

Analytic Vision, Inc.

*Providing Business Insight for a **Competitive Edge***

Delivering World Class Enterprise Planning Process

Agenda

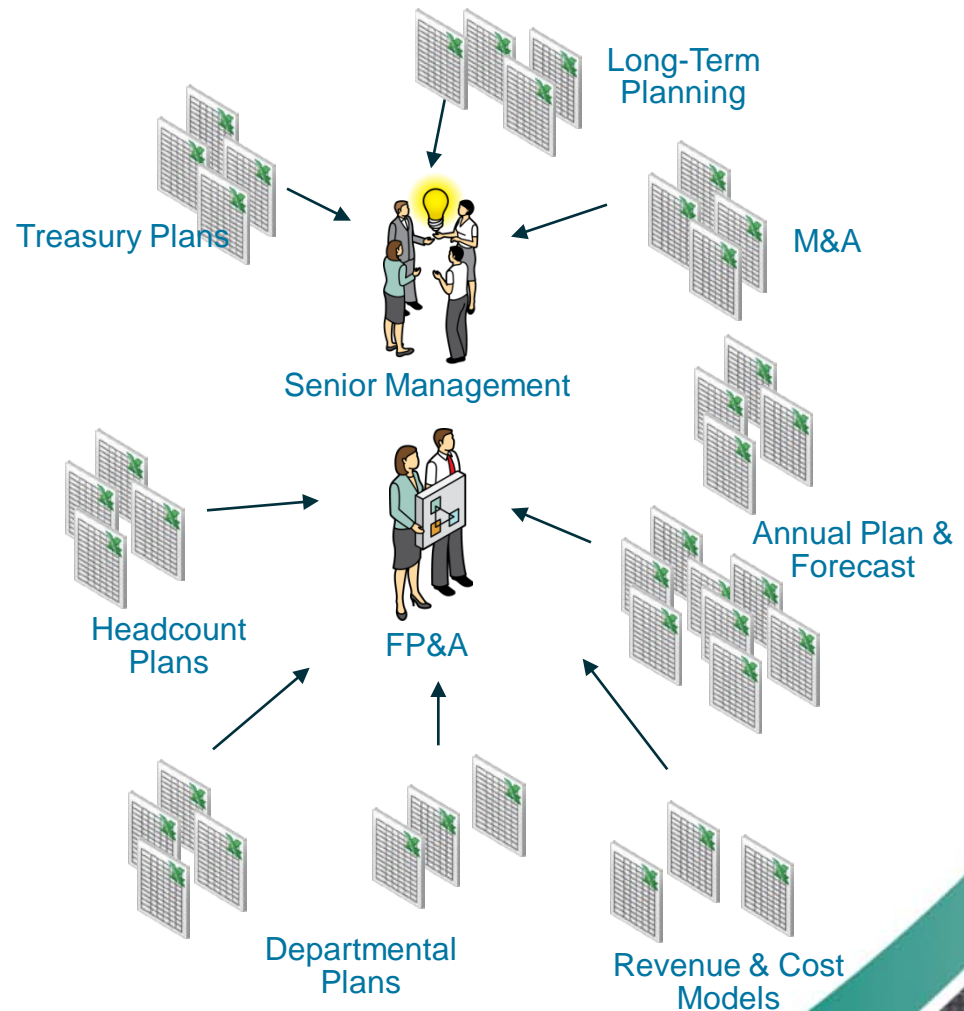
- ❖ Enterprise Planning Overview
- ❖ Disconnected Processes and Inefficiencies
- ❖ Hyperion Planning 11.1.2 Key Capabilities
- ❖ Delivering World Class Enterprise Planning
- ❖ Customer Success Stories
- ❖ Hyperion Planning 11.1.2 Demonstration
- ❖ Questions and Answer Session

