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TECHNOLOGY AND APPLICATIONS FORUM
FOR THE ORACLE COMMUNITY



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Driver Based Budgeting

Oracle Hyperion Planning



- Alex Ladd
Sr. Partner
MindStream Analytics



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Agenda

- Introducing MindStream Analytics
- Client Overview
- Project Objective
- Process Prior to Hyperion Solution
- ING Hyperion Architecture Overview
- ING Budget Process Overview
- ING Project Solution
 - Single repository to store data
 - Customized Business Rules
 - Workforce Planning
 - Common access – Planning & SmartView
 - Automated data integration
 - Drill-Back
- Security



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About MindStream Analytics

- HQ – Boston, MA with national reach
- Specialize in the implementation and optimization of best of breed Oracle Hyperion EPM and BI solutions.
- Our people average over 9 years of experience in the BI and EPM space
 - extensive understanding of strengths and weaknesses of the various offerings
- Our deep understanding of financial and operational reporting helps us anticipate your needs. We strive to understand your business and combine it with our technical experience to help you Design and Implement a successful solution.
- Oracle Gold Partner
 - Hyperion Specialization Certified





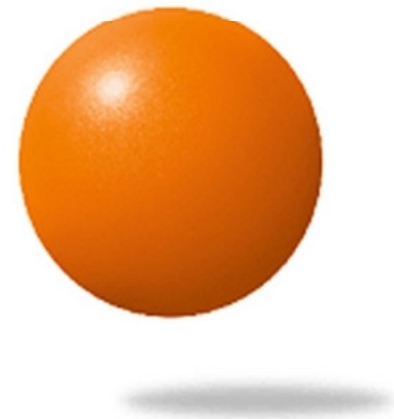
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Client Overview

- **ING DIRECT USA** is the nation's leading savings bank. They serve more than 7.6 million customers in the U.S.
- **Industry:** Financial Services
- **Annual Revenue:** US\$1.6 billion
- **General Ledger:** PeopleSoft
- **Oracle Products:**
 - Hyperion Planning
 - CAPEX Planning
 - Workforce Planning
 - FDQM





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Project Objective

- Replace existing SRC Planning tool
 - Improve efficiency and accuracy of its driver based expense budgeting and forecasting process
 - Create a centralized repository for finance data and standardize the financial reports
 - Improve analytical capabilities
 - Perform workforce planning
 - Allow drill-back to its General Ledger source data – PeopleSoft
-



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Process Prior to Hyperion

- Monthly download data from various database – SRC, PeopleSoft, ODW, Excel Spreadsheet
- Manually calculate driver based expenses in Excel by Cost Center
- Lengthy timeline to complete budgeting or forecasting process
- Produce huge excel spreadsheet
- Calculated numbers were not consistent across different functional area
- No standardized reporting among finance teams
- Inability to sync the calculation back to source data

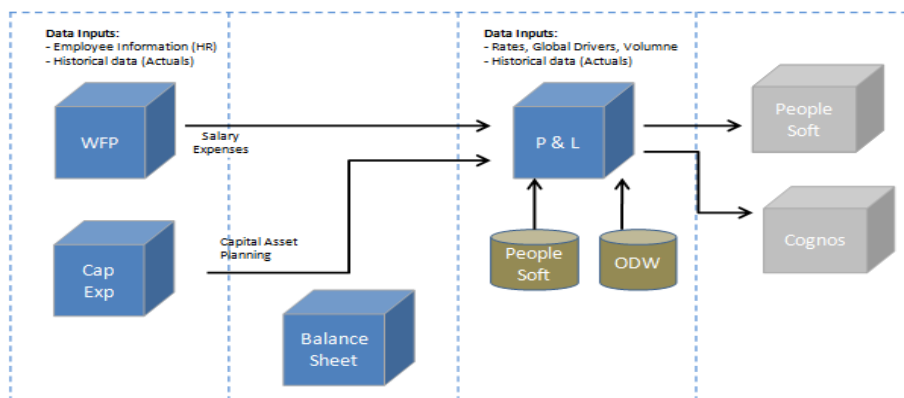


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ING Hyperion Architecture Overview



| Application | Workforce | Balance Sheet | Income Statement | People Soft / Cognos |
|----------------|--|--------------------|---|--------------------------------------|
| Description | Enter Employee data and calculate expenses | View Balance Sheet | View Income Statement and adjust expenses and revenues to meet target | Data fed back People Soft and Cognos |
| Data Transfers | | | Load financial data and HR information by dept. and by employee | |

