



# Hyperion 101

## An Introduction to the Oracle Hyperion Enterprise Performance Management Suite

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ANALYTICS



# Who's this guy?

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25+ Years experience with EPM / BI

Former President of OAUG Hyperion SIG



# Today's Agenda

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- **What is Enterprise Performance Management?**
- Oracle's Enterprise Performance Management System
- The End User Experience
- Oracle Hyperion Financial Close Solution
- Oracle Hyperion Enterprise Planning Solution
- What EXACTLY is an Essbase?
- Oracle Business Intelligence
- System 11 Infrastructure
- Summary and Questions



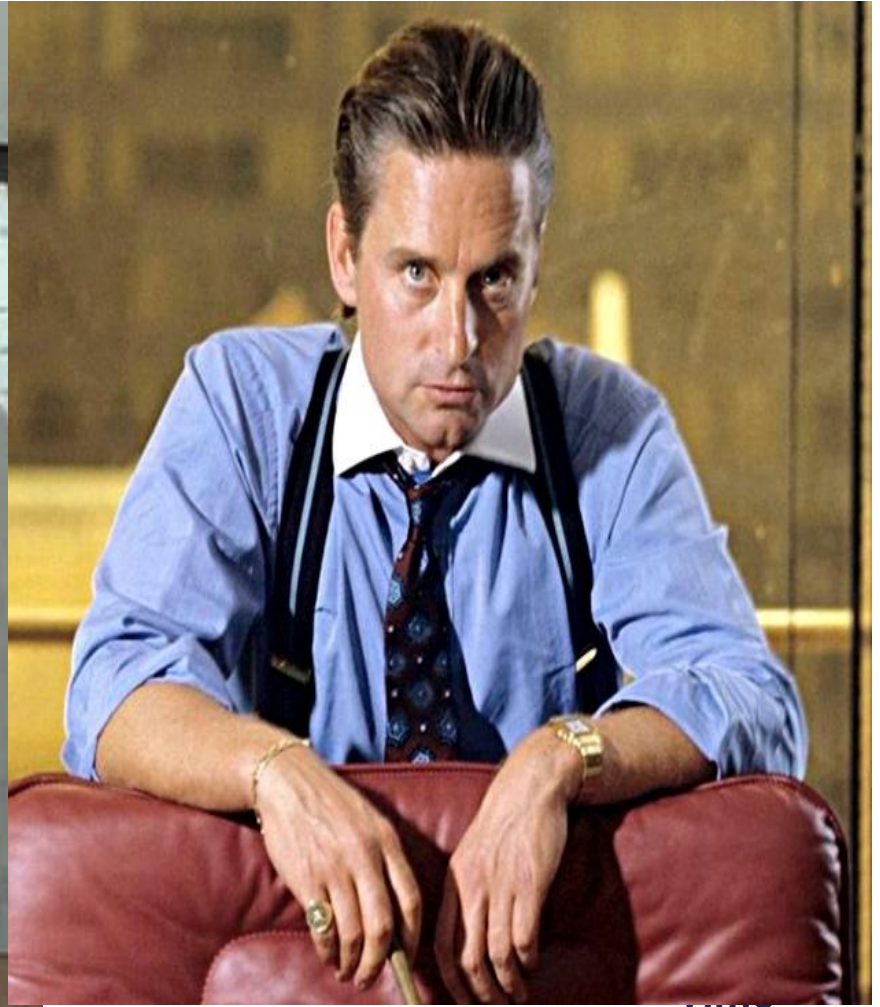
# The Business Problem

## *It's a Finance / Operations Disconnect*

- Finance engages in a planning process that is often divorced from operational reality
  - Simplistic operational models and drivers
  - One way communication with operations
  - No way to calculate operational feasibility and risks of the plan leading to... **missing the forecast**
- Operations engages in a planning process that is often misaligned with financial goals
  - Detailed models are good to drive execution – hard to dialogue with finance
  - Simplistic financial linkages – not tied to real world scenarios
  - No way to evaluate financial impact of operational plan leading to... **adverse financial results**



# Competitive Advantage



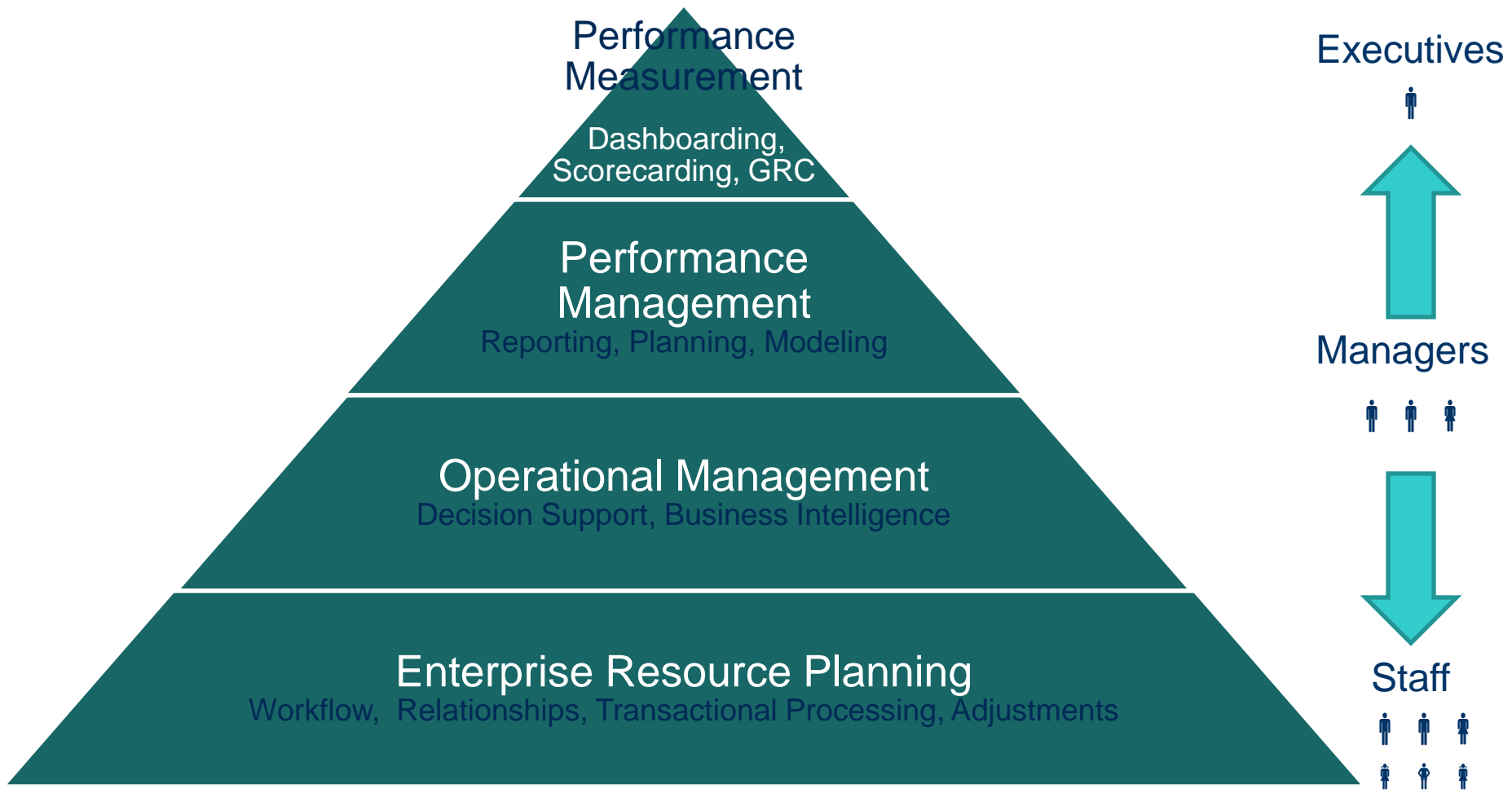


# Performance Management Strategy

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- Extending Operational Excellence to Management Excellence.  
*Better Decision Making = Better Results*
- Integration of Data from multiple source systems (ERP, CRM, DM/DW, External, Office/Excel)  
*One Version of the Truth*
- Use Financial and Managerial best practices to make decisions on the future not the past.  
*Manage Forward instead of Rear View Mirror*

