

INFORMATION DRIVES PERFORMANCE

Powering Insight to Action

Oracle's Enterprise Performance Management System





ORACLE IS THE INFORMATION COMPANY

The Growing Need for Enterprise Performance Management

The time is right. After years of intense focus on cost-cutting and compliance, businesses can be entrepreneurial again. And Oracle's enterprise performance management (EPM) system is helping companies succeed.

Business, product, and service innovations are high on the agenda of every organization today as many look beyond their own walls to collaborate with others and create a competitive advantage. Meanwhile, the compliance pressures that dominated recent years haven't gone away. In fact, investors and other external stakeholders are demanding more detailed disclosures of historic results and evidence of long-term business sustainability.

In this environment of competing priorities, executives must be able to align internal business objectives with the goals of external stakeholders. Line managers must ensure that individual and departmental objectives support corporate goals, and they must close the gap between financial and operational plans. Information workers and analysts need immediate access to critical business information, definitions, and metrics to guide their decisions. Finance executives must meet compliance and transparency requirements by ensuring the accuracy of the financial results they deliver as well as the forecasts they provide to internal and external stakeholders. And IT executives must help address all these challenges, meeting diverse and increasing end-user demands for information while minimizing IT costs.

How will you address these performance management challenges?

“Traditionally, financial analytic applications have been treated as separate but equal from other operational BI initiatives. This inside-out view limited each group’s vision of enterprisewide performance management. As organizations take an outside-in perspective of organizational execution by connecting the dots between operational and financial performance and value creation, they soon recognize the next logical step is to establish a pervasive PM strategy that encompasses the entire organization along with its value network.”

John Hagerty, AMR Research, *CPM Market Landscape: Office of the CFO Is Hot Again*, 2007

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The Need for EPM

Decision-makers struggle with performance management challenges everywhere in the enterprise. Here are the EPM challenges they typically face.

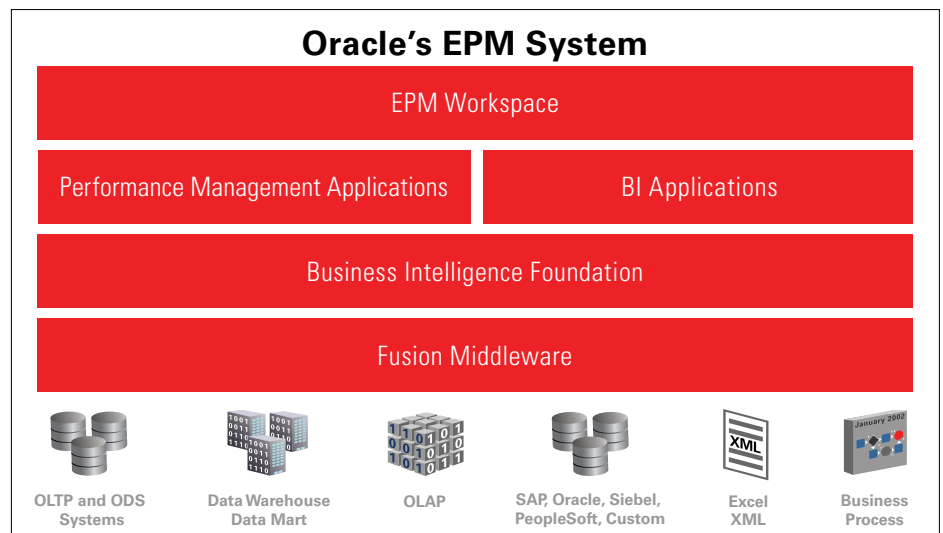
- Senior executives—Seek to align the goals and objectives of all stakeholders
- Line managers—Must align individual and departmental objectives with corporate goals
- Financial executives—Must achieve compliance and transparency
- Information workers—Need immediate access to critical business information
- IT executives—Must meet increasing end-user demands and innovate at minimal cost

One Version of the Truth

For senior managers today, the need for an integrated performance management system is a key challenge. No executive can operate alone: close collaboration across the complete value chain is critical to succeeding in the market. To manage performance, you need a single, connected system that delivers an integrated set of performance metrics and an integrated management process, so you can link strategic scenarios to operational management—and continuously translate this into first-rate financial results. A single shared system provides “one version of the truth”—a common view into all data sources across all financial and operational management processes.