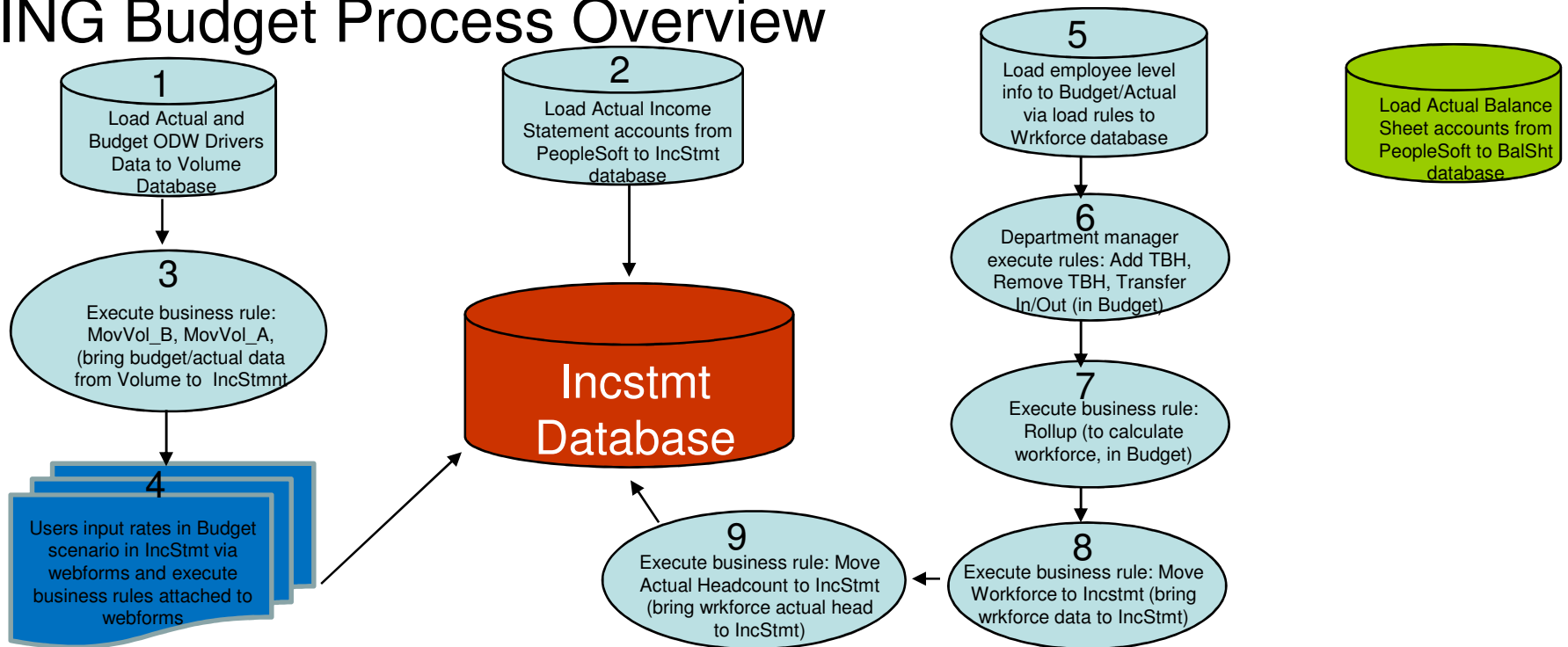


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ING Budget Process Overview






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ING Project Solution

- Essbase serves as one single repository to store financial data
 - Efficient business rules improved the flexibilities and accuracy of driver based analysis
 - Workforce module enabled employee-level planning
 - Workspace creates centralized access to enter and view data
 - Automated data integration between Hyperion and production databases
 - Instant drill-back to accounting data (Beta of DIA)
 - Security enhanced application
- 
- A solid blue horizontal bar spanning the width of the slide, located at the bottom.