Enterprise Planning Overview

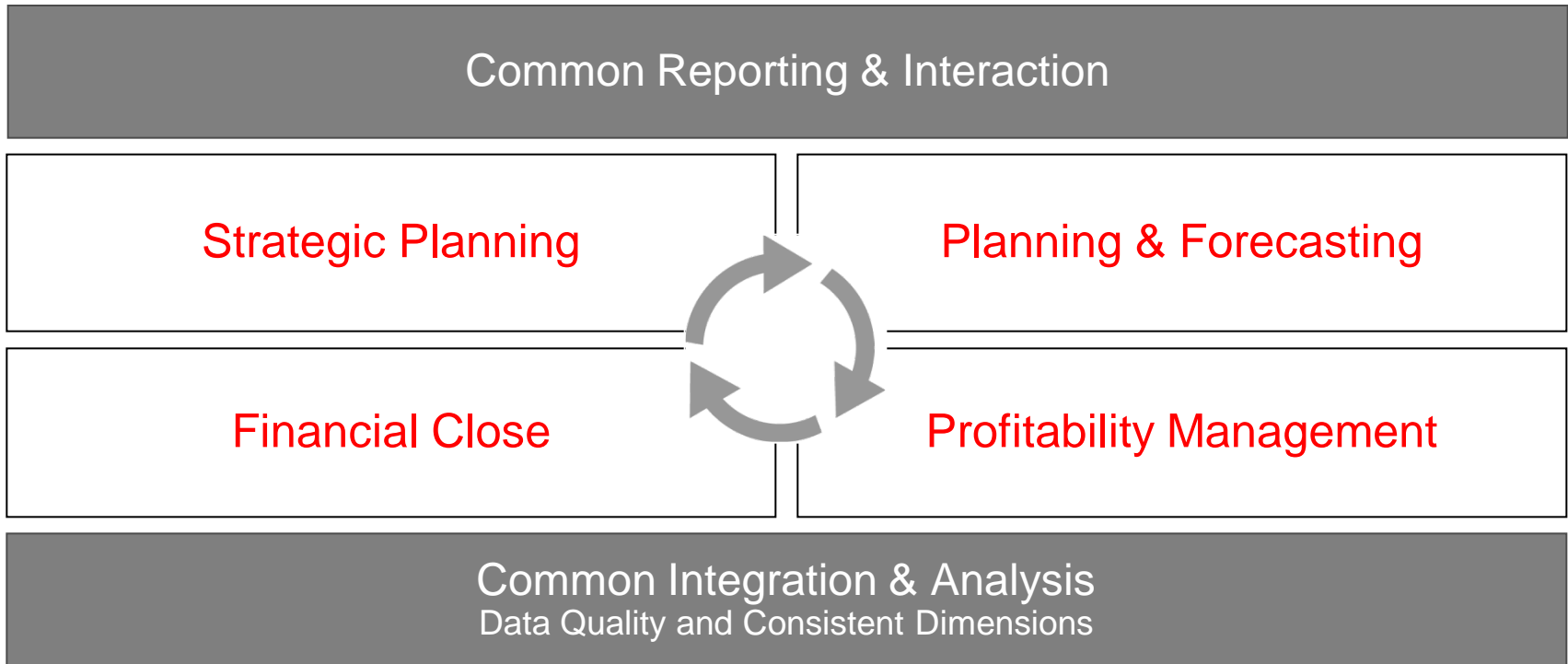
Delivering World Class Enterprise Planning Process

Disconnected Processes Lead to Inefficiency and Missed Targets

- ❖ **Time** – Cycles take too long, missed opportunities and obsolete plans
- ❖ **Quality** – Data integrity, lack of standardization and communication
- ❖ **Flexibility** – Lack of responsiveness to changes
- ❖ **Cost** – Many wasted resources, questionable benefits