# The Information Pyramid





# Why Can't I use Excel?

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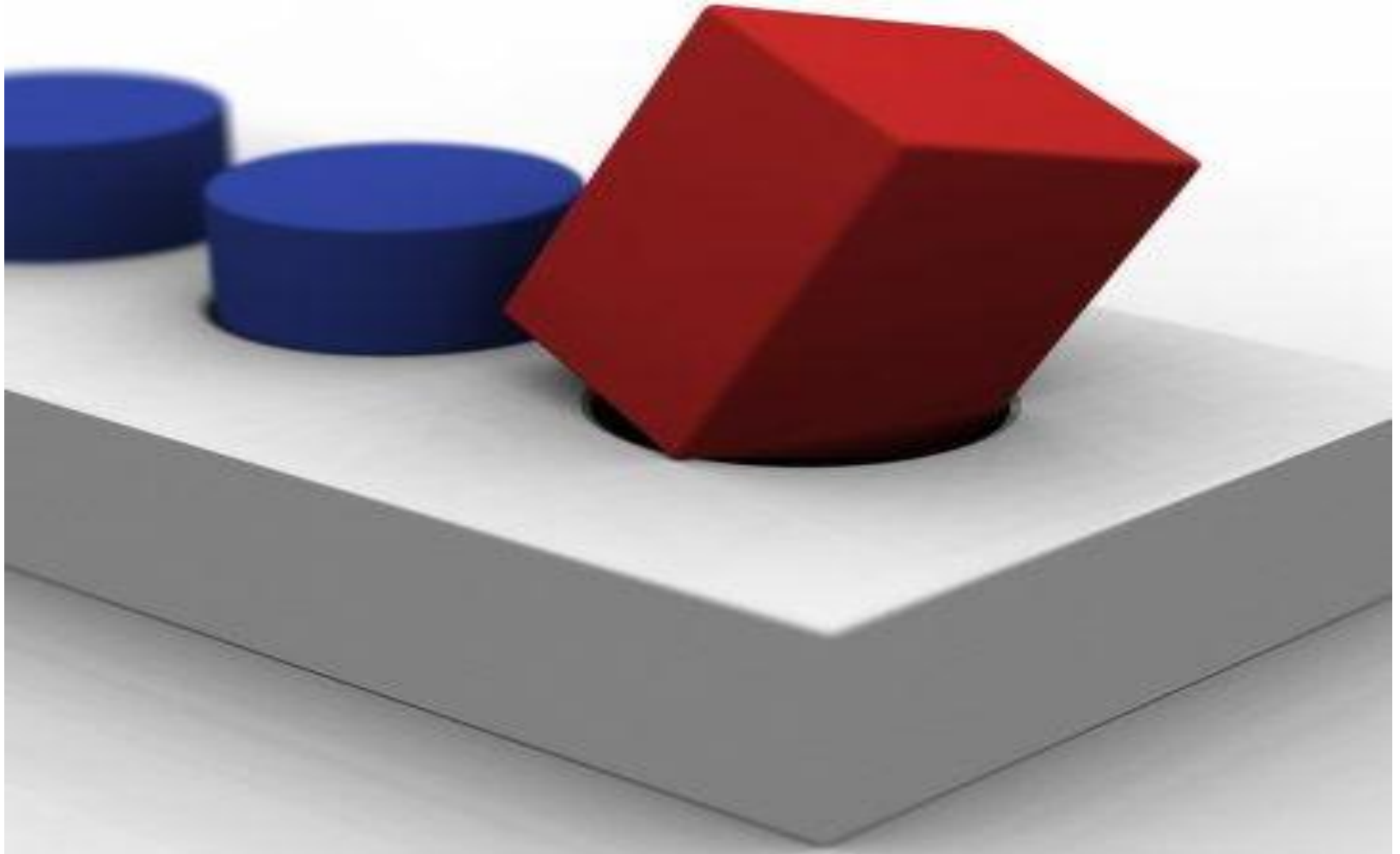




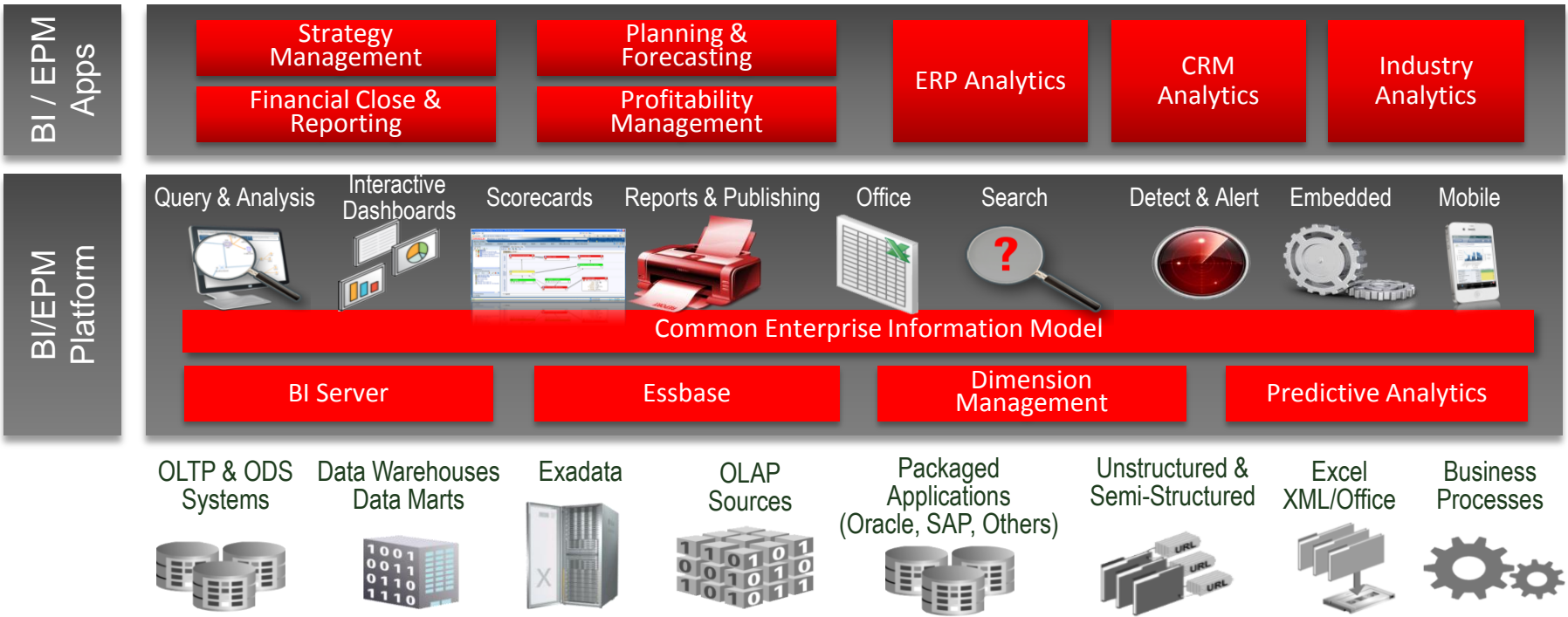


# Why Can't I use my ERP?

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# Oracle's EPM/BI Platform



- Data, Meta Data and Process integration with other Oracle Products
- Exa-what???? – Think of them as Ipods for data instead of music
- What EXACTLY is an “S-Base”?



# BI vs PM Applications

## Which do I use and when? \*

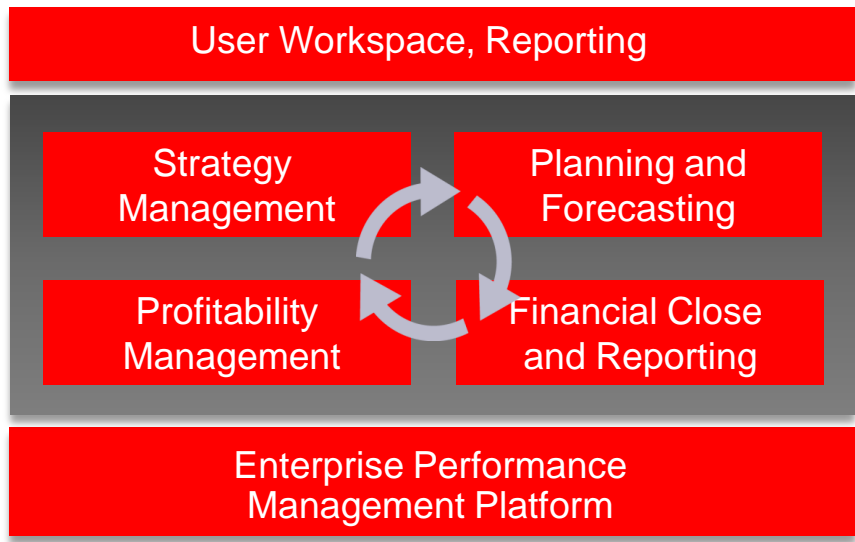
Business Intelligence	Performance Management
<b>Able to access data natively</b> <i>(“Leave in Place” = less work)</i>	<b>Access to data is limited</b> <i>(Data need “Collecting”)</i>
<b>Data is in a single repository</b> <i>(Subtotaling and Straight Rollups)</i>	<b>Combined from multiple sources</b> <i>(Aggregations and Cube Rollups)</i>
<b>Data is standardized</b> <i>(Utah is always UT)</i>	<b>Data needs transformation</b> <i>(Utah -&gt; UT mapping, adjustments)</i>
<b>Need real-time results</b> <i>(What is happening now?)</i>	<b>Processed Weekly, Mthly, Qtrly</b> <i>(What has happened? What will?)</i>
<b>Access is broad, query-based.</b> <i>(Everyone who needs to know it)</i>	<b>Access is controlled</b> <i>(Sensitive, Need to know basis)</i>

\* These are not hard and fast rules, every situation is different. Use them as guidelines to help you make the best application design decision.



