

Analytic Vision, Inc.

Providing Business Insight for a **Competitive Edge**



Today's Agenda

- ❖ Introductions
- ❖ About Analytic Vision
- ❖ Overview Oracle's Business Intelligence Vision
- ❖ Oracle's Analytic Application Offering
- ❖ Demonstration
- ❖ Question and Answer Session

Analytic Vision Introduction

- ❖ Analytic Vision is a Data Warehousing, Business Intelligence, Performance Management consulting firm
 - ❖ Data Warehouse design and development
 - ❖ Oracle Business Intelligence Enterprise Edition (OBIEE)
 - ❖ OBIEE pre-built applications over Oracle EBS, PeopleSoft, JDEdwards
 - ❖ Hyperion Essbase and related build and reporting products
 - ❖ Hyperion Planning and Financial Management (HFM)
- ❖ Founded in 2001, currently a team of 50 consultants
- ❖ Headquartered in Charlotte, NC; Serving Eastern United States
- ❖ Extensive business experience across many verticals:
 - ❖ Retail, Financial Services, Manufacturing, Distribution, Health Sciences, Communications, and Healthcare
- ❖ Oracle Platinum Partner



Comprehensive Analytic System



Common Business Intelligence Interface



Dashboard



Ad-Hoc



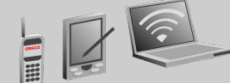
Search



Office



Alerts



Mobile

Consolidations

Budgeting

Analytics
Insight | Profitability

BI Applications
ERP, CRM, Custom

Business Intelligence Foundation

Fusion Middleware



OLTP & ODS
Systems



Data Warehouse
Data Mart



OLAP



SAP, Oracle, Siebel,
PeopleSoft, Custom



Excel
XML

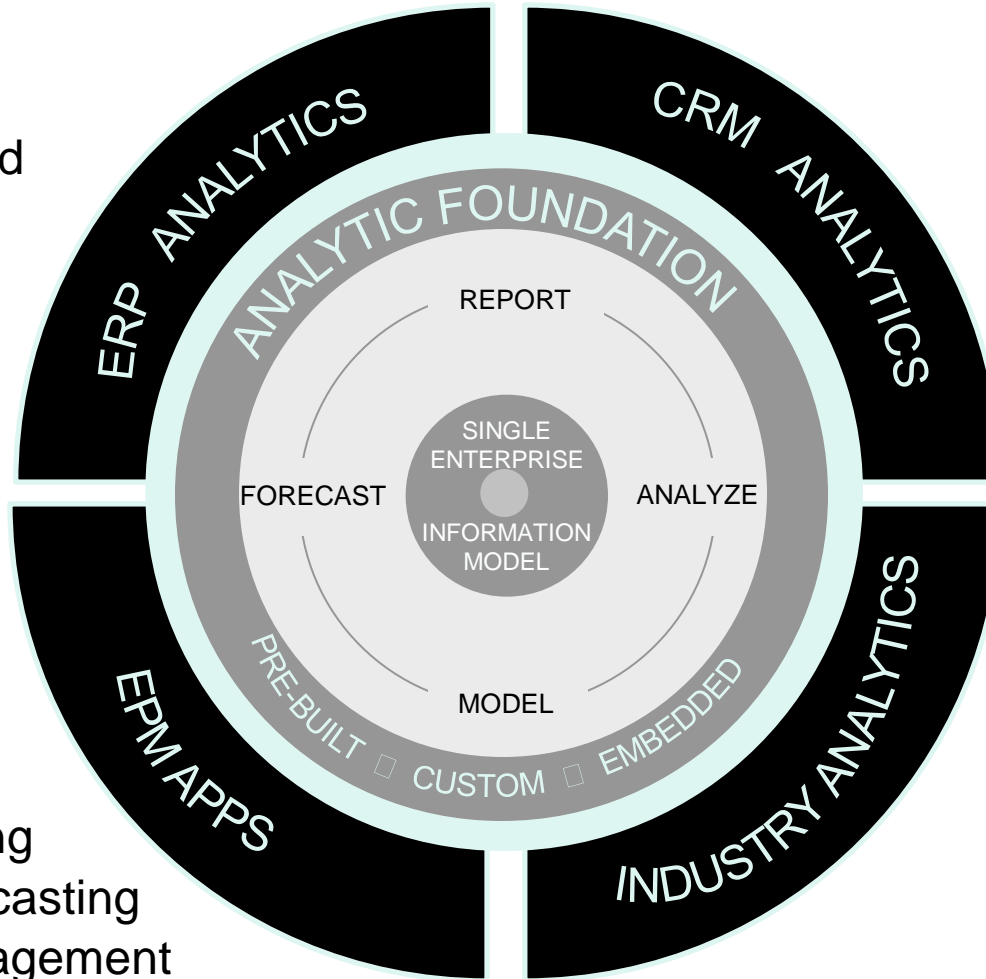


Business
Process

Oracle's Integrated Analytic Solution

- Financials
- HR
- Procure & Spend
- Projects
- Supply Chain
- Order Mgt
- Logistics

- Financial Close
- Strategic Planning
- Planning & Forecasting
- Profitability Management



- Sales
- Marketing
- Service
- Contact Center
- Price
- Loyalty

- Financial Services
- Communications
- Healthcare
- Retail

Select Analytic Vision Customers

Bank of America

GMAC Insurance

Sonic Automotive

GOODRICH

HANESbrands INC