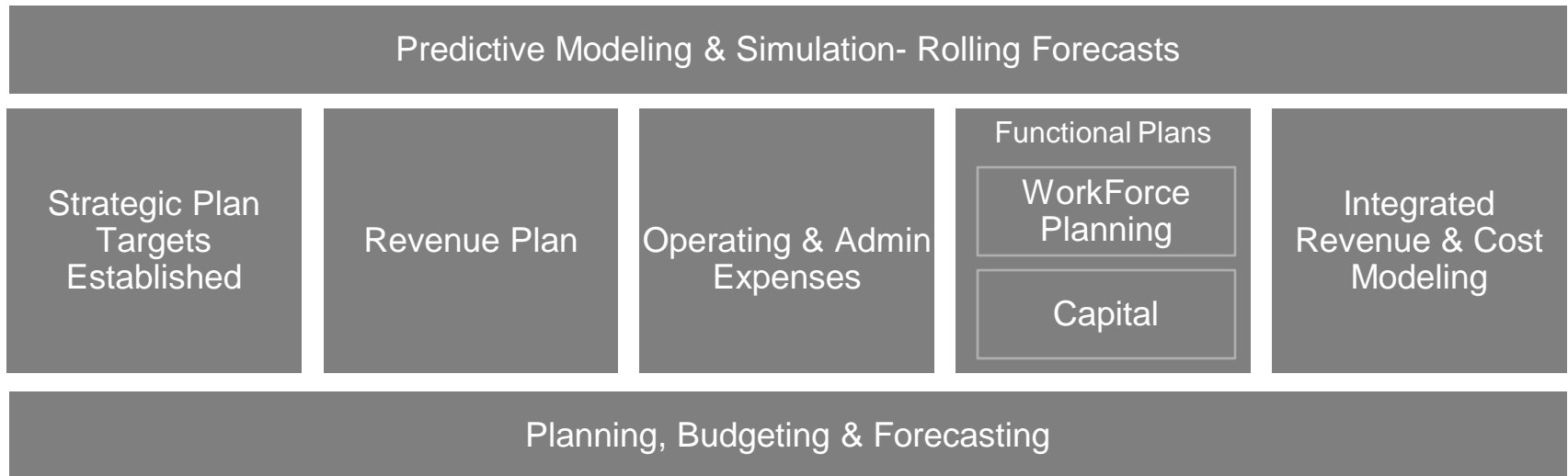
Oracle EPM Connects Management Processes



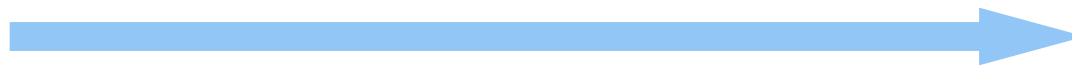
Best Practices Industry Trends

- ❖ Strategic Targets Set by Sr. Management
 - Sales
 - Margins
 - Operating & Administrative Expenses
 - Capital
- ❖ Measure what matters
 - Sales, Margins, Expenses, Net Income
- ❖ Set Targets for key balance sheet items & cash flow
 - Target Cash Flow
 - Inventory
 - Receivables
 - Payables & Debt
- ❖ Prioritize Capital at “target” levels- i.e. operational capital vs. admin capital
- ❖ Seed budgets base on both management targets & trailing 12 month trends, solve for gaps

Critical Components to Implement Planning Best Practices



Financial
Detail

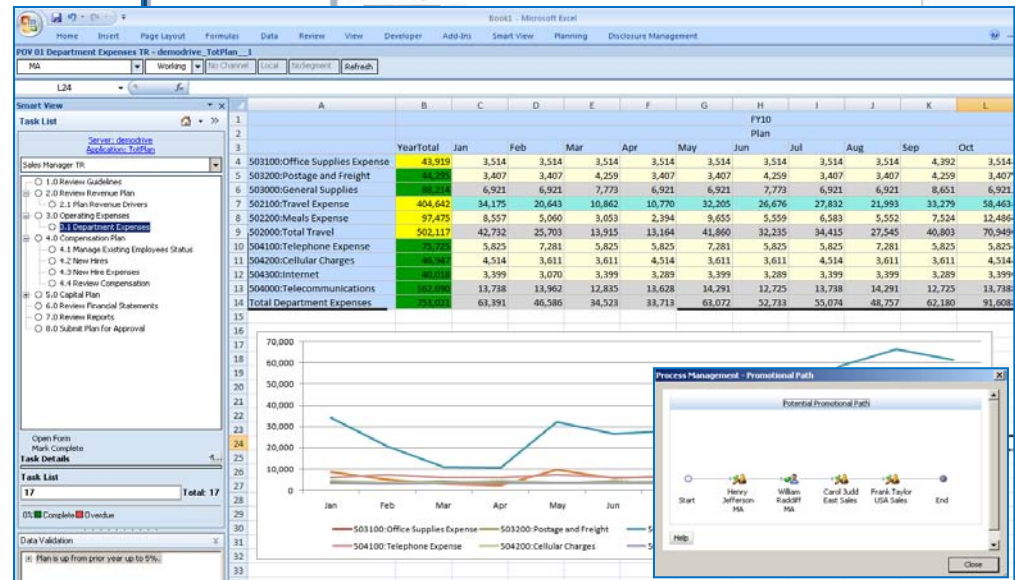
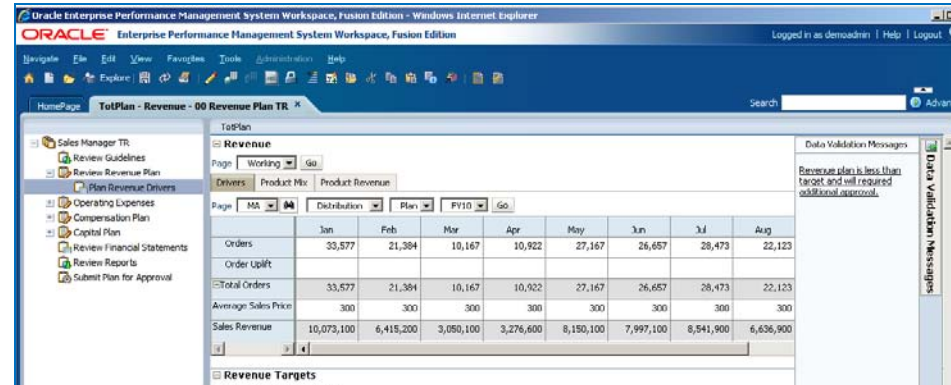