One Performance Management System

Oracle delivers that single system. Oracle’s enterprise performance management system includes a suite of performance management applications, a suite of business intelligence (BI) applications, a common foundation of BI tools and services, and a variety of datasources—all integrated using Oracle Fusion Middleware. Easy to use, easy to manage, and the lowest in cost to deploy, it’s the most comprehensive and flexible enterprise performance management system in the marketplace today.



The Oracle EPM system brings your company’s performance management information from various datasources, business intelligence applications, and financial performance management applications directly to the desktop of your decision-makers—enabling strategic “insight to action.”



Fact: Oracle now leads the corporate performance management (CPM) market with 28 percent of the worldwide market share for CPM suites.

(Gartner Dataquest: *Market Share: CPM Suites Software, Worldwide, 2006, Composite View, August 2007*)

In fact, thousands of organizations around the world are using Oracle's EPM system to define their strategy and objectives, coordinate planning to meet those objectives, consolidate and analyze enterprisewide information, monitor performance against plans, and deliver the insights to drive the best decisions, actions, and processes throughout their enterprise. Using the Oracle approach, they can align decisions with strategic goals, reduce financial reporting and planning cycles, compare operational results to plans in real time, and drive decisions from "insight to action" with lower costs and less complexity than nonintegrated solutions.

Take a look at what's inside the system and what it can do for you.

Most Comprehensive Suite of Performance Management Applications

A modular suite of integrated applications, Oracle's Hyperion performance management applications link strategy to planning and execution by supporting the entire management cycle of goal-setting, modeling, planning, monitoring, analysis, and reporting of financial and operating results. This comprehensive, market-leading software suite drives profitable growth by delivering predictable results, improving confidence and compliance, and increasing business velocity.

In addition, Hyperion performance management applications leverage Oracle business intelligence foundation and tools to integrate data from multiple sources and provide dashboards, reporting, and analysis. The modules can be deployed out-of-the-box, extended with Oracle BI technologies, or tailored to meet specific needs. By providing a holistic view of your business, the applications help you increase speed and agility, improve your decision-making abilities, and enhance corporate performance.

"Oracle's Hyperion Financial Management lets us extend data entry capabilities to every country. Every unit can now enter its own data into the system."

Heikki Kemola
Project Manager, Kesko Corporation

Oracle's Hyperion Performance Management Applications

Supporting the entire cycle of goal-setting, modeling, planning, monitoring, analysis, and reporting, the financial performance management applications in Oracle's EPM system include

- Hyperion Financial Management – System 9
- Hyperion Planning – System 9
- Hyperion Performance Scorecard – System 9
- Hyperion Strategic Finance
- Hyperion Capital Expense Planning
- Hyperion Workforce Planning
- Hyperion Financial Data Quality Management
- Hyperion Enterprise



Fact: Oracle's closest competitor in the CPM suites market has less than half of Oracle's market share, with only 10.9 percent.

(Gartner Dataquest: *Market Share: CPM Suites Software, Worldwide, 2006, Composite View, August 2007*)

Fact: Oracle is the leader in the business analytics industry with US\$2.7 billion in software revenue for 2006.

(IDC: *Worldwide Business Analytics Software 2007 - 2011 Forecast Update and 2006 Vendor Shares, September 2007*)

Most Complete Suite of Business Intelligence Applications

"Hyperion Essbase has provided me with the tools to study our financials from many different angles. It enables deeper analysis of the results of each business unit and the region as a whole."

Jeroen Potjes
Chief Financial Officer, ING Asia/Pacific

Oracle Business Intelligence Applications

Oracle's complete, prebuilt BI solutions deliver intuitive, role-based intelligence for everyone in an organization—from senior management to frontline employees.

- Oracle Financial Analytics
- Oracle HR Analytics
- Oracle Order Management and Fulfillment Analytics
- Oracle Supply Chain Analytics
- Oracle Sales Analytics
- Oracle Marketing Analytics
- Oracle Service Analytics
- Oracle Contact Center Analytics

Oracle's EPM system also includes Oracle business intelligence applications, prebuilt BI solutions that help you quickly understand how your business is performing. From frontline employees to senior management, these solutions enable better decisions, confident action, and efficient business processes. They provide a single, integrated view of enterprise information for greater insight and alignment across the business.