# Oracle Hyperion Performance Mgmt

Plan for Growth, Report with Confidence, Lather, Rinse, Repeat...



## Keys to Success...

- Set Company Goals
- Devise Strategy
- Communicate Plan
- Execute Operations
- Analyze Results ← ← ← ←
- What's working?
- Revise Strategy
- Update Forecast
- Execute Operations
- Analyze Results ← ← ← ←



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## Consuming information has changed

### Old World: Stacks of Paper



#### Product Profitability Report

For the Month of May

Scenario data for Territory - Territory

	<b>Bronze Series</b>	<b>Silver Series</b>	<b>Gold Series</b>	<b>Platinum Series</b>	<b>Platinum Plus Series</b>	<b>PDA's</b>
<b>Gross Sales Revenue</b>						
<b>Extended</b>	24,378,634	32,114,497	13,240,678	7,595,442	55,481,122	132,810,372
<b>Per Unit</b>	94.77	187.07	238.44	330.08	476.49	212.88
<b>Sales Returns</b>						
<b>Extended</b>	1,462,718	1,926,870	794,441	455,727	3,328,867	7,968,622
<b>Per Unit</b>	5.69	11.22	14.31	19.80	28.59	12.77
<b>% Net Sales</b>	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
<b>Net Sales Revenue</b>						
<b>Extended</b>	22,915,916	30,187,627	12,446,237	7,139,716	52,152,254	124,841,750
<b>Per Unit</b>	89.09	175.85	224.14	310.27	447.90	200.11
<b>Material Cost</b>						
<b>Extended</b>	4,517,809	5,935,854	2,463,437	1,418,948	10,121,921	24,457,969
<b>Per Unit</b>	17.56	34.58	44.36	61.66	86.93	39.20
<b>% Net Sales</b>	18.5%	18.5%	18.6%	18.7%	18.2%	18.4%
<b>Variable Labor Cost</b>						
<b>Extended</b>	1,855,511	1,821,609	1,810,264	1,621,250	2,556,673	9,665,306
<b>Per Unit</b>	7.21	10.61	32.60	70.46	21.96	15.49
<b>% Net Sales</b>	7.6%	5.7%	13.7%	21.3%	4.6%	7.3%
<b>Variable Labor Cost</b>						
<b>Extended</b>	14,568,906	19,802,937	7,100,139	3,479,130	34,942,068	79,893,180
<b>Per Unit</b>	56.64	115.36	127.86	151.19	300.09	128.06
<b>% Net Sales</b>	59.8%	61.7%	53.6%	45.8%	63.0%	60.2%
<b>Units Sold</b>						
	257,231	171,668	55,529	23,011	116,438	623,877

Sales Dashboard

- Executive Overview
- Regional Managers

Consumer Dashboard

- Regional Analysis
- Brand Analysis
- Year over Year

Service Dashboard

- Overview
- E-mail Performance
- Rep. Performance
- Service Requests

**Sense and Respond**

**Alerts** ! Your revenue is are below target for the Quarter  
▼ Major deal at risk: Envoy Corporation

**Orders**

Prob Ticket #: 1-1007101 Type: Sales Order Status: Booked Priority



**Pipeline**

% of Quota Total Pipeline: \$361,158,974

Table

Sales Stage	Opp Revenue	Exp Revenue Target	% of Revenue Quota
01 - Prospecting	\$70,662,612	\$423,300,000	16.7%
02 - Potential Lead	\$59,660,065	\$141,100,000	42.3%
03 - Qualification	\$41,210,287	\$98,770,000	41.7%
04 - Opportunity	\$55,092,607	\$70,550,000	78.1%

**Big Deals**

You are seeing this section because Major Deals are at risk. Please see

Account	Opportunity Name	At Risk	Stage
Air France	Air France Centre d'Appels	<span style="color: red;">!</span>	01 - Prospecting
Envoy Corporation	Sales - 1000 Seats, GE Financial Assurance	<span style="color: red;">!</span>	05 - Building Vision
Banque Worms	5000 users of eService for Banque Worms	<span style="color: red;">!</span>	08 - Negotiation

## The Workspace

The MyYahoo or IGoogle of business information

- Self-service Personalization
- Contextual navigation
- OBIEE and BI Pub integration
- WebCenter integration
- Spans all solutions in the Oracle EPM System







# Gadgets and Applets

## Configured for Reporting and Alerting

- OBIEE and BI Publisher Integration
- Hyperion Reporting and Analysis Support
- Enhanced Client UI and Collaborator
- New Gadgets
  - Essbase Calculation
  - Essbase Dataload
  - Global Gadgets
- Pluggable Services Architecture

The screenshot displays a BI dashboard with several components:

- Notification:** Alerts about report reviews for Monday's board meeting and Friday's staff meeting.
- Favorites:** Lists BI Publisher Reports, Hyperion BI Reports, DBI Reports and Dashboards, and Smart Space Web Pages.
- Search:** Shows search results for 'Current Profit and Loss' and 'Full Year Profit and Loss by Quarter'.
- Smart Book:** Displays a Pivot Table Analysis for the CENTRAL REGION in 2002. The table includes columns for Enterprise, Magicolor, McCloskey, Flat, Primer, Satin, Valspar, and Grand Total, with rows for Units, Dollars, and % Chg Year Ago.
- Smart Space Palette:** Shows Connections (Collaborator, Hyperion Shared Services, Oracle BI - Blackjack03, Oracle BI Publisher - Blackjack03), Gadgets (Favorites, Key Contracts, Notification, Search, Smart Book), Smart Space Desktops, Reporting (Collaborate, Sandbox), and Collaborator (Edit My Community, Status, Default, Rashmi, Nick, Rob, Chuck).

	Enterprise	Magicolor	McCloskey	Flat	Primer	Satin	Valspar	Grand Total
Units	14,714	4,447	15,369	35,617	9,909	390	14,475	94,921
Year Ago	38117	4613	8492	30454	43563	1774	7587	134680
% Chg Year Ago	(23,403)	(166)	6,877	5,163	(33,654)	(1,384)	6,888	(46,909)
Dollars	\$39,454	\$18,838	\$74,084	\$143,114	\$24,003	\$1,290	\$64,560	\$365,343
Year Ago	113,933	14,425	40,343	109,262	98,684	6,268	34,439	417,354
% Chg Year Ago	(\$74,479)	\$4,413	\$33,741	\$33,852	(\$74,691)	(\$4,978)	\$30,121	(\$78,769)
Dollars	(65.37%)	30.59%	83.64%	30.98%	(75.68%)	(79.42%)	87.46%	(17.74%)

Hyperion  
Smart Space

gadgets



Not just the Desktop...  
Apps for Mobile Devices

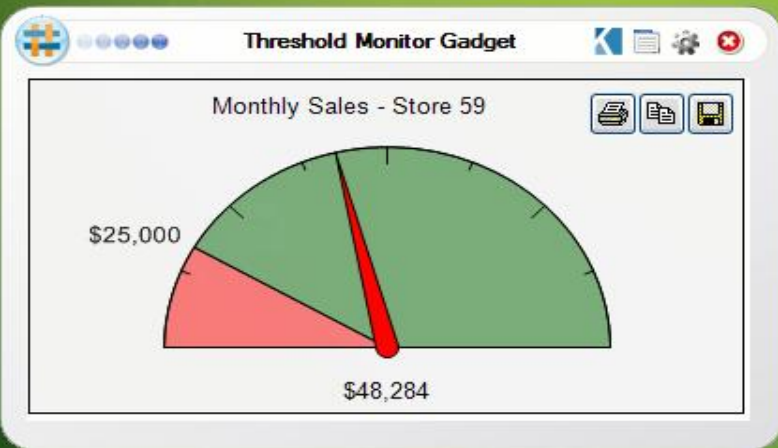
### Cube Freshness Gadget

Cube	User	Data Loaded	Outline Updated	Last Recalc
Budget	phil	2/05/2007 13:09	2/05/2007 11:44	2/05/2007 19:34
Finance	brian	2/19/2007 10:25	2/19/2007 08:01	2/19/2007 22:05
Sales	pablo	3/29/2007 16:07	3/29/2007 10:59	3/29/2007 16:27

### Folder Monitor Gadget

Path:

 Product_Mix_Report.txt Wed Apr 18 17:44:28 CDT 2007	 Q3_Income_Statement.pdf Wed Apr 18 17:44:28 CDT 2007
 Budget_Analysis.xls Wed Apr 18 17:44:28 CDT 2007	 SalesByStores.bqy Wed Apr 18 17:44:28 CDT 2007



### Threshold Grid Monitor Gadget

Metric	Value	Lower	Upper
Monthly Sales - Store 59	\$48,284	\$25,000	-
Average Transaction Amt	\$363	\$200	-
Unit Sales - Americas	5,689	4,000	-
Unit Sales - Asia Pacific	3,739	4,000	-
Unit Sales - Europe	4,823	4,000	-
Percentage of Sales - Videos	14 %	25 %	35 %
Percentage of Sales - Music	31 %	30 %	40 %
Percentage of Sales - Books	55 %	40 %	50 %