Operational
Detail

Key Capabilities

Accelerate the Enterprise Planning Process

- ❖ Centralized system
- ❖ Align top-down and bottom-up
- ❖ Consistent assumptions
- ❖ Common allocations & calculations
- ❖ Integrated Operational Planning to address in-depth revenue and margin planning
- ❖ Purpose-built Capital Assets and Workforce planning modules for fast deployment
- ❖ Powerful workflow and process management for budgeting and forecasting
- ❖ Leverages Essbase – powerful reporting and analysis



Assess Resource and Capital Assets Requirements

HomePage TotPlan - Financial Statements - Financial Statements

Page: Plan MA Working FY10 Go

Income Statement Balance Sheet Cash Flow

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Net Revenue	13,132,946	9,114,249	4,813,826	4,461,998	9,436,186	10,425,606	11,113,080	9,746,957	13,036,109	19,425,769	21,281,111
Cost of Sales	7,726,638	5,660,479	2,865,427	2,668,541	5,765,995	6,423,537	6,753,530	5,328,607	7,610,656	10,047,210	12,948,111
Gross Profit	5,406,308	3,453,770	1,958,400	1,793,457	3,670,191	4,002,069	4,359,550	4,420,049	5,425,453	9,388,560	8,333,000
Total Travel	42,732	25,703	13,915	13,164	41,860	32,235	34,415	27,545	40,803	70,949	8,941
General Supplies	6,921	8,051	6,951	6,921	6,921	6,921	6,921	6,921	6,921	6,921	6,921
Telecommunications	13,730	13,730	13,730	13,730	13,730	13,730	13,730	13,730	13,730	13,730	13,730
Equipment Maintenance	15,835	9,785	9,785	9,785	9,785	9,785	9,785	9,785	9,785	9,785	9,785
Fees Outside Services	146,097	97,852	51,399	54,519	122,016	118,208	125,774	105,234	146,422	171,942	171,942
Depreciation and Amort.	2,364	2,364	3,244	3,218	3,190	3,168	3,144	3,121	3,099	3,077	3,055
Employee Expenses	19,468	19,399	18,867	18,842	18,826	21,962	24,773	24,742	24,665	24,665	24,665
Oper Exp before Alloc	246,152	175,919	113,181	115,969	219,042	211,611	222,502	191,965	253,594	322,556	322,556
Allocations	53,927	30,612	10,933	10,873	32,724	36,826	41,618	35,188	55,094	84,863	84,863
Operating Expenses	300,079	206,531	124,114	126,842	251,776	250,447	264,119	227,173	308,670	407,419	407,419
Pre-tax Income From Operations	5,106,129	3,247,138	1,826,286	1,666,615	3,412,415	3,751,622	4,115,430	4,192,877	5,116,775	8,981,140	8,411,140

