Data Governance](#) →

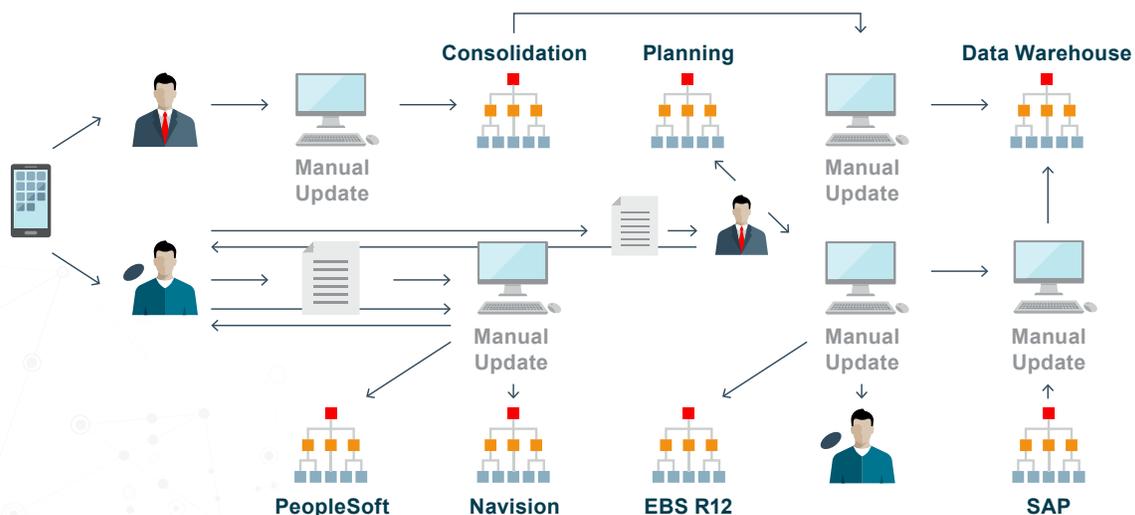
Ameren's transformation of legacy systems included the replacement of general ledger system, internal and external reporting systems, planning and budgeting tools, payroll distribution system, a major upgrade to fixed asset and project systems.

How do most enterprises manage enterprise data today? Remarkably for something so important, they do it through conversations, telephone calls, spreadsheets and e-mail. For example, if a departmental manager wants to add another cost center, or if management wants to move facilities from human resources to finance, the business decision must first be approved by all the relevant decision makers. This takes time.

Once the change is approved, IT receives the request to make the change and ensure that it ripples through all of the enterprise's transactional systems, data warehouses, business intelligence and enterprise performance management solutions. Because changes are made manually, often the end result is a lot of people making a lot of mistakes with a lot of mission critical data—mistakes that go undiscovered due to a lack of visibility or traceability in the process.

This is compounded by the sheer number of changes that take place in enterprises today. We constantly cite the increasing rate of change in business which inevitably leads to increasing change in enterprise data.

Manual Data Management Leads to Mistakes and Lack of Visibility and Traceability



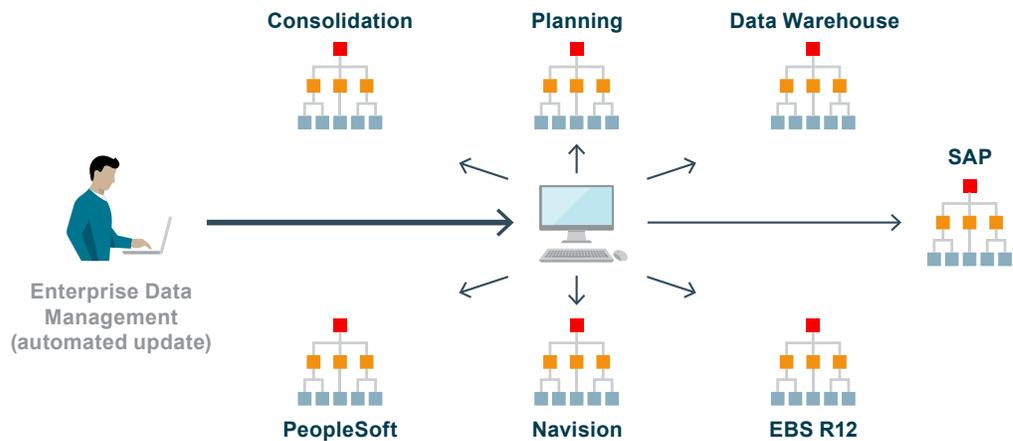
Modern Enterprise Data Management

Modern Enterprise Data Management minimizes the time spent synchronizing information by helping business users manage changes—the result is they spend less time reconciling the numbers and more time on the business issues at hand.