# Smart View for Office

## End Users get back to using Familiar Tools

- Adhoc Reporting
- Stylized Output:
  - Formats
  - Tables
  - Charts
  - Formulae
- Data Entry and Processing
- Word and PPT
- OBIEE as source

**Current P&L**

	East	West	South	Midwest
Sales	\$ 35,241	\$ 308,353	-	\$ 903,234
Cost_of_Goods	\$ 35,221	\$ 303,947	-	\$ 911,714
Margin	\$ 48,094	\$ 51,506	-	\$ 97,520
Marketing	\$ 5,391	\$ 5,609	-	\$ 7,000
Payroll	\$ 23,444	\$ 29,206	-	\$ 30,640
Miscellaneous	\$ (27)	\$ (11)	-	\$ 140
Total_Expenses	\$ 26,578	\$ 35,002	-	\$ 61,534
Profit	\$ 13,613	\$ 22,488	-	\$ 35,926

**Rolling 8 Week Cash Flow**

Payments in US Receipts in US Weeks	US	Week 1	Week 2
US	\$ 5,903	\$ 6,691	Week 1
US	\$ 6,096	\$ 7,608	Week 2
US	\$ 6,392	\$ 8,435	Week 1
US	\$ 6,621	\$ 7,906	Week 2
US	\$ 6,790	\$ 17,288	Week 1
US	\$ 5,734	\$ 10,821	Week 2
US	\$ 6,742	\$ 4,604	Week 1
US	\$ 6,276	\$ 10,436	Week 2

**Current Pricing Model**

Product	Dealer Price	Retail Price
One Button Mouse - White Keyboard	\$ 23.98	\$ 43.95
Simple Mouse - Grey	\$ 11.93	\$ 20.99
500 MB Drive	\$ 130.48	\$ 250.95
1024 MB Drive	\$ 268.95	\$ 499.95
The Deluxe	\$ 130.95	\$ 281.95
EZ Fax Modem I	\$ 158.98	\$ 281.95
The Basic	\$ 95.98	\$ 191.95
Keyboard Plus	\$ 78.48	\$ 86.95
Simple Mouse - White	\$ 14.48	\$ 28.95
One Button Keyboard Mouse	\$ 18.48	\$ 36.95
300 MB Drive	\$ 127.98	\$ 260.95
Keyboard Tan	\$ 25.98	\$ 51.95
One Button Mouse - White	\$ 16.98	\$ 33.95
Turbo Modem	\$ 177.48	\$ 354.95

**Audio Results**

**Summary Dashboard**

800  
600  
400  
200  
0

Sales COGS Margin Margin %

Actual Budget

	Actual	Budget
Sales	500	600
COGS	200	300
Margin	300	300
Margin %	.60	.5

746.58

Refresh

POV Manager

% Sales Growth 38



# Personalized Data Slices

- Smart slices
  - User defined
  - Distributable
  - Provide query capability centrally
  
- Filtered database views:
  - For example, only see 4 dimensions of 12 dimensional model

The screenshot displays a BI tool interface with several components:

- Book1 (Spreadsheet):** A grid with columns A, B, C and rows 1-14. Row 2, column B contains the formula `DESCENDANTS([East])`.
- East - Design\_1 (Design Panel):**
  - Columns: Year
  - Rows: Market
  - POV: (empty)
  - Measures: Product
  - Scenario: (empty)
  - Attributes: Hidden
  - Done button
- Data Source Manager:** A tree view showing data sources:
  - Essbase
    - rolap
      - Sample/Basic
        - East
    - bthomas2
  - Planning
    - planning
      - RefApp/Plan1
  - SAP
    - sap
      - 00\_DECU/00\_DE
      - 00\_PU\_C01/00\_F
  - Strategic Finance
    - sf
  - localhost/db
- Visual Results:** Three charts:
  - Current P&L (Table)
  - Rolling 6 Week Cash Flow (Bar chart)
  - Current Pricing Model (Table)
- Annotations:** An arrow points from the 'Independent query sections' label to the 'Current Pricing Model' table.

## Oracle Hyperion Financial Reporting Annotations & Threaded Dialogs

The screenshot displays the Oracle Hyperion Financial Reporting interface within a Microsoft Internet Explorer browser window. The browser address bar shows the URL: `http://fr2007:19000/workspace/index.jsp`. The application title is "Hyperion™" and the user is logged in as "biplus".

The main content area displays a report titled "Eden Corp 6 Month Rolling Sales Forecast For month end Apr04". The report includes a table with columns for "Feb04 Actual", "Feb04 Var %", "Mar04 Actual", "Mar04 Var %", "Apr04 Actual", "Apr04 Var %", "May04 Plan", "Jun04 Plan", and "Jul04 Plan". The rows represent geographical regions: North America, Latin America, Europe, Middle East, Africa, APAC, and Geo.

A dialog box titled "Resetting all Targets for June" is overlaid on the table, indicating a change in the May04 Plan values. The dialog text reads: "If May is going to be another miss on the numbers, we need to reset targets for June across the board. Recommend we reduce targets by 5% across the board unless...".

Below the table, there is a list of comments or threads. The first comment is from "automation" on "Wed Apr 18 08:36:30 EDT 2007" with the title "APAC Order Variance in April". The second comment is from "automation" on "Wed Apr 18 08:53:34 EDT ..." with the title "Impact of new logistics vendor". The third comment is from "automation" on "Wed Apr 18 09:13:31 EDT ..." with the title "Analysis on Variance for April".

	Feb04 Actual	Feb04 Var %	Mar04 Actual	Mar04 Var %	Apr04 Actual	Apr04 Var %	May04 Plan	Jun04 Plan	Jul04 Plan
North America	1,680,490	1.63 %	2,398,310	(10.88 %)	2,398,310	(10.88 %)	2,398,310	1,794,984	2,380,000
Latin America	272,564	(4.32 %)	204,680	(13.02 %)	204,680	(13.02 %)	204,680	252,844	40,000
Europe	1,548,836	(1.02 %)	2,356,501	(14.38 %)	2,356,501	(14.38 %)	2,356,501	1,805,140	2,110,000
Middle East	42,633	(4.39 %)	47,911	(11.69 %)	47,911	(11.69 %)	47,911	54,651	3,000
Africa	27,889	(5.98 %)	52,552	(15.12 %)	52,552	(15.12 %)	52,552	33,450	7,000
APAC	687,033	(10.27 %)	814,965	(17.83 %)	814,965	(17.83 %)	814,965	609,056	75,000
Geo	4,259,444	(1.93 %)	5,874,930	(13.43 %)	5,874,930	(13.43 %)	5,874,930	4,550,125	5,760,000



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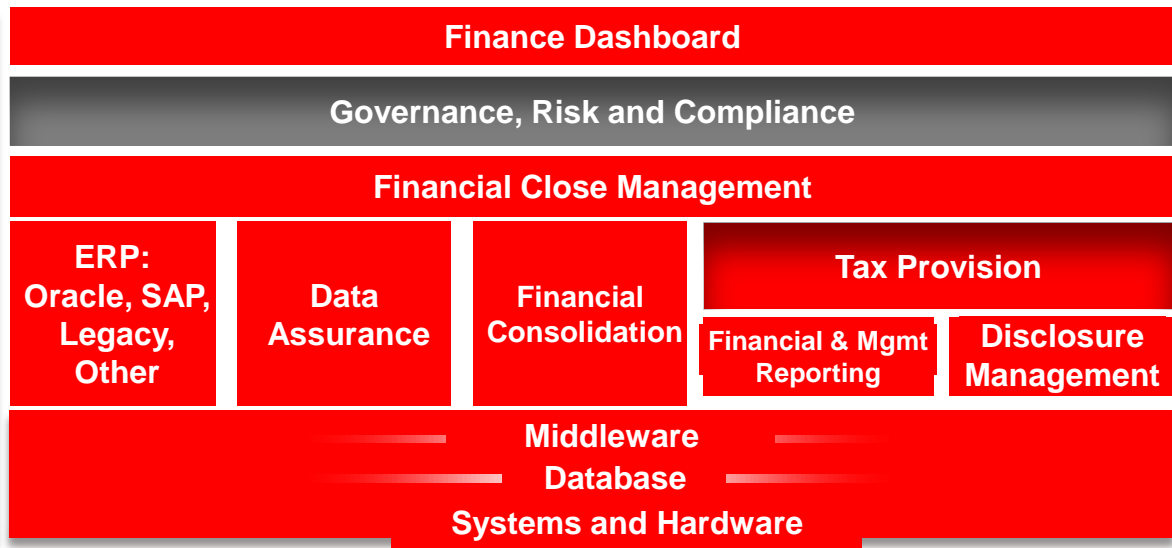
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## Hyperion Financial Management

**Accelerates Reporting Cycles and Reduces Costs of Compliance**

**Report With Confidence**



OLTP & ODS Systems

Data Warehouses Data Marts

Exadata

OLAP Sources

Packaged Applications (Oracle, SAP, Others)