Financial Plan

HomePage TotPlan - Workforce - Workforce Plan

Page: MA Working FY10 Go

Existing Employees Existing Expenses Related Expenses Expenses Summary

Page: Employee Type MA Working FY10 Go

Assumption	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Virginia Green	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular
Debra Nelson	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular
George Cook	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular
Joie Peterson	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular

Workforce Plan

New Employees

New Hire	Position	FTE	FY10	Grade	Employee Type	Tax Region	Health Plan	Start Month	Differential
T8H1	Assistant	1 FT			Regular	USA	Individual	Mar	
T8H2	Supervisor	1 FT			Regular	USA	Individual	Jul	
New Employees		2					None		

Detailed Headcount, Staff Expenses, Salary & Compensation

HomePage TotPlan - Capital - 02. New Asset Requests

Page: Plan MA Working FY10 Go

Asset Class: Total Asset Assets

Page: Depreciation MA Working FY10 Go

	FY10 Total	FY11	FY12	FY13	FY14	FY15
Total Existing	8,333	4,167				
Total New	7,745	4,703	4,684	3,273	2,287	308
Total All	16,078	8,870	4,684	3,273	2,287	308

Capital Plan

Vehicle	Line Item	Asset Descrpt	Asset Units	Asset Rate	Basic Cost	Purchase Date	In Service Dtd	Salvage	Priority	CAR No.	Justification
		Sales Manager	1	30,000	30,000	3/01/2010	3/01/2010	5,000	High		Upgrade
		Regular Assets: Total New			30,000						

Detailed Depreciation, Asset Purchase/Sell, Asset Expenses

Forward-looking Analytic Engine

Fast and Simple with Essbase



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[@ACCUM](#) [@IDESCENDANTS](#) [@MAXS](#) [@REMAINDER](#)
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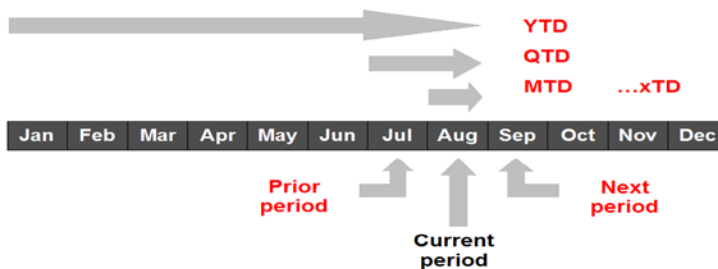
Powerful Calculator

- Hundreds of built in functions and algorithms
- Trending
- Goal seeking
- Procedural calculations

		Actual	Budget	Variance	Variance %
REVENUE	Gross Sales	100	120	-20	(16.67)
	EXPENSE	Advertising	100	120	20

Financial Intelligence

- Critical for Variance Analysis, understands better / (worse)
- Essbase understands Financial Data and Calculations
- Time Balances

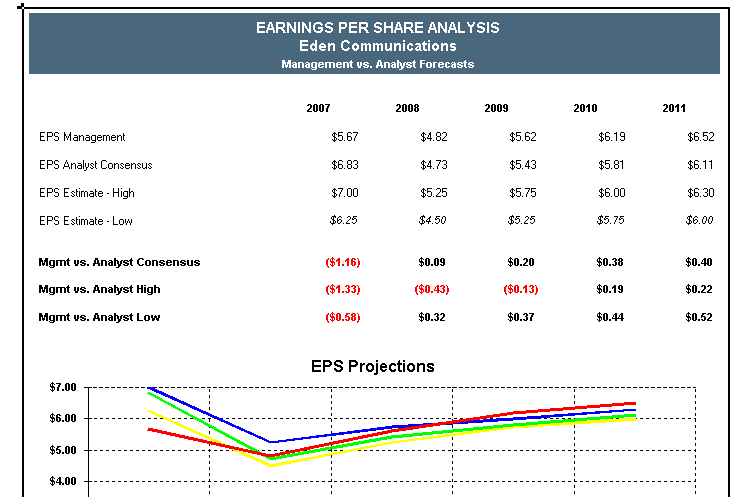


Time Intelligence

- Time Series calculations are hard to do
- Yet, an extremely common BI requirement
- Essbase makes it very easy at any level, any dimension, for any type of calendar