Mizuno

POST APARTMENT HOMES

BNA

LORD
AskUsHow™

Scottish Re.

RJReynolds

Acuityhealthcare
Management Corporation



WACHOVIA

Mission
st Joseph's



Arysta LifeScience

GENERATION
BRANDS

SaraLee



Belk

CREE

SUNBELT
RENTALS

Canon

LabCorp
Laboratory Corporation of America

AIG United Guaranty

STOCK
Building
Supply

GILBARCO
VEEDER-ROOT

BRINKS

EZGO

VOLVO

HTC

Horry Telephone Cooperative, Inc.

SPX Corporation

Crosland
It's our place to improve yours.

ANALYTIC VISION™

GABLE'S
RESIDENTIAL

Lincoln
Financial Group®

Oracle's Business Intelligence Journey

- ❖ Oracle's older, homogeneous BI offerings had limited success in the market place
 - ❖ Oracle Express
 - ❖ Oracle Discoverer and other reporting tools (Oracle Financial Analyzer)
- ❖ Oracle acquires Siebel
 - ❖ Siebel Analytics, formerly advanced BI Platform from nQuire quickly became the strategic BI direction for Oracle
 - ❖ Next Generation BI Platform and Analytic Applications
- ❖ Oracle Rebrands Siebel Analytics to Oracle Business Intelligence Enterprise Edition (OBIEE)
 - ❖ Continues to Extend both BI Platform and Analytic Application offerings
 - ❖ OBIEE is Oracle's strategic solution to offer one reporting tool for all
 - ❖ Oracle integrates OBIEE with Essbase

Building Custom BI Solutions Is Complicated



Develop detailed understanding of operational data sources

Design a data warehouse by subject area

License an ETL tool to move data from operational systems to this DW

Build ETL programs for every data source

License interactive user access tools

Research/understand analytic needs of each user community

Build analytics for each audience

License/create information delivery tools

Set up user security & visibility rules

Perform QA & performance testing

Manage on-going changes/upgrades

These steps require multiple different BI and DW technology INVESTMENTS

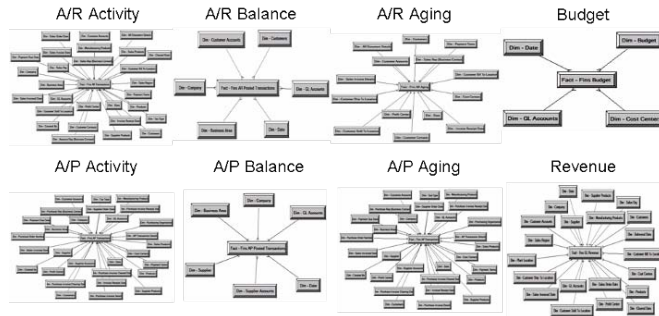
These steps require IT or BI staff resources with specialized SKILLS