Unstructured & Semi-Structured

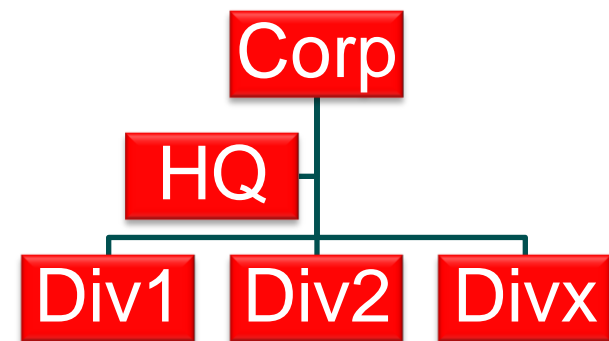
Excel XML/Office

Business Processes

## Oracle Hyperion Financial Management

### Accelerates Reporting Cycles and Reduces Costs of Compliance

- Patented financial consolidation and reporting features including intercompany and currency FX.
- Complete audit trails, workflow and validations
- “Smart Dimensionality”
- Flexible “what if” scenario management features
- Powerful reporting and analysis tools
- Full integration with ERP and other transaction systems
- Easy to customize and extend
- Web 2.0 architected



Hyperion System 9 Workspace - jsmith

Task List: Closing

Scenario: BudV1 | Year: 2005 | Period: April

Entry	Review Level	Pass / Fail	Validation	Calc Status
Geographical	Not Started	✖	✔	CN
Geographical.UnitedStates	Not Started	✖	✔	CN
UnitedStates.EastRegion	Not Started	✖	✔	CN
EastRegion.EastSales	Not Started	✖	✔	CH
EastRegion.EastProducti	Not Started	✔	✔	OK SC
EastRegion.EastAdmin	Not Started	✔	✔	OK SC
EastRegion.UKSales	Not Started	✔	✔	OK SC
EastRegion.A	Not Started	✔	✔	NODATA
EastRegion.B	Not Started	✔	✔	NODATA
EastRegion.C	Not Started	✔	✔	NODATA
EastRegion.D	Not Started	✔	✔	NODATA
EastRegion.E	Not Started	✔	✔	NODATA
EastRegion.F	Not Started	✔	✔	NODATA
EastRegion.G	Not Started	✔	✔	NODATA





# Oracle Hyperion Financial Close Management

## Streamline the End-to-End Close Process

**Balance Summary**

	ALD	CAD	CHF	EUR	GBP	JPY	HKD	USD	Functional	USD
Source System Balance	67,425.00	1,129,988.86	4,082,500.00	166,100.00	6,152,530.00	4,490,173	9,369,349.95	30,590,985.78	45,896,115.23	
Subsystem Balance	0.00	1,129,988.86	4,082,500.00	166,100.00	6,152,530.00	4,490,173	9,369,349.95	30,590,985.78	45,896,115.23	
Difference	67,425.00	0.00	0.00	0.00	0.00	0	0.00	0.00	50,820.59	
Adjustments to Source System	67,425.00	0.00	0.00	0.00	0.00	0	0.00	0.00	50,820.59	
Adjusted Source System Balance	0.00	1,129,988.86	4,082,500.00	166,100.00	6,152,530.00	4,490,173	9,369,349.95	30,590,985.78	45,896,115.23	
Adjustments to Subsystem	0.00	-1,129,988.86	-4,082,500.00	-166,100.00	-6,152,530.00	-4,490,173	-9,369,349.95	-30,590,985.78	-45,896,115.23	
Adjusted Subsystem Balance	0.00	0.00	0.00	0.00	0.00	0	0.00	0.00	0.00	
Unexplained Difference	0.00	0.00	0.00	0.00	0.00	0	0.00	0.00	0.00	

**Dashboard**

**Task List**

Task Name	Status	Due date
Consolidate Northeast Sales	Not Started	02/02/2009
Prepare Report	In Progress	07/19/2008
Issue with Consolidation	Completed	07/19/2008
Statement of Income	Completed	07/19/2008
Report Income	Completed	07/19/2008
Generate Reports	Completed	07/22/2008
Need Update Figures	Completed	07/24/2008
Consolidate	Completed	07/29/2008

**Status Chart**

Jan 09 Close

Legend: Not Started (32), In Progress (150), Completed (76), Errors (5), Rejected (0), Overdue (7), Hide Blank dates

**Status Overview**

Jan 09 Close

Dec 08 | Jan 09 | Feb 09 | Dec 08 - Feb 09 (114)

- Full visibility into enterprise-wide close process
  - Close calendar and unified task list
  - Dashboards for trending analysis and process improvement
- Improved accountability for predictable close
  - Workflow integration across systems & manual processes
- Account Reconciliation Manager
  - Designed to manage global reconciliation processes: Balance Sheet, Consolidation, Local GAAP



## New: Tax Provisioning Module

### Integrates Finance and Tax Reporting

The screenshot displays two reports from the Oracle Hyperion Financial Management system. The top report, 'Temporary Differences', is a detailed table with columns for 'Current', 'Deferred', 'Federal Expense', 'State Expense', 'Total Expense', and 'Workshop Status'. It lists various tax items such as 'State Income Tax', 'State General Excise Tax', and 'State Corporate Income Tax' across different jurisdictions. The bottom report, 'Tax Expense Summary', provides a consolidated view of tax expenses for December 2012, broken down by state and total. It includes columns for 'Current', 'Deferred', 'Federal Expense', 'State Expense', and 'Total Expense'.

Item	Current	Deferred	Federal Expense	State Expense	Total Expense	Workshop Status
State Income Tax	1,000	1,000	1,000	1,000	4,000	Not Started
State General Excise Tax	1,000	1,000	1,000	1,000	4,000	Not Started
State Corporate Income Tax	1,000	1,000	1,000	1,000	4,000	Not Started

Item	Current	Deferred	Federal Expense	State Expense	Total Expense	Workshop Status
FL0001	1,000	1,000	1,000	1,000	4,000	Not Started
FL0002	1,000	1,000	1,000	1,000	4,000	Not Started
FL0003	1,000	1,000	1,000	1,000	4,000	Not Started

- Purpose-Built / Out-of-Box:** a Tax Provision solution that is built on the Hyperion Financial Close Suite.
  - Data Collection, Tax Provision Calculation, Consolidation & Tax Reporting
  - Global: Federal, State/Provincial & International
  - Addressing IFRS (IAS12) & US GAAP (ASC740)
- Leverages your existing investment in Hyperion Financial Management**
- Integrates with Tax Compliance -** Enhances & integrates with tax compliance software
- Rapid Implementation & Ease of use:** the technology & expertise is already in the Finance organization



## Oracle Hyperion Disclosure Management

### Statutory Reporting Made Simple

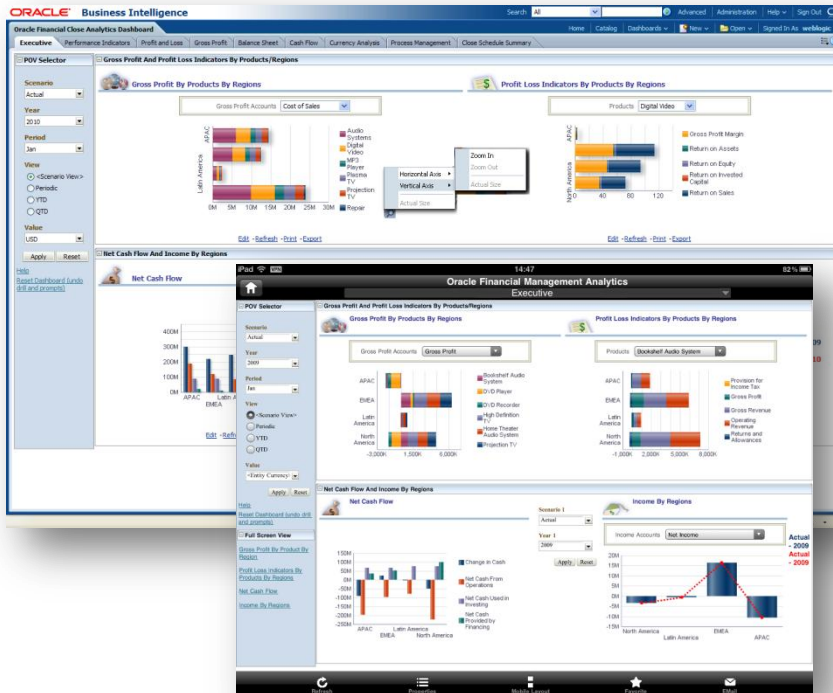
The screenshot displays the Oracle Hyperion Disclosure Management software interface. The main window shows a statutory report for Eden Corporation, titled "UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 FORM 10-K". The report includes sections for "ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 For the Fiscal Year Ended May 31 2008" and "TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934". The company name "Eden Corporation" is prominently displayed, along with its Delaware jurisdiction and contact information. The XBRL logo is visible at the bottom left. On the right side, the "Hyperion Report Manager" pane shows a tree view of report properties, including "10Q 1Q 2008 FINAL" and various financial statements. A context menu is open over the "Validate XBRL Instance" option, listing actions such as "Remove Mapping", "Show Calculation Trace...", "Show Formula Trace...", "Export", "Validate XBRL Instance", "Validate for US SEC", "Validate for HMRC", "Validate for IFRS", and "Default Sorting".