Long-term Planning, Corporate Development and Treasury in a Single Model

- ❖ Set Targets
- ❖ Seed Budget & Forecast with trailing 12 month trends- solve for gaps
- ❖ Project key metrics
- ❖ Profit, EPS, Cash Flow
- ❖ Consolidate multiple business combinations
- ❖ Evaluate strategic projects
- ❖ Simulate effects of M&A
- ❖ Optimize capital structure



Year Selection: 2014

Scenario Selection: Digital Video

Scenario Comparison

	Digital Video	Baseline	Variance
Revenue (in MM)	\$4,191	\$2,912	\$1,279
Operating Profit Margin %	13.50%	13.57%	-0.07%
Net Income (in MM)	\$329	\$210	\$119
Shares Outstanding	37,974,051	32,351,357	5,622,694
EPS	\$8.65	\$6.48	\$2.18
Total Capital (in MM)	\$2,235	\$1,785	\$449
ROIC	20.45%	18.33%	2.12%
Interest Coverage	11.81	5.99	5.82
Debt/Capital %	28.59%	29.44%	-0.84%
Excess Debt	0	0	0

Credit Rating: AA A+

Credit Rating Certainty: 59% 47%

Market Price Comparison

	Digital Video	Baseline
Value per Share	\$46.70	\$36.95
Current Stock Price	\$39.00	\$39.00
Variance	\$7.70	-\$2.05
Variance %	19.75%	-5.27%

Value per Share Certainty: 61% 64%

Integrated Business Intelligence Management Reporting Workspace

- ❖ Self-service Personalization
- ❖ Management Reporting & Analysis
- ❖ Report Publishing & Consumption
- ❖ Alerts
- ❖ Budgeting & Forecasting Gateway



Reporting Studio Management Reporting



Eden Corporation
Total Geography - Balance Sheet
For month end Jul , 2004
Report Run Date: 08-Mar-05 7:22:29 AM by admin

	Actual Jul	Plan	Act vs Plan %
Cash and Cash Equivalents	\$ 310,842,463	\$ 619,297,472	(49.8)%
Accounts Receivable - Net	400,363,476	245,328,617	63.2%
Total Inventory	232,002,330	191,665,663	21.0%
Prepaid Expenses	129,435,490	130,087,364	(0.5)%
Current Assets	1,072,643,759	1,186,379,116	(9.6)%
Gross PPE	1,449,677,492	1,447,838,448	0.1%
Accumulated Depreciation	(764,876,056)	(765,105,231)	0.0%
Fixed Assets	684,801,433	682,733,217	0.3%
Intangible Assets	51,189,009	51,758,082	(1.1)%
Acum Amort: Intangible Assets	(15,356,703)	(15,445,607)	0.6%
Long-Term Investments	0	0	-
Investment in Subsidiaries	71,664,612	72,131,795	(0.6)%
Other Long-Term Assets	17,916,153	18,195,396	(1.5)%

❖ Production quality, highly formatted, management reporting

❖ Analytical Drill Through & Navigation

❖ Drag & drop report authoring with reusable components

❖ Report distribution via print, HTML, PDF, XBRL

❖ Quick distribution of information via standard Web browsers (zero-client) without IT involvement

Entities
Statement of Financial Performance
AP 2

(f\$)