These steps take TIME to understand and perfect as knowledge of best practices is learned

Analytic Application Components

1

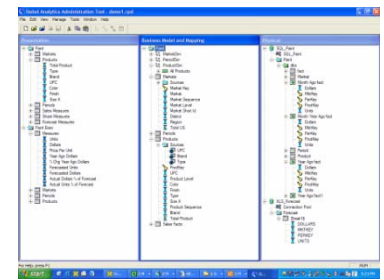
Pre-built warehouse with star-schemas designed for analysis and reporting on content specific analytics



3

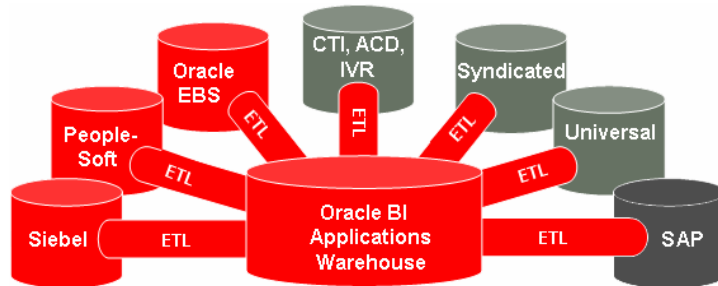
Pre-mapped metadata, including embedded best practice calculations and metrics for LOB executives and other business users

- Presentation layer
- Logical business model
- Physical sources



2

Pre-built ETL to extract data from over 3,000 operational tables and load it into the DW, sourced from SAP, PSFT, Oracle EBS and other sources



4

A “best practice” library of over 360 pre-built metrics, 30 intelligent dashboards, 200+ reports and several alerts for LOB and executives



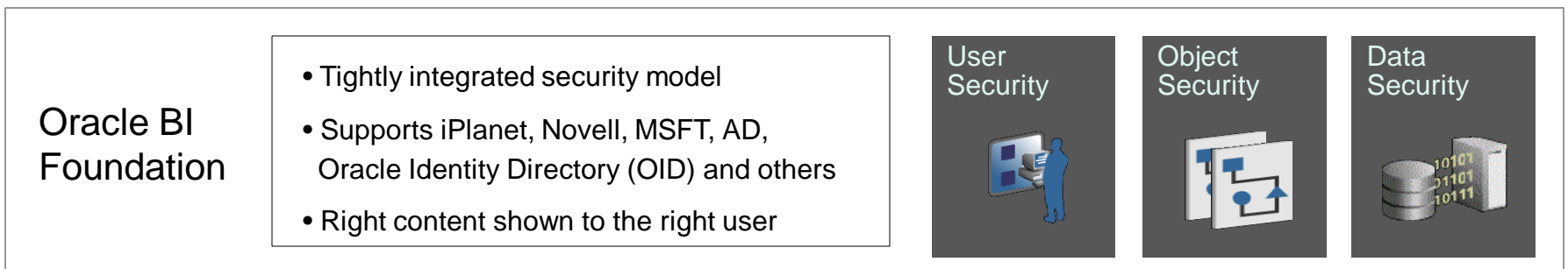
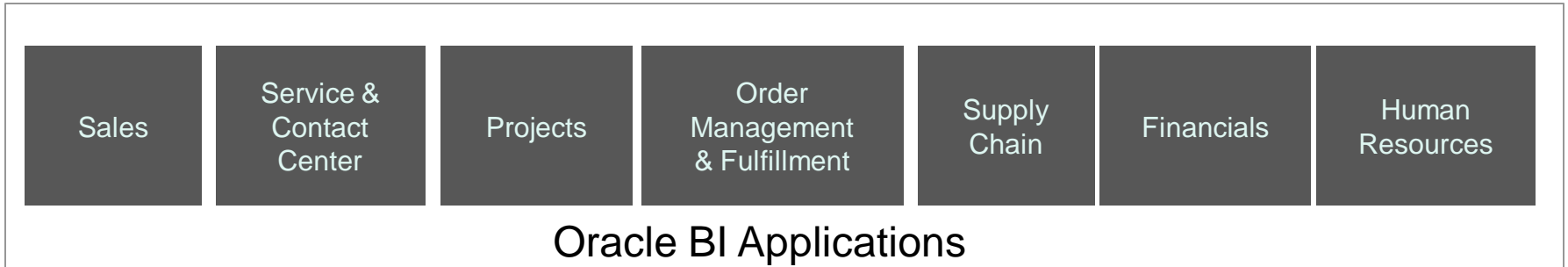
BI Applications - Business Content