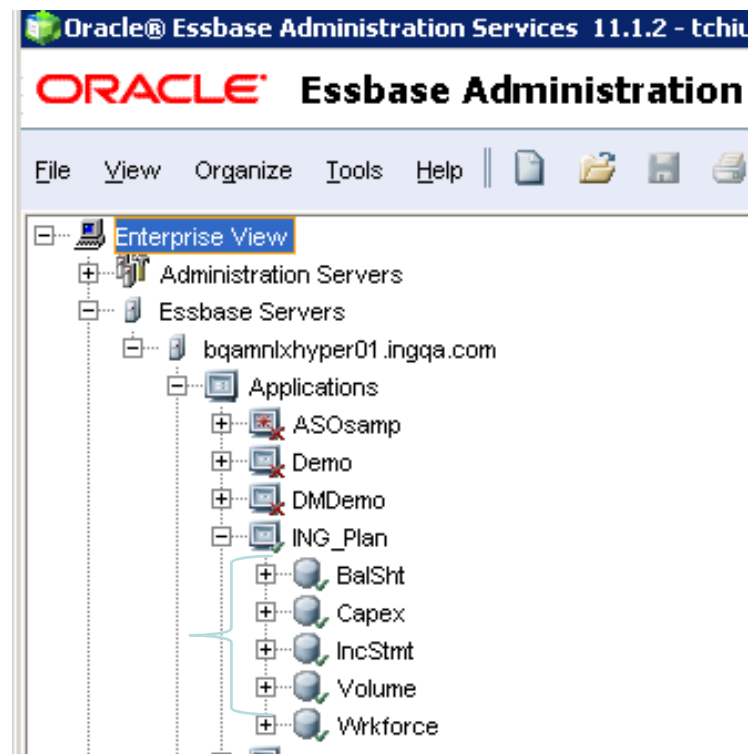
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Essbase – A Single Repository

Powerful Essbase analytic engine enabled ING to store balance sheet data, income statement data, production data, workforce data, and capital expenditure data in one single location





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Requirements: Driver Based Calculation

- Includes 50+ drivers to forecast 200+ expense accounts
 - Options to manually input drivers or run driver calculation based on historical data
 - Ability to add drivers to the calculation with low to no maintenance in business rules
 - Flexibility for calculation to perform only in needed accounts
-



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Business Rules – Driver Based Calculation

- ING has a dimension called “Data Type” that stores the different values for an expense account.
- Data Type contains “Value”, “Rate”, and “Calculated Rate”
- Value: is a financial value that can be a calculated number or an input by user
- Rate: driver rate type, input by users
- Calculated Rate: Shows the derived rate from the final expense input. If user updates the expense directly the calculated rate shows the proposed rate the user’s input would need.



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Business Rules – Driver Based Calculation

Dimensions Performance Settings Evaluation Order

Data_Type ▾

Add Dimension

Edit Dimension

Sort: Des

Expand Collapse Add Child Add Sibling Cut Paste Edit Delete Show Ancestors SH

^ ▾

Name (4 Total)

Alias (Default)

Data Storage

| | | |
|--------------------------|-----------|--------------|
| <div>[-] Data_Type</div> | Data Type | Label only |
| Value | | Store |
| Rate | | Store |
| Calculated_Rate | | Dynamic Calc |





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Business Rules – Driver Based Calculation

Driver, "Rate"
data type for
each account

JING_Plan - Marketing - Deposits, Consumer Lend...

Marketing - Deposits, Consumer Lend... JING_Plan

Old

Current

Marketing - De...