	CURRENT PERIOD					YEAR TO DATE					FULL YEAR	
	Actual	Budget	(Over)/ Under	% of Budget	% of Total	Actual	Budget	(Over)/ Under	% of Budget	% of Total	Budget	% Spent
10,071	10,905	834	47.27%	18	Compensation	18,385	21,809	2,425 (84,559)	20	131,028	15	
3,323	3,874	551	(16.30)	8	Benefits	8,866	7,748	1,082 (73,372)	7	48,549	16	
13,394	14,779	1,385	(19.93)	23	Total Compensation	26,650	29,557	3,997 (157,933)	26	177,577	15	
1,270	1,848	578	39.497	2	Travel	1,943	3,691	1,748 (53,685)	2	23,644	8	
7,505	7,000	(505)	(7.21)	13	Insurance	15,010	14,000	(1,010)	214	84,000	18	
113	256	142	7.136	0	Hiring & Retention	270	910	241	14,288	0	3,061	9
97	180	83	7.556	0	Training	94	360	266	8,692	0	2,161	4
190	297	78	13.818	0	Supplies	198	318	216	15,079	0	3,088	6
369	679	309	26.101	1	Technology & Telecom	628	1,356	729	56,486	1	8,146	8
1,600	2,730	950	20.12170	3	Misc Operating	3,734	5,461	1,727	2,067,96	4	32,522	11
2,438	4,102	1,663	2,096,704	5	Other Operating Expense	4,324	8,204	3,279	2,162,99	5	48,979	10
24,866	27,726	2,859	2,687,366	43	Total Operating Expense	47,897	66,491	7,524	2,698,04	40	334,269	14
1,541	1,523	(18)	2,828	3	Occupancy	2,844	3,046	101	5,078	3	18,281	16
906	632	(274)	656	2	International Services	936	1,664	628	543	1	9,906	0
727	759	22	17,654	1	Misc Services Received	1,253	1,516	265	30,121	1	9,192	14
3,264	3,114	(151)	29,935	6	Total Services Rec'd	5,633	6,227	1,194	35,749	5	37,373	13
28,671	30,839	2,169	2,168,291	49	Total Internal Expenses	52,960	61,679	8,718	2,094,69	54	374,572	14
26,868	37,023	10,155	4,963	47	Outside Legal Services	44,141	74,047	29,906	8,188	45	444,280	10
1,141	1,621	480	8,634	2	Professional Services	605	3,242	2,637	4,490	1	19,449	3
827	862	(245)	22,033	1	Temporary Labor	694	1,164	470	27,167	1	6,994	10
605	179	(426)	1,950	1	Other External	338	358	(20)	1,050	0	2,149	18
29,431	39,465	9,974	37,222	51	Total External Expenses	45,826	78,810	32,985	40,965	46	472,863	10
57,592	70,245	12,743	2,145,514	100	Total Expenses	98,786	140,489	41,703	2,135,60	100	644,435	12

PERFORMANCE BY KEY EXPENSE VERSUS BUDGET % (YTD) - (Below)/Above

Expense Category	Performance %
Total Compensation	-15.7%
Outside Pharma Svcs	-15.7%
Travel	-57.2%
Professional Svcs	-61.1%
Temp Labor	-60.0%
Training	-7.2%

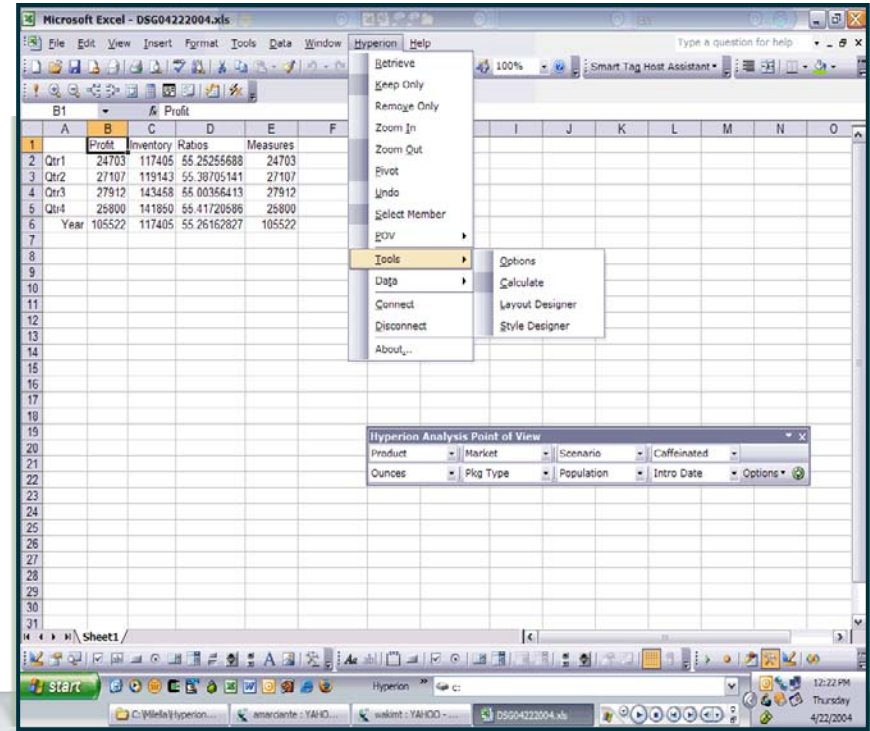
MONTHLY Total Compensation SPEND

Month	Total Compensation Spend
AP 1	12,500
Page 1	12,500
AP 4	12,500
AP 5	12,500
AP 6	12,500