- Author statutory documents from MS Office
  - MS Word and Excel for authoring
  - Direct integration with HFM and Essbase
  - Support for all required report formats: MS Word, HTML, PDF
- Embedded XBRL tagging support
  - Taxonomy Management
  - Instance document creation and validation
  - SEC, HMRC, XBRL Formula Validation Support
  - XBRL dimensions tagged at EPM data source level
  - Quick Map: One-click XBRL tag creation



## Oracle Financial Management Analytics

### Improved Insights for Financial Executives



- OBIEE-based dashboards for consolidated financial data and close process metrics
  - First in a family of OBI applications for EPM analytics
  - Packaged analytics are configurable and extensible
- Direct, native access to data in:
  - Oracle Hyperion Financial Management
  - Oracle Hyperion Financial Close Management
- Enables mobile delivery of EPM data finance executives and business users



# Drill-through to General Ledger

Get back to your source level detail for analysis

Account	Period	January	February	March	April	May	June	July	August
[None]									
NetProfit							-13,059,138	-13,059,138	-1
TotalAssets		99,701	0	0	0	0	983,711,580	0	0
TotalShortTermAssets		99,701	0	0	0	0	58,238,542	0	0
Cash		99,701	0	0	0	0			
ShortTermRec							61		
ShortTermRecInterco									
Inventories									
ShortTermInvest									
TotalLongTermAssets							92		
IntercoDiffBS									
TotalLiabEquity							1,28		
OtherInfo									
ExchangeRates									

Hyperion Financial Management  
Hyperion Planning



Hyperion FDMEE

- Show Attributes
- Show Conversion Rules
- Show Archive Information
- Open Source Document
- Open Source System
- Open Processing Log
- Restore Source Document

Oracle EPM System

Account Balances

Inquiry Type: Period Listing

Search

Note that the search is case insensitive

Ledger/Ledger Set: Vision Operations (USA) \* Period From: Jan-05 \* Period To: Jan-07

Ledger Currency: USD

Account From: 01-000-110-0000-000 Company-Department-Account-Sub-Account-Product

Account To: 01-000-1210-0000-000 Company-Department-Account-Sub-Account-Product

Balance Type: Actual

Currency Type: Total

Go Clear

TIP For explanation of currency codes used in this page, see the currency key.

Ledger	Account	Period	Currency	PTD	PTD Converted	YTD	YTD Converted	Summary
Vision Operations (USA)	01-000-110-0000-000	Jan-05	USD	4,185,787.24		204,565,748.03		
Vision Operations (USA)	01-000-110-0000-000	Feb-05	USD	17,144,319.21		221,710,067.24		
Vision Operations (USA)	01-000-110-0000-000	Mar-05	USD	10,623,886.61		232,533,942.85		
Vision Operations (USA)	01-000-110-0000-000	Apr-05	USD	1,876,492.00		234,410,367.75		

Oracle Account Analysis and Drill-Down for both Actual and Budget



# Today's Agenda

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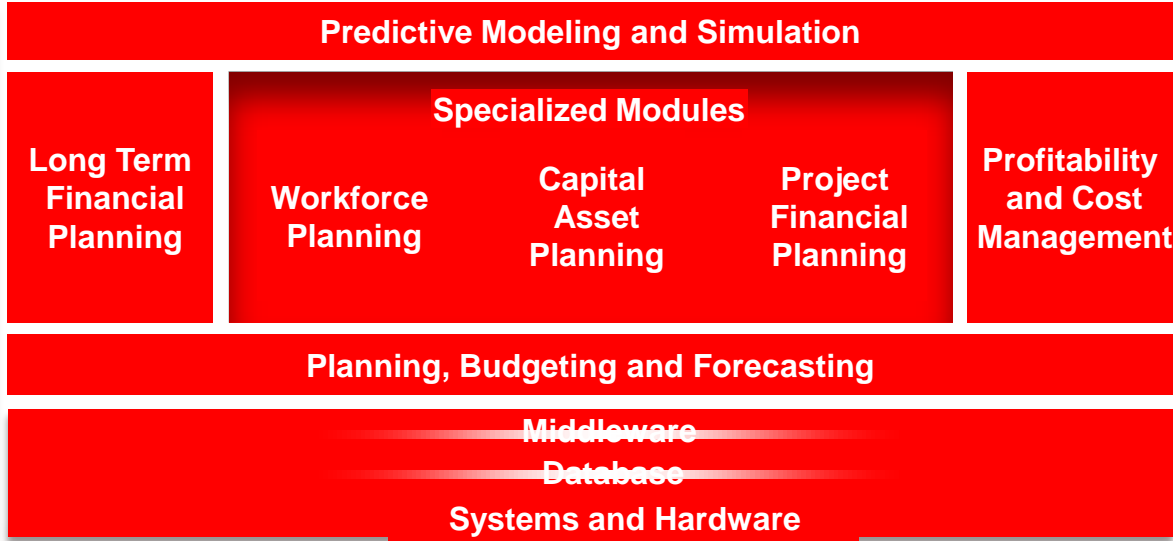
- What is Enterprise Performance Management?
- Oracle's Enterprise Performance Management System
- The End User Experience
- Oracle Hyperion Financial Close Solution
- **Oracle Hyperion Enterprise Planning Solution**
- What EXACTLY is an Essbase?
- Oracle Business Intelligence
- System 11 Infrastructure
- Summary and Questions



# Oracle Hyperion Enterprise Planning

Shortens Planning Cycles and Improves Business Predictability

Plan for Profitable Growth



OLTP & ODS Systems



Data Warehouses Data Marts



Exadata



OLAP Sources



Packaged Applications (Oracle, SAP, Others)



Unstructured & Semi-Structured



Excel XML/Office



Business Processes





## Oracle Hyperion Planning

### Budgeting and Forecasting for the Enterprise

- Multi- Dimensions (Products, Staff, Customers, etc.)
- Powerful workflow and process management
- Intuitive interface
- Robust data integration
- Leverages Essbase – powerful reporting and analysis
- Scalable web infrastructure
- Special-purpose planning modules for fast deployment

The screenshot shows the Oracle Hyperion Planning interface. The window title is "Sales Manager" and the user is "Henry Jefferson". The interface displays a table for "Enter Data - 01 Product Revenue" for the "Current Year". The table has columns for months from Jan to Nov and rows for various financial metrics.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Units	7,386	8,182	8,869	6,246	7,170	9,371	7,640	5,764	9,960	21,166	17,000
Price	57	42	47	58	47	51	55	58	49	49	
Sales Return %	5.6%	5.6%	5.5%	5.5%	5.8%	6.6%	6.7%	5.9%	5.9%	5.9%	5.1%
Sales Allowance %	4.0%	4.0%	3.9%	3.9%	4.1%	4.7%	4.8%	4.1%	4.1%	4.1%	4.1%
Operating Revenue	424,621	340,208	416,222	363,892	340,145	478,390	416,686	337,021	485,351	1,031,419	1,078,400
Sales Returns	(23,829)	(19,091)	(22,912)	(20,032)	(19,641)	(31,422)	(28,005)	(19,720)	(28,398)	(60,350)	(63,100)
Sales Discounts	(17,037)	(13,650)	(16,382)	(14,322)	(14,043)	(22,466)	(20,024)	(13,739)	(19,786)	(42,048)	(43,900)
- Returns and Allowances	(40,866)	(32,742)	(39,294)	(34,354)	(33,684)	(53,888)	(48,029)	(33,459)	(48,185)	(102,398)	(107,000)
- Net Revenue	383,755	307,466	376,928	329,538	306,461	424,501	360,657	303,562	437,166	929,021	971,400
Operating COS	236,024	261,461	283,414	199,595	229,122	299,456	244,141	184,192	318,278	676,373	544,000
-Gross Profit	147,731	46,005	93,513	129,943	77,339	125,045	124,516	119,370	118,888	252,649	427,400





# Hyperion Project Financial Planning

## New Planning Module for Project Financial Management

The screenshot displays the Oracle Hyperion Planning software interface. The top window shows a table of project assumptions with columns for ID, Name, Description, Project Type, Project Agreement, Project Category, Start Date, End Date, and NPV. Below this, a second window displays financial statements, including a table for '2.0 Income Statement' with columns for Year Total (FY11, FY12) and rows for Cash from Customer Billing, Sources of Cash, Project Operating Expenses, Project Capital Purchases, Net Interest Income/Expense, Quarterly Taxes, Uses of Cash, Project Cash Flow, and PV of Cash Flow.