As organizations grow and evolve, the number of systems they have increases, therefore it becomes essential to manage hierarchical master data. These systems, and the resultant information silos, increase with mergers and acquisitions, departmental initiatives, or just due to legacy system proliferation. Data consistency, integrity, quality and accuracy suffer. And, no one trusts the information and insight that ensues.

The modern approach being taken by many world-class organizations is to centralize hierarchical master data within a purpose built system. This provides enterprises with a solution to build consistency despite endless changes within the underlying transactional and analytical systems.

Enterprise Data Management Provides Consistency, Alignment and Compliance



Modern Enterprise Data Management



World-class performers experience significant benefits from taking a modern, agile approach to enterprise data management across their entire business systems landscape.

Key characteristics of this approach include:

- Eliminating the need for a formal, upfront data governance program and initiative that requires burdensome commitments including executive sponsorship, agreement on terms and definitions, enterprise policies, and a host of other coordination costs between Business and IT to orchestrate people, time and resources across lines of businesses, divisions or geographies.
- Taking an elastic approach to managing enterprise data that is evolutionary, iterative, incremental and flexible. One that does not force mastering to achieve desired outcomes, but is fit for purpose based upon desired scope: peer-to-peer within a small workgroup, application-to-application to support local alignment, or enterprise-wide to enable global mastering initiatives as desired based upon the aspirations, capabilities, and maturity of an organization at a point in time.
- Facilitating easy-to-use, web-based, self-service experiences for streamlined application maintenance, collaborative change management, faster data sharing, and accelerated new application development.
- Utilizing a request-driven approach to all change management and data hygiene activities in an easy-to-use, self-service experience that promotes timely, accurate changes across a spectrum of business users.
- Employing a business-driven approach to snapshot historical versions, branch off production data sets to explore what-if scenarios, and merge approved plans into production in a timely manner to drive value among connected business applications.
- Comparing alternate business perspectives within and across applications to understand differences, and rationalize on a fit-for-purpose basis.
- Streamlining last mile integration with connected business applications, across public, private, and hybrid cloud environments.
- Have fully transparent activity trails that enable regulatory compliance and risk mitigation.

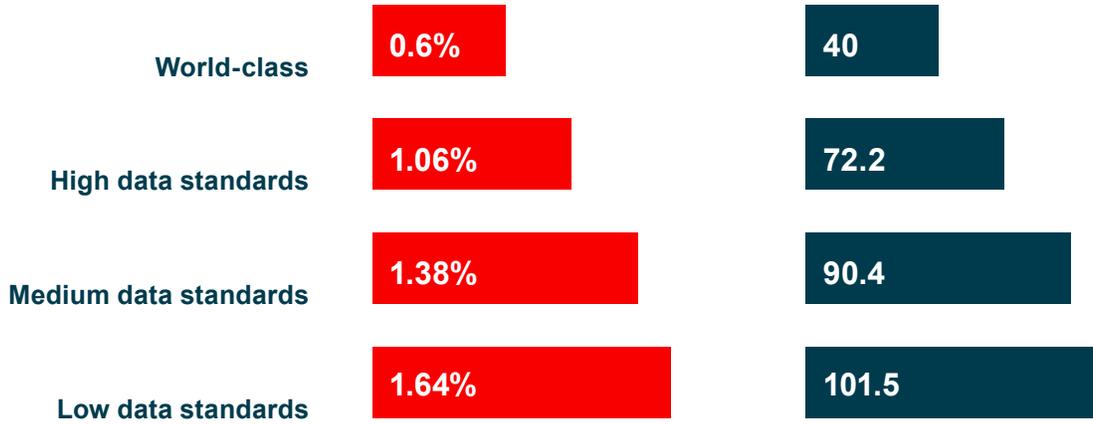
World-Class Benchmark Enterprise Data Governance



Total finance cost as percentage of revenue



Finance staff needed per US\$B of revenue



Source: Hackett Group 2015



Additional Resources

Webcast:
[The Key to Successful Business Transformation—Enterprise Data Management](#) →