Smart View™ for Office

Links Spreadsheets to BPM Processes

- ❖ Excel Add-In for Ad-Hoc Analysis
- ❖ Multi Source Read/Write
- ❖ Integrated real-time pivot or formatted reporting
- ❖ Full Off-Line Planning Capabilities
- ❖ Deliver Web forms for data collection and reporting
- ❖ Supports Smart Tags for integrating reports and views from Financial Reporting and Web Analysis In Word or PowerPoint



Customer Success Stories

Delivering World Class Enterprise Planning Process

Primus Telecommunications Group - Case Study



Primus delivers high-quality solutions for more than 2.4 million consumers, including small & medium enterprises and multinational businesses. Primus takes advantage of global telecommunications deregulation. This allows Primus to bring facilities-based networks and facilities-based datacenters for a sophisticated line of services to manage complete E-Business and data communication needs. Primus has ownership interests in over 23 transoceanic fiber-optic cable systems in Europe, North and South America, and the Asia-Pacific region.

❖ Oracle Hyperion Products

- ❖ Oracle Hyperion Planning
- ❖ Oracle Hyperion Essbase
- ❖ Oracle Hyperion Financial Management
- ❖ Oracle Hyperion Financial Data Management

❖ Implementation

- ❖ Integrated Planning, Consolidations and Reporting Solution

❖ Business Issues and Challenges

- ❖ Spreadsheet-driven Planning methodology that does not integrate global and product line assumptions with profitability and margin analytics across the business
- ❖ Modeling and What If analytics as the underlying business conditions and assumptions change
- ❖ Global visibility into KPI's and Metrics on a weekly basis.
- ❖ Management of various currencies and their financial impact including Currency Translation Adjustments (CTA) reporting
- ❖ Multiple sources for reporting which is inconsistent among all the units

❖ Solution Benefits

- ❖ New Standardized budget / forecast processes for all Primus planners and units
- ❖ Replacement of Excel Spreadsheets and manual manipulation of data
- ❖ One source for reporting which is consistent among all the units that can be easily reconciled
- ❖ Easily create What If versions for modeling alternative business conditions and the financial impact
- ❖ New standardized close process with improved audit trails and overall data integrity
- ❖ Process Management to allow for process monitoring and the setup of validation rules during close week
- ❖ Automated processes for variance reporting and Cash Flow analysis

Dex One Corporation- Case Study



Dex One Corporation provides online and mobile search marketing via their DexKnows.com website, print yellow pages directories, voice based search platforms and pay-per-click ad networks in the U.S. The company also maintains a business search engine and online directory through its Business.com subsidiary. Dex One Corporation is a leading marketing services company that helps local businesses reach, win, and keep ready-to-buy customers.

Oracle Hyperion Products

- ❖ Oracle Hyperion Planning
- ❖ Oracle Hyperion Essbase
- ❖ Oracle Hyperion Strategic Finance

❖ Implementation

- ❖ Integrated Planning Operational and Strategic Planning

❖ Business Issues and Challenges

- ❖ Limited visibility and detail around key expense and headcount driven costs drivers
- ❖ Lack of detailed version analysis of costs and the overall impact
- ❖ Significant Excel spreadsheet dependence for planning and forecasting detailed cost structures
- ❖ Manual Calculations of benefits rates, payroll taxes, merit, bonus/incentives, turnover and various T&E related drivers from a bottom up's cost center, location, entity and product

❖ Solution Benefits

- ❖ Planning System to build up needed detail on specific accounts for the budget process that are incorporated with the high level output from Strategic Finance to produce both the in year and long range budget/forecast
- ❖ Reduced the number of manual Excel based models used for budgeting/forecasting to 5 from 30 by standardizing key operating costs and "all other" costs
- ❖ Supporting detail now available in budgeting, forecasting, and outlook
- ❖ Standard data calculations and forms to ensure data integrity and consistency across users
- ❖ Detailed Headcount planning and the financial impact

Demonstration Hyperion 11.1.2

Delivering World Class Enterprise Planning Process



Questions and Comments



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