Over 6,500 pre-defined assets

Application	Dashboards	Dashboard Pages	Reports	Metrics
<i>Sales</i>	14	33	620	555
<i>Projects</i>	5	27	124	501
<i>Service</i>	8	15	102	465
<i>Contact Center</i>	5	17	72	448
<i>Finance</i>	4	30	205	360
<i>HR</i>	4	16	76	138
<i>Supply Chain & Order Mgmt.</i>	2	18	157	388
<i>Procurement & Spend</i>	2	14	103	161
<i>All Industry Apps</i>	44	147	1117	508
Total	88	317	2576	3524

Pre-Built Integration with Oracle Applications

Speeds Deployment Time



ORACLE
PEOPLESFT ENTERPRISE

ORACLE
SIEBEL

ORACLE
E-BUSINESS SUITE

ORACLE
JD EDWARDS

Best Practice Analytic Content

Better Business Insight

CRM ANALYTICS

SALES

- Pipeline Analysis
- Forecast Accuracy
- Up-sell/Cross-sell
- Cycle Times
- Lead Conversion
- Sales Team Effectiveness

MARKETING

- Campaign Effectiveness
- Customer Insight
- Product Propensity
- Market Basket Analysis
- Campaign ROI

SERVICE & CONTACT CENTER

- Service Effectiveness
- Customer Satisfaction
- Resolution Rates
- Service Rep Efficiency
- Service Cost
- Service Trends

PRICE

- Price Segments
- Price Waterfall Analysis
- Deal Life Cycle
- Deal Desk Analysis
- Product Pricing Performance

LOYALTY

- Member Demographics
- Program Revenue
- Membership Trends
- Promotion Effectiveness
- Points Analysis

ERP ANALYTICS

FINANCIALS

- General Ledger
- Accounts Receivable
- Accounts Payable
- Cash Flow
- Profitability
- Expense Management

PROCUREMENT & SPEND

- Direct & Indirect Spend
- Buyer Productivity
- Contract Compliance
- Supplier Performance
- Purchase Cycle Time
- Employee Expense

SUPPLY CHAIN & ORDER MGMT

- Revenue & Backlog
- Inventory Analysis
- Fulfillment Status
- Customer Status
- Order Cycle Time
- BOM Analysis

PROJECTS

- Project Funding and Budget
- Product Cost
- Project Revenue
- Project Billing
- Project Profitability

HUMAN RESOURCES

- Employee Productivity
- Compensation
- Talent Management
- Recruiting Analysis
- Learning Analysis
- Workforce Profile

ORACLE BI SUITE ENTERPRISE EDITION PLUS

SOURCE ADAPTERS: **ORACLE** PeopleSoft. **SIEBEL** J D EDWARDS **SAP** AND OTHER OPERATIONAL AND ANALYTIC SOURCES

Alpha Natural Resources Oracle BI Pre-Built Application Roadmap to Success

August, 2010

Overview of Analytic Vision's OBIEE Practice



- ❖ Analytic Vision has had a dedicated OBIEE implementation team; here are some of our implementations:
 - ❖ **Glen Raven**: Prebuilt Financial Apps integrated with Essbase GL
 - ❖ **Cree**: Prebuilt Financials and Supply Chain (plus Hyperion Planning)
 - ❖ **Capital One**: Financial Apps over PeopleSoft (plus Planning and Essbase)
 - ❖ **Norfolk Southern**: Three separate custom build OBIEE projects
 - Car Management Analysis (combines data from DB2, Teradata, and more)
 - Maintenance Analysis
 - Intermodal pricing scorecard to analyze a high profile joint venture
 - ❖ **TSYS Loyalty**: Custom OBIEE solution for Reward Points Analysis
 - ❖ **Harris Connect**: Custom OBIEE solution for Call Center Analysis
 - ❖ **ANR**: 5 prebuilt OBIEE Apps (plus HFM and Essbase)
- ❖ We have over 100 successful implementations since our inception in 2001 and continue to grow across Oracle BI and EPM offerings