EO Transactio...

Mortgages

FDIC & OTS

Occupancy

Other

Cafe and Shoppe

Staff Expenses

Total Expense ...

Income

Central Finance

Marketing Driver 1 - Deposit Acquisitions

Marketing Driver 10 - Public Relations

Marketing Driver 2 - EO Acquisition

Marketing Driver 3 - O&B Acquisition

Marketing Driver 4 - ShareBuilder Acq

Marketing Driver 5 - Brandawareness

Marketing Driver 6 - Cafe Brandawer

Marketing Driver 7 - ShareBuilder Bra

Marketing Driver 8 - Retirement Acq

Marketing Driver 9 - Consumer Lend

Marketing Driver 10 - Public Relations

Marketing Driver 11 - Public Relations

Marketing Driver 12 - Public Relations

Marketing Driver 13 - Public Relations

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Marketing Driver 276 - Public Relations

Account, "Value" data type. Calculated based on drivers and "Rate" entered for each account

Driver, "Value" data type. User has control to input the number or to launch business rule to get an avg. historical number

Business rules to calc drivers or accounts

Driver, user input



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Business Rules – Driver Based Calculation

Driver, "Rate" data type for each account

Driver, "Value" data type. . User has control to input the number or to launch business rule to get an avg. historical number

Account, "Value" data type. Calculated based on drivers and "Rate" entered for each account

Business rules to calc drivers or accounts



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Business Rules

- Business Rules are attached to web-forms and accessible to users
- Users can view drivers and calculated expenses in composite web-forms
- Users are allowed to dynamically focus the calculation in designated intersections which make scenario planning easy
- Effective business rules enhance analytical flexibility when more drivers are added

The screenshot displays the 'ING Plan' web form. On the left, a tree view lists various business rules under categories like 'Marketing Driver 1 - Deposit Acquisition', 'Marketing Driver 10 - Public Relation', etc. The main area shows a table with columns for 'Rate', 'BegBalance', and months from 'January' to 'October'. A red arrow points to the 'Total Allocation %' row. A blue arrow labeled 'Driver input' points to the 'Gross Account OSA' and 'Gross Account OCD' rows. A light blue arrow labeled 'User can view the calculated result after launching the rule' points to the 'Total Allocation %' row.

| Rate | BegBalance | January | February | March | April | May | June | July | August | September | October | YearTotal |
|------------------------------------|------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|-----------|
| Media - Outdoor (AC6040010) | | | | | | | | | | | | |
| Postage - Marketing (AC6046110) | | | | | | | | | | | | |
| Production - Internet (AC6042070) | | | | | | | | | | | | |
| Direct Mail Production (AC6044070) | | | | | | | | | | | | |
| Promotions Giveaways (AC6046070) | | | | | | | | | | | | |
| Total Allocation % | | | | | | | | | | | | |

| | January | February | March | April | May | June | July | August | September | October |
|-------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|
| Gross Account OSA | | | | | | | | | | |
| Gross Account OCD | | | | | | | | | | |

| | January | February | March | April | May | June | July | August |
|-----|---------|----------|-------|-------|-----|------|------|--------|
| CPA | | | | | | | | |

Business Rules
attached to the
webform for users
to launch



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Requirements - Workforce Planning

- Employee-level planning
- Ability to transfer employee between departments
- Flexibility to Add or Remove new hires
- Calculate bonus based on ING's grade system
- Income tax calculated by employee location
- Medical benefits calculated by employee's selection
- Overtime calculation for hourly employees



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WorkForce Planning

- Employee-level planning improves the forecast for employee related expenses
- Employee expenses by cost center are enhanced by transferring business rules
- Sales headcounts are better managed by Add or Remove TBH