Oracle BI applications address analytic requirements across a wide range of functions—from sales and marketing to finance and human resources, order management and fulfillment, supply chain, service, and contact center analytics. They're also tailored to meet the unique needs of different industries, addressing important industry issues such as customer churn detection in telecommunications, fact-based selling and trade promotion performance in consumer goods, customer value and "share of wallet" in financial services, or physician and product opportunity identification in pharmaceuticals. Based on best practices, these solutions help organizations gain greater insight and value from a variety of datasources and applications including Oracle E-Business Suite, Oracle's PeopleSoft, and Oracle's Siebel, as well as other systems, such as SAP R/3.

Oracle BI applications are built on Oracle business intelligence foundation and tools—a comprehensive, innovative, and leading BI platform that enables organizations to benefit from the rapid deployment, reduced cost of ownership, and built-in best practices of a packaged BI application, while also easily extending the solution to meet specific needs or even creating custom-built BI applications—all on a common BI foundation.

A Comprehensive Business Intelligence Foundation

Oracle business intelligence foundation and tools feature best-in-class technology for a broad range of reporting, analysis, and performance management applications. Based on an integrated, scalable, Web-native architecture, Oracle's unified and open BI foundation reduces your cost of ownership, offers efficient access to information from heterogeneous sources, and provides an enterprise semantic layer with multichannel information delivery to support self-service, pervasive BI. Oracle BI foundation and tools support pervasive information delivery, provide comprehensive support for a wide range of end-user requirements, and are hot-pluggable with a broad set of datasources.

“With Oracle’s business intelligence solution, we were able to deliver more than 400 reports to a large organization with just one person—now that’s cost effective.”

William Duffy, Data Warehouse Project Manager, Pitney Bowes Inc.



Pervasive

With Oracle BI foundation and tools, all business users have timely, accurate, and role-relevant insight, regardless of where the underlying data resides. Oracle’s enterprise information model (EIM) insulates business users from having to understand source systems, instead providing them with a logical (business) view of information that allows them to get the information they need on a self-service basis. It also ensures all metrics, calculations, hierarchies, and business rules are consistent across all BI tools and applications. Oracle’s BI server provides efficient, high-performance, transparent access to heterogeneous relational and multidimensional datasources. The company’s best-in-class online analytical processing (OLAP) server (Oracle’s Hyperion Essbase – System 9) enables calculation-intensive, analytic applications (such as customer profitability analysis), speed-of-thought, multidimensional data exploration, and predictive analytics.

Comprehensive

Oracle provides the broadest range of best-of-breed reporting and analysis capabilities in an integrated set of products. Oracle supports multiple channels of information delivery that include enterprise reporting, ad hoc query and analysis, interactive dashboards, financial reporting, Microsoft Office, desktop gadgets, proactive notifications and alerts, mobile and disconnected dashboards, BI embedded in applications, and OLAP analytics. The result: relevant and timely access to the right people, at the right time, in the right form.

Hot-Pluggable

Oracle helps customers maximize the value of their existing IT investments and resources while expanding their use of business intelligence applications. With Oracle’s BI foundation and tools, you can leverage your investment in SAP, Oracle’s Siebel, Oracle’s PeopleSoft, Oracle’s JD Edwards, and other transactional applications via certified adapters and extract, transform, and load (ETL) mappings. You can access data in any relational and multidimensional source, including IBM DB2, Teradata, Microsoft SQL Server, Oracle, SAP BW, Hyperion applications, and Hyperion Essbase. In addition, you can leverage your existing ETL technologies, including Informatica, Ascential, Oracle Data Integrator, Oracle Warehouse Builder, and others. Oracle also preserves your investments in security and authentication technologies such as LDAP, MSAD, Oracle Identity Management, and others.