Overview of Alpha Natural Resources (ANR)



- ❖ A leading producer of Coal in the US
- ❖ Approximately 60 mines and 15 preparation plants
- ❖ Produces 100 million tons of coal annually
- ❖ Approximately 5 billion in revenues expected in 2010
- ❖ Headquartered in Abington, VA; has 6,200 Employees
- ❖ Recently acquired Foundation Coal to become a top 3 producer
 - ❖ ANR runs most of their operations on Oracle EBS v11
 - ❖ Foundation Coal runs their operations on SAP
- ❖ As ANR devised a plan to unify and improve their approach to operational systems, they also began implementing their strategic vision for reporting and analysis discussed in this presentation

Current Environment Reporting Challenges



- ❖ A key challenge for ANR is that they had several different reporting tools with limited true BI capabilities:
 - ❖ Operational SAP reporting that does not meet their needs
 - ❖ Some SAP Business Object “static” reports used to dump data into Excel
 - ❖ Oracle Discover queries and Oracle EBS BI Publisher reports
 - ❖ Noetics query extracts built into Excel and limited ad hoc use
 - ❖ Microsoft Reporting Services reports used with their custom order mgt
 - ❖ Hyperion Financial Reports and Smartview over HFM
 - ❖ Rely heavily upon offline Excel reporting
- ❖ Key gaps in reporting for Inventory, Purchasing, HR, and Projects
- ❖ They do not have online interactive dashboard and ad hoc analysis capabilities; there’s no central repository for information
- ❖ Their monthly mgt reporting package is manually intensive

Solution Implemented to Solve the Challenges



- ❖ ANR implemented Oracle EBS 12 to combine their business units running on Oracle EBS 11 with those running on SAP
 - ✧ Via a major acquisition, ANR found themselves with both EBS and SAP
 - ✧ They originally started down the path of putting everything into SAP, but they ended up pulling the plug on this and implementing all in EBS 12
 - A 3rd party consulting firm assessed which solution worked best for ANR
 - Oracle EBS 12 was selected for a variety of reasons
 - The groundwork in EBS 11 was better organized for their business needs
 - The work to get select areas of SAP with the desired functionality would require a lot more customization than Oracle EBS
 - The internal support and infrastructure was better aligned with EBS
- ❖ Once the decision was made to go with Oracle EBS 12, they then assessed how best to handle their reporting and analytical needs

Solution Implemented to Solve the Challenges



- ❖ To accelerate the implementation of improved reporting and analytical solutions, they purchased several OBIEE prebuilt apps:
 - ❖ **Supply Chain and Order Management Analytics:** The key need here was to add Inventory management reporting they did not implement with EBS 11
 - ❖ **Procurement and Spend Analytics:** Hand in hand with the required inventory reporting was enhanced procurement and supplier analysis
 - ❖ **Oracle Projects Analytics:** Tracking all related expenses by project is a new philosophy that is being leveraged with the Oracle EBS 12 implementation
 - ❖ **HR Analytics:** This is an area of the business that currently has limited reporting capabilities; adding this opened up new areas of analysis
 - ❖ **Financial Analytics:** Because they leverage HFM and Essbase, this was the lowest priority area for analysis; however, they still want to add the drilldown to JE level detail and Vendor analysis that they don't have today

Solution Implemented to Solve the Challenges



- ❖ They are planning to implement a series of custom OBIEE solutions to enhance the pre-built centralized data warehouse
 - ❖ **Cycle Count Analysis:** This critical area of ANR inventory analysis does not come with the prebuilt solution; AV has seamlessly integrated this with the prebuilt Inventory design to fulfill the inventory reporting requirements
 - ❖ **Fixed Asset Management:** This is a critical area of the business with all of the large equipment involved in their operations
 - ❖ **Order Management:** They currently have a custom order entry system (called “Delta”) for working with their coal inventory and sales processes
 - ❖ **Accounts Receivable:** They currently have a custom AR system integrated with their Delta system; the reporting solution will be integrated into the prebuilt data warehouse
- ❖ Analytic Vision is also implementing HFM and financial Essbase solutions, which will be integrated into OBIEE in the future