Period: BegBalance

Page BU30000_CC107600 : Finance - Acctg Rptg & Policy (BU30000_CC107600) FY11 Budget Curr

| | FT/PT | Employee_Location | Grade | Dental_Plan | Health Plan | Start Month | Salary Basis | Hours per week | New Hire_Job_Title | Pay Type |
|----------|-------|-------------------|----------|-------------|-------------|-------------|--------------|----------------|--------------------|----------|
| TBH1 | ET | | Grade_16 | Family | Family | Feb | Annual | 40 | replacement | Exempt |
| TBH2 | | | Grade_16 | Family | Family | Feb | Annual | 40 | replacement | Exempt |
| New Empl | | on Buil MN | 216 | Waived | | | | 80 | | |

Context menu for TBH1:
Add To-be-hired
Remove To-be-hired
Remove TBH En-Masse
Filter
Sort
Salary
Hourly

Right-click to
launch TBH
business rule



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Hyperion Planning

- Hyperion Planning is a web-based interface
- WorkSpace is a common access for users to enter data, view data, and launch business rule
- Planning enhances user communication through: Data Validation Rule, Supporting Detail, Add Comments, Account Annotation, Task List, and Process Management

Oracle Enterprise Performance Management System Workspace, Fusion Edition - Microsoft Internet Explorer provided by ING Direct

File Edit View Favorites Tools Help

http://bqanmshypa01.ingqa.com:19000/workspace/index.jsp

Oracle Enterprise Performance Management System ...

ORACLE Enterprise Performance Management System Workspace, Fusion Edition

HomePage ING_Plan - Marketing - Deposits, Consumer Lending & ShareBuilder - Marketing Driver 1 - Deposit Acquisition

Page Budget 2013 Go

| Version: Curr | Rate | Value |
|------------------------------------|------------|--|
| | BegBalance | January February March April May June July August September October November December Year Total |
| Media - Outdoor (AC6040010) | | |
| Postage - Marketing (AC6046110) | | |
| Production - Internet (AC6042070) | | |
| Direct Mail Production (AC6044070) | | |
| Promotions Giveaways (AC6046070) | | |
| Total Allocation % | | |

Marketing Driver 1 - Deposit Acquisition

Marketing Driver 10 - Public Relation

Marketing Driver 2 - EO Acquisition

Marketing Driver 3 - OMB Acquisition

Marketing Driver 4 - ShareBuilder Ac

Marketing Driver 5 - Brandawareness

Marketing Driver 6 - Cafe Brandava

Marketing Driver 7 - ShareBuilder Br

Marketing Driver 8 - Retirement Acq

Marketing Driver 9 - Consumer Lend

IncStmt-Mktg DepAcq CPA

IncStmt-Mktg DepAcq Value

Data Validation Messages

Data validation rule



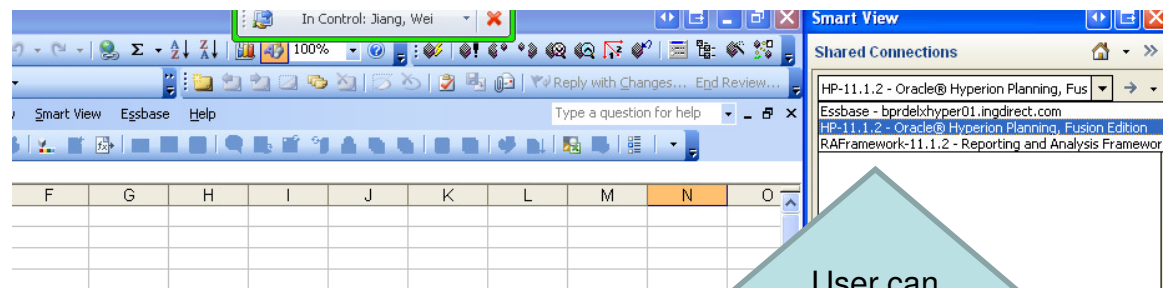
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Smart View

- Smart View provides Excel functionalities and Planning components to enable users to perform analysis with greater flexibilities
- ING utilizes Smart View to perform variance and ad-hoc analysis with consistent data