Year Total	FY11	FY12
Cash from Customer Billing	52,178,543	3,693,140
Sources of Cash	52,178,543	3,693,140
Project Operating Expenses	86,599,620	1,579,520
Project Capital Purchases		
Net Interest Income/Expense		
Quarterly Taxes		
Uses of Cash	86,599,620	1,579,520
Project Cash Flow	-34,421,076	2,113,620
PV of Cash Flow	86,488	325,740
Discounted CF	-30,777,664	2,313,620

- Functional Summary
  - Pre-defined dimension members, forms, business rules, menus, task lists, smart lists, validation rules & project planning plan types
  - Integrated Human & Capital Resource Management
  - Covers Contract, Capital, Indirect projects
- Applicable Across Industries
  - Aerospace & Defense, Utilities, Oil & Gas, Construction, Natural Resources, Manufacturing, Retail
  - IT/HR projects in any industry



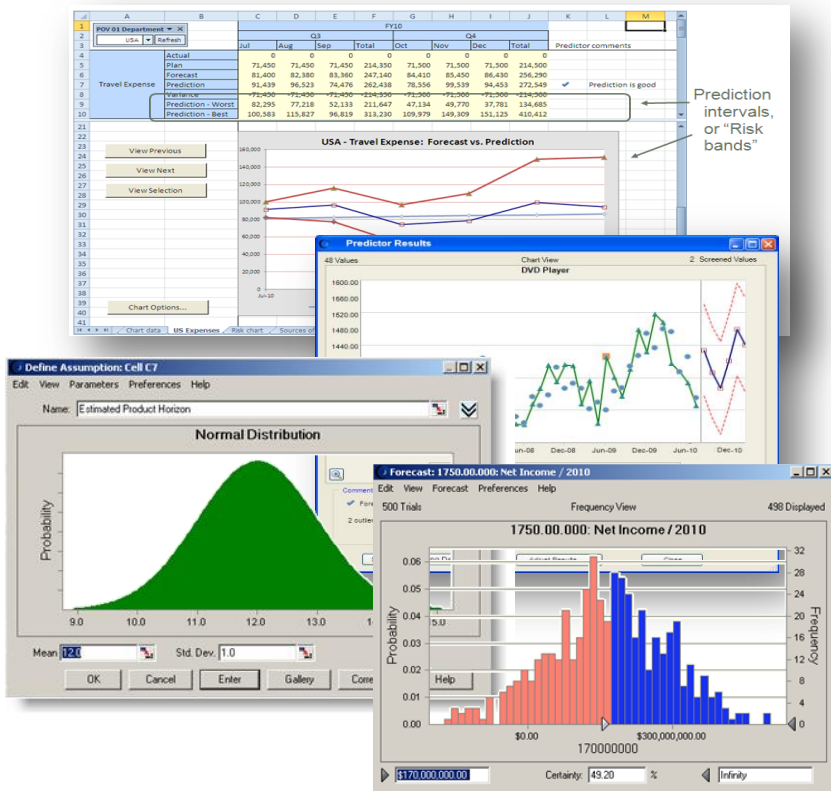
## Oracle Hyperion Strategic Finance

- For long term Financial Strategy
- Model financial decisions including debt compliance and acquisitions
- Automated Export To Essbase
- Support For FDQM
- Drill-back For Root Cause Analysis
- Forward Audit Trail For Auditors & Compliance
- Cell Text Annotations
- Visual Scenario Analysis Using Monte Carlo Simulation Through Oracle Crystal Ball

The screenshot displays the Oracle Hyperion Strategic Finance application interface. The main window shows a 'Scenario Analysis Report' with a 'Variance from Base' table. The table lists various months from May 2007 to Dec 2007, with values ranging from 8,698 to 10,279. Below the table is a bar chart showing 'Return on Invested Capital' (ROIC) by scenario, with values ranging from 6.5% to 40.0%. The interface also includes several dialog boxes: 'Goal Seek' (set to 'Return on Invested Capital'), 'Variance from Base' (set to 'Downside'), and 'Uncertain Inputs (define as assumptions)'. A 'Strategic Finance Worksheet' is visible in the background, showing financial data for 2009 and 2010. A 'Crystal Ball' simulation window is also present, showing a probability distribution for 'Net Income 2010' with a peak around 1750,000,000.

## Integrated Predictive Planning Capability

### Leverage Statistical Forecasting for Improved Accuracy



- **WHAT IF – Interest rates were 5%, oil was \$125, and Inflation was 3%.**
- **Functional Summary**
  - Statistical prediction scenarios built in
  - Assign Probability of Assumptions
  - Run thousands of Monte Carlo Simulations
  - Uses Oracle Crystal Ball Predictor to analyze historical data and project trends and patterns into the future
- **Benefits**
  - Enable business users to leverage statistical forecasting techniques
  - Improve accuracy of forecasts and plans
  - Automatically forecast best and worst case scenarios in addition to base case



# Today's Agenda

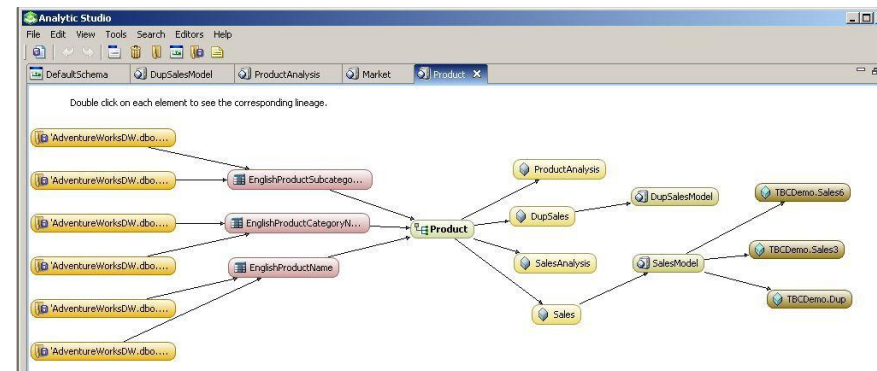
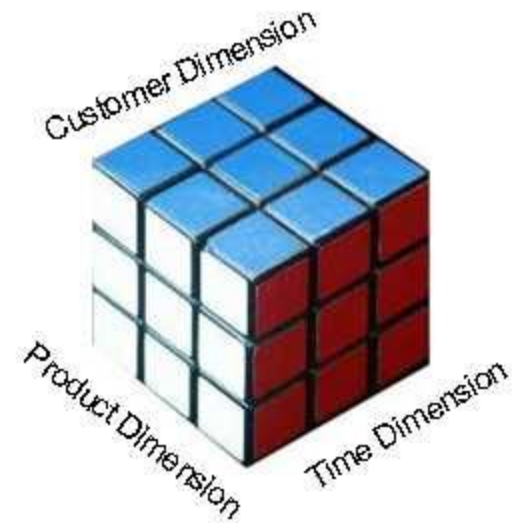
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Oracle Hyperion Enterprise Planning Solution
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- Oracle Business Intelligence
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## What EXACTLY is Oracle Essbase?

- "Extended **S**pread **S**heet data**B**ASE"
- Big Data Multi-dimensional Analytics (Or MDBMS or OLAP or the "Cube")
- In 2005, *[Information Age](#)* magazine named Essbase as one of the 10 most influential technology innovations of the previous 10 years.
- Invented to address scalability issues with spreadsheets.
- BSO vs. ASO.
  - BSO enables read/write
  - ASO for faster and larger apps
- It is the foundation for several of the Oracle Hyperion Products

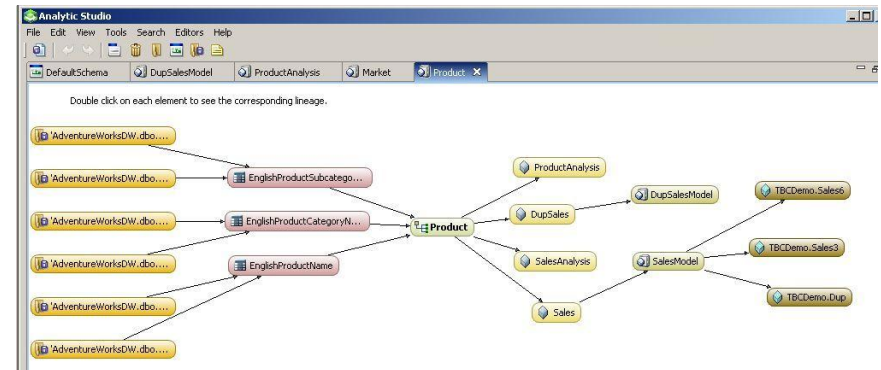


## Essbase Benefits:

### Optimized Multi-Dimensional Calculation Engine

- Crunching Huge Amounts of Data
- Unifies modeling of many sources
  - Structured relational
  - Unstructured relational
  - Flat files, XML files
  - EPM Architect Dimensions
  - OBIEE
- Reuse of hierarchies, metrics, schemas
- Lineage tracking
- Drill anywhere
  - Relational
  - OBIEE, BI+ repository
  - URL, FDM
  - Essbase, Java method