Benefits Achieved with this Approach

- ❖ An accelerated timeline for implementing diverse business needs across the two primary business entities
- ❖ A smaller set of reporting tools with improved functionality
- ❖ Interactive online analytical capabilities they did not have before
- ❖ Ability to schedule and email reports to offline users
- ❖ Ability to report against all data sources with one tool set; including Oracle EBS, Oracle Essbase, Oracle HFM, and their custom order management system
- ❖ Saves a lot of offline number crunching by their business users and provides greatly improved ad hoc capabilities
- ❖ Leveraging the central prebuilt data warehouse provides one version of the truth with consistent terminology and formulas

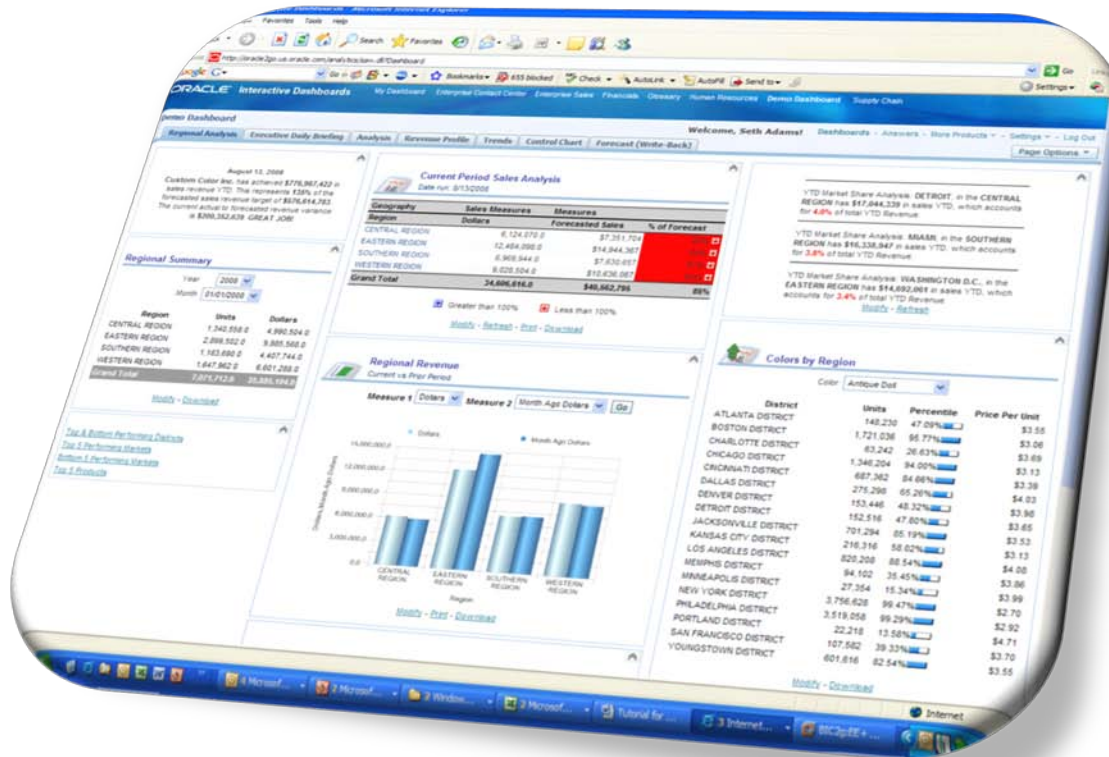
Next Steps



"OBIEE will become an integral part of our overall reporting strategy, bringing Oracle EBS, Hyperion, and in-house developed application to a common reporting platform"

John Talbert, Director over IT applications

Demonstration



Questions or Comments?



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