User can
connect to
Essbase or
Planning or
Financial
Reporting
through
SmartView



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Smart View

Microsoft Excel - Book2

In Control: Jiang, Wei

Smart View

Shared Connections

HP-11.1.2 - Oracle® Hyperion Planning, Fus

BPRDEMSHYPA01

ING_Plan

Forms

Admin

Balance Sheet

Capital

Driver Forms

Planning

Current

Cafe and Shoppe

Central Finance

Depreciation and Amortiz

EO Transactional Costs

FDIC & OTS

Income

Marketing - All GL Account

Marketing - Deposits, Cor

Marketing Driver 1 - C

Marketing Driver 10 -

| | A | B | C | D | E | F | G | H | I | J | K | L | M |
|----|------------------------------------|------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|-------|
| 1 | | Rate | | | | | | | | | | | |
| 2 | | BegBalance | January | February | March | April | May | June | July | August | September | October | Noven |
| 3 | Media - Outdoor (AC6040010) | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Miss |
| 4 | Postage - Marketing (AC6046110) | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Miss |
| 5 | Production - Internet (AC6042070) | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Miss |
| 6 | Direct Mail Production (AC6044070) | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Miss |
| 7 | Promotions Giveaways (AC6046070) | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Missing | #Miss |
| 8 | Total Allocation % | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 9 | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | |
| 11 | | | | | | | | | | | | | |
| 12 | | | | | | | | | | | | | |

Planning Connection.
The webform is
downloaded to Excel for
data entry



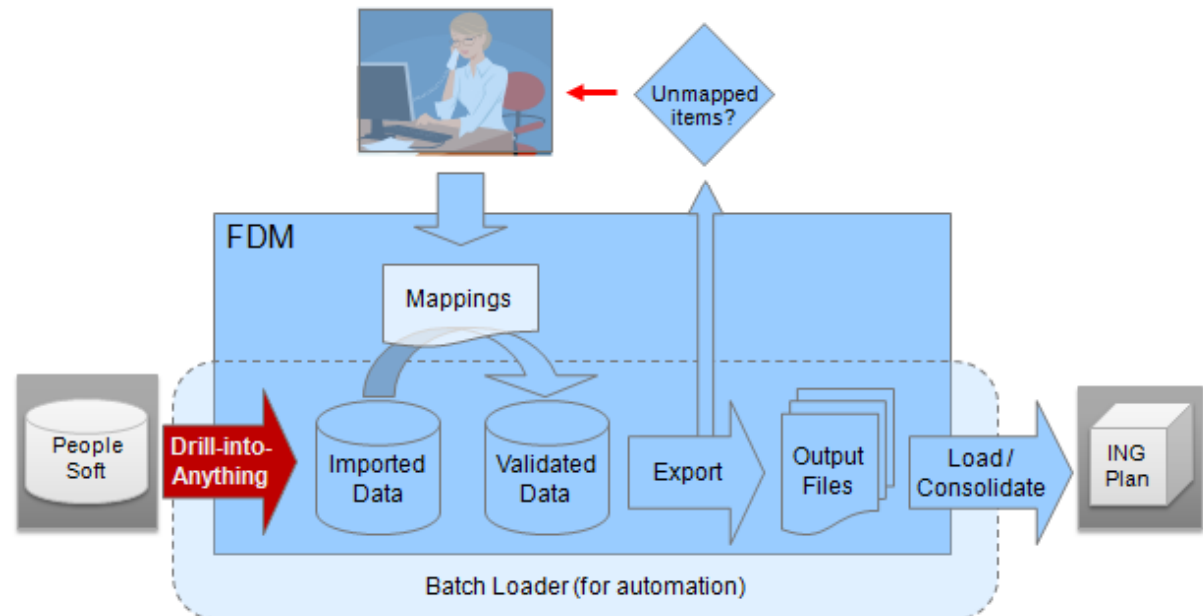
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Automated Data Integration