	A	B	C	D
1			Jan 2006	
2		SalesRank	Sales	Satisfaction
3	1. <i>Daria Zalack</i>	5	385	Satisfied
4	2. <i>Garey Bennett</i>	2	2709	Satisfied
5	3. <i>Brady Sell</i>	9	264	Rather dissatisfied
6	4. <i>Tammie Weisgarbe</i>	6	383	Rather satisfied
7	5. <i>Kian Clark</i>	3	2079	Very dissatisfied
8	6. <i>Harriett Laurenzi</i>	7	349	Rather satisfied
9	7. <i>Aaliyah Shaffer</i>	10	223	Rather satisfied
10	8. <i>Kailyn Joyce</i>	1	3808	Satisfied





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## Oracle Business Intelligence (EE)

**Oracle / Siebel / nQuire / Hyperion / Brio / SQR and so on...**

- Yep, It's Reporting. A lot of Reporting.
- Comprehensive Business Intelligence functionality.
- Unified underlying Infrastructure
- Unified underlying Business Model
- Dashboards and Scorecards  
to Interactive and Adhoc Queries  
to structured Production Reports
- Integrates with just about any data source
- Customers struggle with :
  - Where to start
  - What tools to use







# Oracle BI Applications

## Pre-built Analytics on the OBIEE Platform



Sales	Service & Contact Center	Marketing	Procurement & Spend	Supply Chain & Order Management	Financials	Human Resources
Pipeline Analysis	Service Effectiveness	Campaign Effectiveness	Direct / Indirect Spend	Revenue and Backlog	General Ledger	Employee Productivity
Forecast Accuracy	Customer Satisfaction	Customer Insight	Buyer Productivity	Inventory	Accounts Receivable	Compensation
Sales Team Effectiveness	Resolution Rates	Product Propensity	Off Contract Purchases	Fulfillment Status	Accounts Payable	Compliance Reporting
Up-sell/ Cross-sell	Service Rep Efficiency	Loyalty & Attrition	Supplier Performance	Customer Status	Cash Flow	Workforce Profile
Cycle Times	Service Cost	Market Basket Analysis	Purchase Cycle Time	Order Cycle Time	Profitability	Retention Analysis
Lead Conversion	Churn & Service Trends	Campaign ROI	Employee Expenses	BOM Analysis	Expense Management	Return on Human Capital

Source adapters: **ORACLE** PeopleSoft. **SIEBEL** **SAP** and Other Operational & Analytic Sources

Oracle BI Suite Enterprise Edition Plus



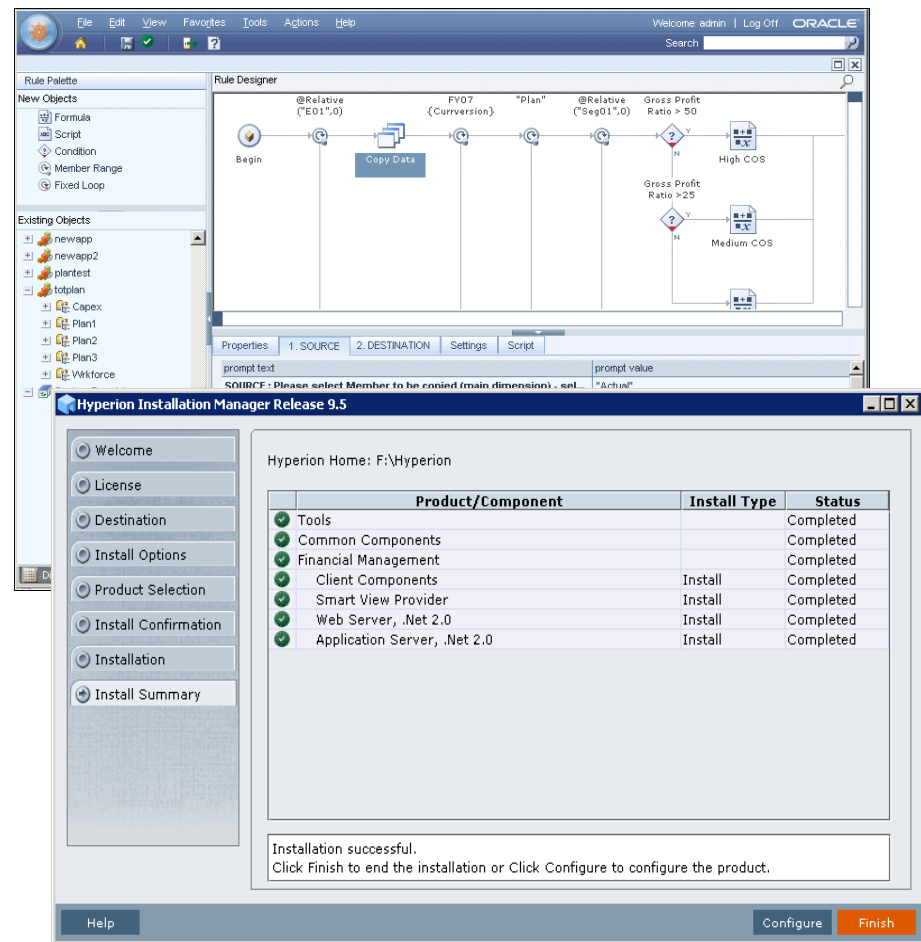
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## Common Foundation Services

- Common User Provisioning
- Common Application Administration
- Common Calculation Manager
- Common Installation and Configuration
- Common Lifecycle Management



The screenshot displays two Oracle software windows. The top window is the Oracle Rule Designer, showing a rule flowchart with steps: Begin, Copy Data, FY07 (Curversion), Plan, and a decision point for Gross Profit Ratio > 50. The bottom window is the Hyperion Installation Manager Release 9.5, showing the installation progress for various components.

Product/Component	Install Type	Status
Tools		Completed
Common Components		Completed
Financial Management		Completed
Client Components	Install	Completed
Smart View Provider	Install	Completed
Web Server, .Net 2.0	Install	Completed
Application Server, .Net 2.0	Install	Completed

Installation successful.  
Click Finish to end the installation or Click Configure to configure the product.

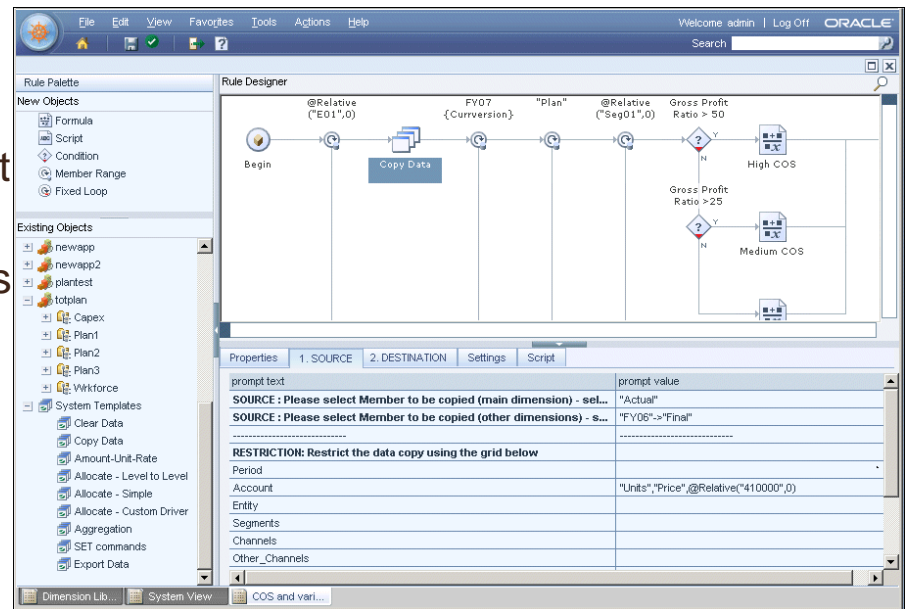
## Oracle Hyperion EPM Architect

### ● Calculation Manager

- Single interface for both Hyperion Planning and Financial Management
- Graphical flow provides better understanding of calculation process
- Re-usable rules to share among applications
- Central repository of all calculation objects

### ● Value Proposition

- Consistent definition of financial calculations across planning and consolidation applications





# Data and Dimension Management

## Which do I use and when?

EPMA	DRM
<b>Manages only Oracle Hyperion</b> <i>(Essbase has had it's struggles)</i>	<b>Manage Multiple Systems</b> <i>(Legacy Systems have struggles)</i>
<b>No Hierarchy Versioning</b> <i>(How it looks right now)</i>	<b>Hierarchy Versioning</b> <i>(How it looks now, then, future)</i>
<b>Data Synchronization btw Apps</b> <i>(Actuals -&gt; Forecast and Budget )</i>	<b>No Data Capabilities</b> <i>(Focused on Dimension Mgmt)</i>
<b>Dimension Overrides not flexible</b> <i>(More selection capability in DRM.)</i>	<b>Data Governance API</b> <i>(Enterprise Change Management)</i>
<b>More built-in Hyperion abilities</b> <i>(Comes free with Oracle Hyperion)</i>	<b>Out of the Box EPMA integration</b> <i>(Additional Product Purchase)</i>

\* These are not hard and fast rules, every situation is different. Use them as guidelines to help you make the best application design decision.





For Questions or More Information

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