Video:
[Introducing Enterprise Data Management Cloud](#) →

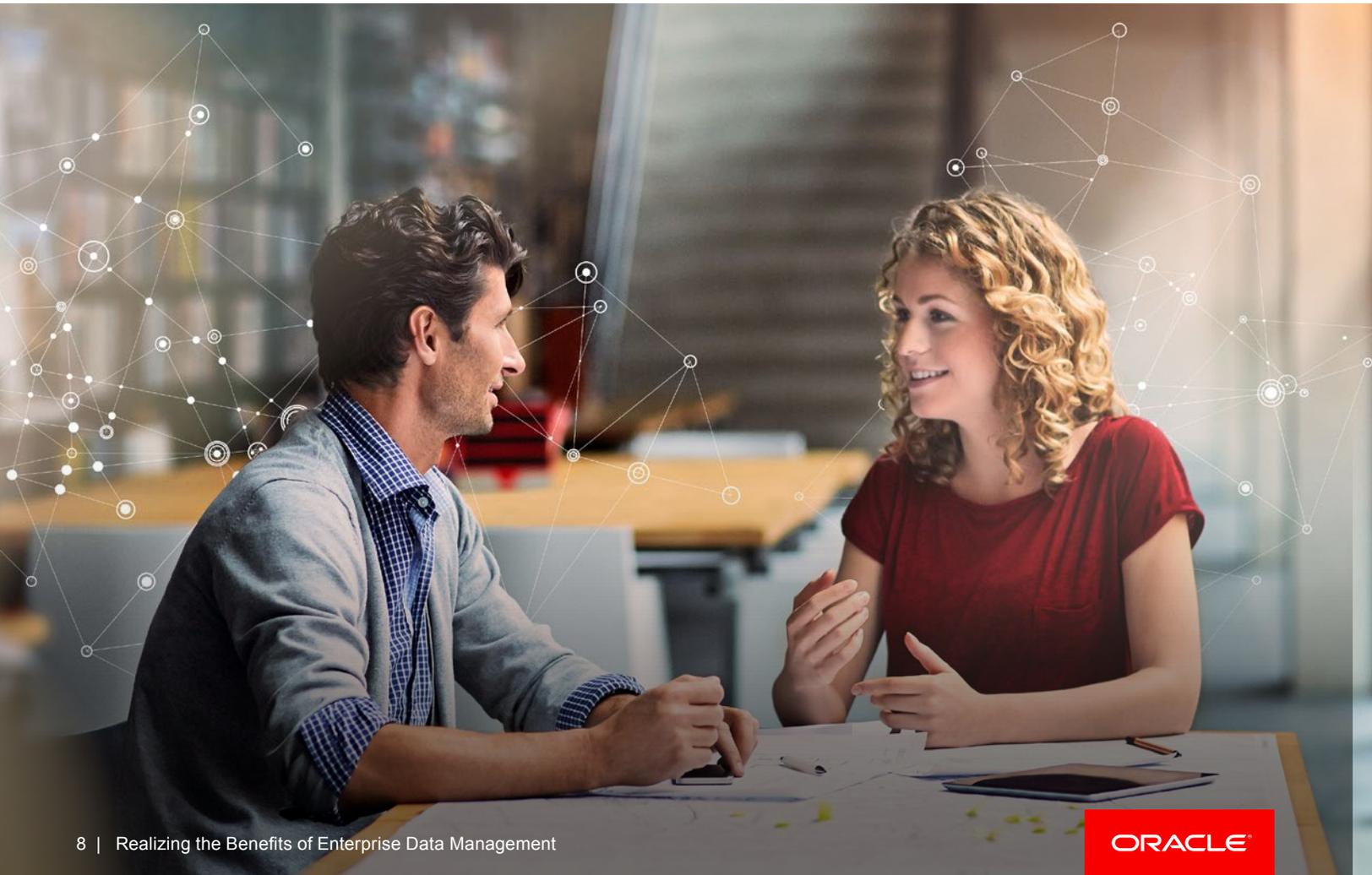
Oracle Enterprise Data Management Cloud

Oracle Enterprise Data Management Cloud is a platform for change management that helps align and distribute master data changes across EPM, ERP and reporting systems, a key to enterprise change. In simple terms, Oracle Enterprise Data Management Cloud is a platform for managing data about the enterprise – such as the financial chart of accounts – so that you can get a consistent view across multiple applications, both cloud and on-premises.

It enables your organization to adapt and respond to change faster and more effectively: whether you're just reconciling differences across a couple of financial systems, or migrating an application to the cloud, or even managing the ripples of an M&A activity. With Enterprise Data Management Cloud, you can move faster and with better alignment.

Key Capabilities:

- Align enterprise applications
- Assimilate business transformations
- Accelerate cloud adoption



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