- Data loads are implemented with FDM to automate the process
- Metadata synchronization (to PeopleSoft) is parallel to data load process to manage 560+ accounts, 170+ products, and 260+ cost centers
- Automated data integration allows ING to reduce data time and enhance data integrity





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Drill-Back to PeopleSoft

- Drill-Back enables ING to view detailed accounting transaction without logging into PeopleSoft

| | January | Feb | | May | June | July |
|---|---------|-----|----|-----|------|------|
| [-]AUTOM_DEPR_EXP (AUTOM_DEPR_EXP) | | | | | | |
| Data Communications - Voice (AC6030000) | | | | | | |
| Data Communications - Data (AC6030010) | | | | | | |
| Data Communications - Mobile (AC6030020) | 358,93 | 144 | 82 | 37 | 45 | 45 |
| [-]COMM (COMM) | 359 | 144 | 82 | 37 | 45 | 45 |
| ATM Automation Costs (AC6032000) | | | | | | |
| Computer Leasing Costs (AC6032010) | | | | | | |
| Non Capitalized Hardware (AC6032020) | | | | | | |
| Supplies and Service (copier) (AC6032030) | | | | | | |

The green arrow indicates that drill-through is available



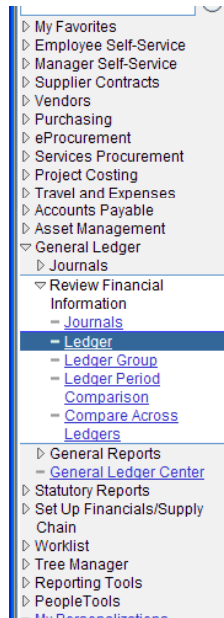
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Drill-Back to PeopleSoft

- Drill-back by double clicking in cells to open the source system and view detail GL transaction
- MindStream's DIA solution enhances Oracle FDQM Drill-back by drill back into any ERP and to sub-ledger detail



Ledger Inquiry

Transaction Details

| Ledger Criteria | | | | | | |
|---|-------|--------|-------------|-------------|-----------|----------------------|
| Inquiry Name | Unit | Ledger | Fiscal Year | From Period | To Period | Currency Stat |
| *DEFAULT | 30000 | LOCAL | 2011 | 1 | 1 | |
| <input type="checkbox"/> Show YTD Balance <input type="checkbox"/> Include Closing Adjustments | | | | | | |
| <input checked="" type="checkbox"/> Show Transaction Details <input type="checkbox"/> Only in Base Currency | | | | | | |
| | | | | | | Max Ledger Rows: 100 |

Go To [Inquiry Criteria](#)

[Transaction Criteria](#)

Transaction Details

Find | View All | First1 of 1 | Last

Ledger by Period and Chartfields

Customize | Find | 1 of 1

| Period | Account | Dept | Affiliate | Account Description | Stat |
|--------|---------|--------|-----------|------------------------------|------|
| 1 | 6030020 | 107600 | | Data Communications - Mobile | |

Amount (in Transaction Currency):358.93 USDAmount (in Base Currency):358.93 USD

Journals

Customize | Find | First1-2 of 2 | Last

| Journal ID | Line Descr | Date | Seq | Stat Amt | N/R | Amount (in Transaction Currency) | Currency | Amount (in Base Currency) | Base Currency |
|----------------------------|----------------------|------------|-----|----------|-----|----------------------------------|----------|---------------------------|---------------|
| EXA0044034 | TRANS FROM EX MODULE | 01/13/2011 | | 0.00 | N | 313.94 USD | | 313.94 USD | |
| EXA0044159 | TRANS FROM EX MODULE | 01/19/2011 | | 0.00 | N | 44.99 USD | | 44.99 USD | |



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Security

- ING implemented strict security to protect the data
- Security added to Dimensions to control data entry:
 - Scenario, Version, and Year
- Enforced in employee related accounts to protect privacy
- Placed in Web-Forms and Business Rules to limit users' access
- Separated by roles to empower super users
- User group were created to reduce the security maintenance



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Questions ?

Thank You !

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