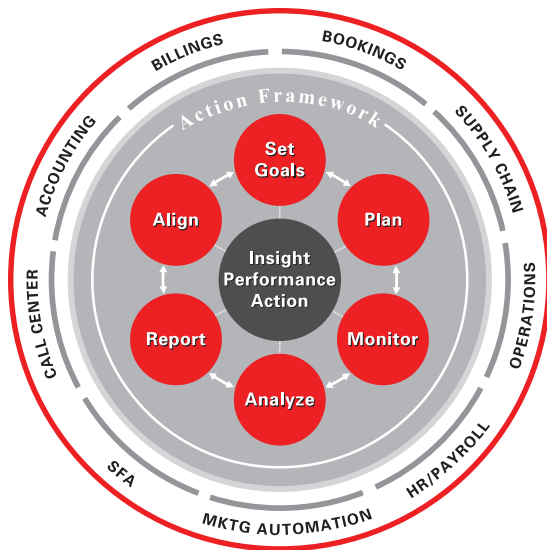
BI Foundation and Tools and Data Warehousing Products

Oracle’s analytic capabilities are based on category-leading products that provide OLAP interactive dashboards, ad hoc analysis, proactive detection and alerts, advanced reporting and publishing, mobile analytics, and more. And Oracle data warehousing products offer fast, reliable, and secure reporting; online analytics; and data mining on data warehouses that can scale at low cost.

- Oracle Business Intelligence Suite Enterprise Edition Plus
- Oracle Business Intelligence Standard Edition One
- Oracle Business Intelligence Standard Edition
- Hyperion Essbase
- Oracle Warehouse Builder
- Oracle Partitioning
- Oracle OLAP
- Oracle Data Mining

Fact: Forrester expects the business performance solutions market to grow at a healthy 11 percent rate through 2010, resulting in a US\$1.4 billion market.

(The Forrester Wave: Business Performance Solutions, Q4 2007)



Oracle's EPM system helps you execute an integrated management cycle that links strategies to plans and execution, improves business insight, and enhances business agility.

"With Oracle's prebuilt analytic solutions for sales, marketing, and service, we were able to deploy a powerful BI solution in less than three months. Verizon Business employees across the enterprise are now empowered with relevant, complete information tailored to their role."

Rob Moore

Executive Director, Verizon Business

Oracle Fusion Middleware

Oracle's EPM system is supported by Oracle Fusion Middleware and Oracle's market-leading database technologies. A comprehensive, standards-based family of middleware products, Oracle Fusion Middleware enables customers to adopt and manage service-oriented architectures in heterogeneous computing environments. The more than 50,000 customers now using Oracle Fusion Middleware include leading organizations in the financial services, telecommunications, manufacturing, retail, pharmaceuticals, healthcare, and public sector industries. Oracle Fusion Middleware is also supported by 9,000 partners, including market-leading independent software vendors, value-added resellers, and system integrators.

Supported by Oracle Fusion Middleware and Database Technologies

Oracle's enterprise performance management system is supported by Oracle Fusion Middleware and Oracle's database technologies. Oracle Fusion Middleware is a comprehensive family of products that range from application development tools and data integration solutions to master data management, identity management, collaboration, workflow, secure search, and data warehousing technology, so it provides the critical software foundation you need to ensure corporate growth, insight, and control. With Oracle Fusion Middleware, you can leverage your investment in Oracle or any other vendor to make better decisions, secure sensitive information, streamline compliance initiatives, and mitigate risks. And because Oracle Fusion Middleware is modular and integrated, you buy only what you need, when you need it.

Oracle's Enterprise Performance Management System Benefits Your Business

Oracle's EPM system delivers consistent visibility into past, current, and future business operations, so you can confidently plan and trust the reliability of your reports and forecasts. This visibility enables "insight to action" for improved performance and increases the overall health of your organization as you set and meet shareholder expectations.

Hyperion performance management applications help you improve confidence, enhance compliance, and mitigate business risk through integrated process control and consistent planning, financial consolidations, reporting, and scorecarding. You'll get shorter, more predictable cycle times for financial closing and planning, increase forecast accuracy, and reduce risk by eliminating spreadsheet errors. Plus, you'll be able to effectively link strategies to plans and continuously monitor execution, so you gain business agility, improve decision-making, and optimize your resources.

Oracle's business intelligence foundation and tools give line managers timely, accurate financial and operating results for improved transparency, visibility, and decision-making. With an easy-to-learn-and-use environment for self-service reporting and analysis, you gain the most comprehensive set of BI capabilities in one platform. Oracle BI foundation and

“For a global organization like ours, having one view of the truth is critical. Hyperion Planning is our global budgeting and forecasting tool that allows us to predict and analyze our spending companywide. Even across different time zones and cultures, everyone stays on the same page, with no need to e-mail spreadsheets back and forth.”

Janis O’Bryan, Chief Information Officer, Hudson Advisors



tools address any type of reporting and analysis requirement—from interactive dashboards to structured operational and financial reports, ad hoc queries, and advanced OLAP analysis—all within a single environment. And they seamlessly integrate with and enhance the use of Microsoft Office.

Oracle’s BI applications give business managers a single, accurate view that provides them with timely, meaningful insight into business performance and better alignment with business goals. Thus, managers can identify performance gaps and take action in time to affect results. With guided analysis and role-based intelligence, you can improve decision-making and business agility and increase customer satisfaction.

Finally, Oracle’s EPM system increases user productivity through a common EPM workspace that gives users role-based access to all elements of their enterprise performance management solution—performance management applications, BI applications, and BI tools.

Oracle’s Enterprise Performance Management System Delivers Real IT Advantages

Oracle understands the challenges facing IT organizations. Every business today runs on multiple software solutions, systems, and platforms. The costs in resources, budget, and time for administration alone can be staggering and difficult to control. And often, even if organizations do standardize their operational systems, new systems are soon introduced via acquisitions or integration initiatives with suppliers and other partners in the value chain.

With its EPM system, Oracle delivers a better way. Its scalable, standards-based, hot-pluggable business intelligence foundation not only integrates with your existing transaction and enterprise resource planning (ERP) systems, data warehouses, and other sources, it complements and extends your current IT infrastructure investments. You can reduce your total cost of ownership by simplifying systems management, administration, and support with a single, unified system. And with the embedded industry and functional best practices delivered by Oracle’s packaged applications, you’ll deploy solutions quickly and reduce time to value.

Oracle Business Intelligence Foundation and Tools

The most comprehensive set of BI capabilities in one platform, Oracle business intelligence foundation and tools give IT organizations

- An easy-to-learn-and-use environment for self-service reporting and analysis
- A way to address any type of reporting and analysis requirement—from interactive dashboards to structured operational and financial reports, ad hoc queries, and advanced OLAP analysis—all within a single environment
- Solutions that integrate with and enhance your use of Microsoft Office
- Timely, accurate financial and operating results for improved transparency, visibility, and decision-making



“Deploying Hyperion as its business performance management system has enabled Symantec to unify its processes for business planning and forecasting and provide a central source that all employees can access for operational data. The solution has streamlined the financial reporting process, enabling Symantec to grow without hiring additional staff and reduce the potential risk of financial noncompliance.”

Nucleus Research, Symantec ROI Study, March 2006

Delivering a Complete Solution: Oracle Services

Oracle’s enterprise performance management system—and all Oracle products—are backed by a global team of experts who provide comprehensive implementation, support, and education services to accelerate your return on investment (ROI). Expert technical consultants with extensive product knowledge can design and deploy a range of software solutions to meet your business requirements. Technical support analysts are ready to help you troubleshoot and resolve your day-to-day challenges promptly and effectively. And skilled course developers and instructors are available to educate all levels of your staff, enabling optimum performance, increasing productivity, and encouraging long-term expertise.

You’ll further reduce your costs by eliminating redundant tools from multiple vendors and controlling software license and maintenance costs. Oracle’s EPM system provides a consistent source of information and change control across the enterprise through centralized analytic master data management, data quality management, and data integration tools. Its modular architecture facilitates a “start anywhere” approach, so you can address your immediate needs first, then add additional capabilities as your business grows and your budget allows. And its flexibility and extensibility let you customize applications if you need to address unique requirements.

Oracle’s Enterprise Performance Management System— Far Ahead of the Pack

Since the enterprise software industry began recognizing the value of better performance management, many vendors have jumped on the performance management train. But Oracle leads the market by embracing a comprehensive approach to enterprise performance management. With Oracle’s EPM system, Oracle delivers the first and only performance management system that integrates leading performance management applications and BI applications with broad reporting and analysis functionality, giving you an integrated system with a single user view and shared services. The system enables you to reduce your risks and costs while increasing user and developer productivity. The capabilities you get from Oracle’s EPM system are unique—and only Oracle offers them in a comprehensive end-to-end system that powers “insight to action.”

CONTACT US

For more information on how your business can benefit from the power of Oracle’s enterprise performance management system, please visit oracle.com/bi or call **+1.800.ORACLE1** to speak to an Oracle representative.

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.



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