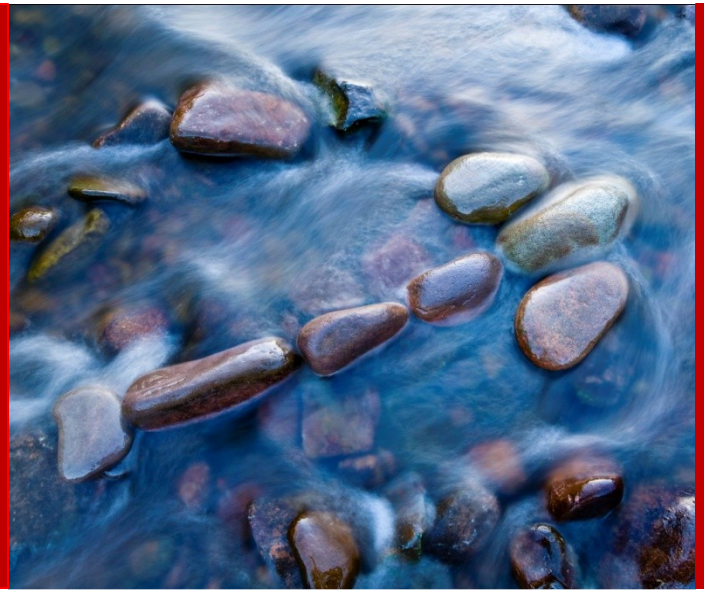

Essbase Analytics Link: On-Demand Essbase Cubes for HFM Financial Data

MINDSTREAM® ANALYTICS

2.28.11

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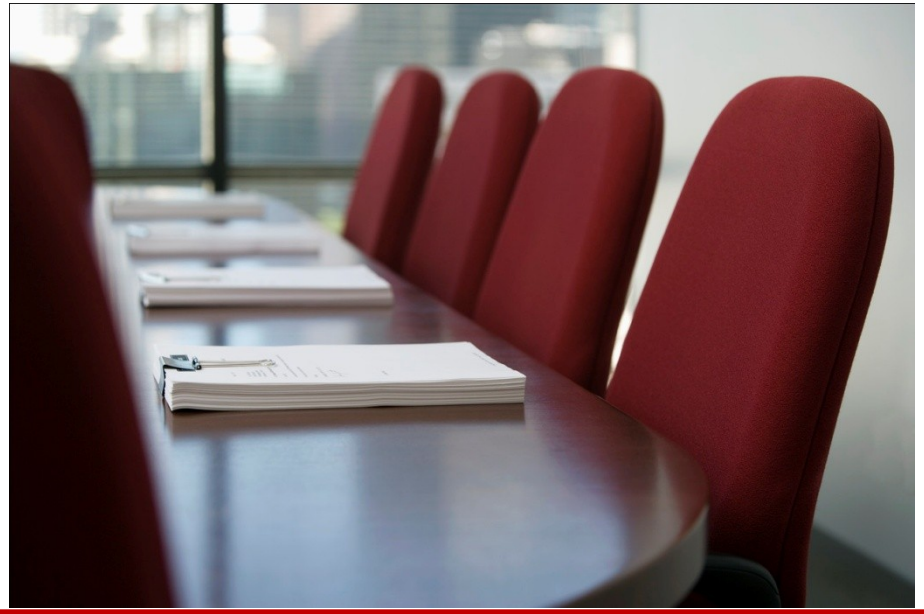
AGENDA

- About MindStream Analytics
- Objectives of the Webinar
- What is EAL
- Why EAL?
- How does EAL work
- EAL Components
- Other Uses for EAL
- EAL Setup
- Post Synchronization Results
- EAL Demonstration
- Q&A



MindStream Analytics

MindStream Analytics helps companies identify, implement and manage technology that allows them to effectively analyze and predict key metrics. MindStream Analytics is a consulting and managed services provider that specializes in the implementation and management of financial and analytic applications. For more information, please visit http://www.mindstreamanalytics.com.

Objectives of the Webinar

Attendees will learn about:

- What is Essbase Analytics Link / Why use it?
- EAL Components
- Deploying a fully functional and customized Essbase Cube
- Populated with HFM data at all levels of aggregations
- With only a few clicks
- Without Prior knowledge of Essbase

What is Essbase Analytics Link for HFM

Oracle Essbase Analytics Link for Hyperion Financial Management enables the delivery of effective management and financial analytic reporting to a broad user community. It integrates and merges multiple operational data sources into a single data model, providing detailed information for analytical measurements (KPIs) and the application of advanced analytics. Merging financial and operational information in a single platform makes it easy to deliver a comprehensive management reporting environment.

Why EAL?

- Merge different sources of information into one single data model
- Combines information from Relational and OLAP into one OLAP model to streamline Management Reporting
- Real-time and on-demand synchronization by the push of a button
- Facilitate movement of Financial Data with complex financial, consolidation, or aggregation rules
- Eliminates Data Latency – automatic data push
- Can select which Metadata and Data gets pushed to Essbase with simple selection screens
- Requires easy-to-setup steps:
  - Setup Analytics Link Server (5 min)
  - Setup HFM Server and Application Name (5 min)
  - Setup Essbase Server, Application and Database Name (5 min)
  - Setup EAL Bridge (10 min – depends on mapping)

How does EAL for HFM work

- Setup and Executed through Essbase Administration Services
- Setup Connection Points for HFM and Essbase through “Analytics Link Servers” section in EAS
- Does NOT require building an outline, import / export, or data integration
- Once connections are setup – update mapping which will be used to create the outline
- Create the Database / Outline with one push of a button
- One button push to synchronize Metadata / Data between HFM and Essbase application. Can choose to automate this at various times
- Updates instantly available via Essbase application through Hyperion Reporting tools (Reporting / Smartview, Web Analysis, etc.) for analysis

EAL Components

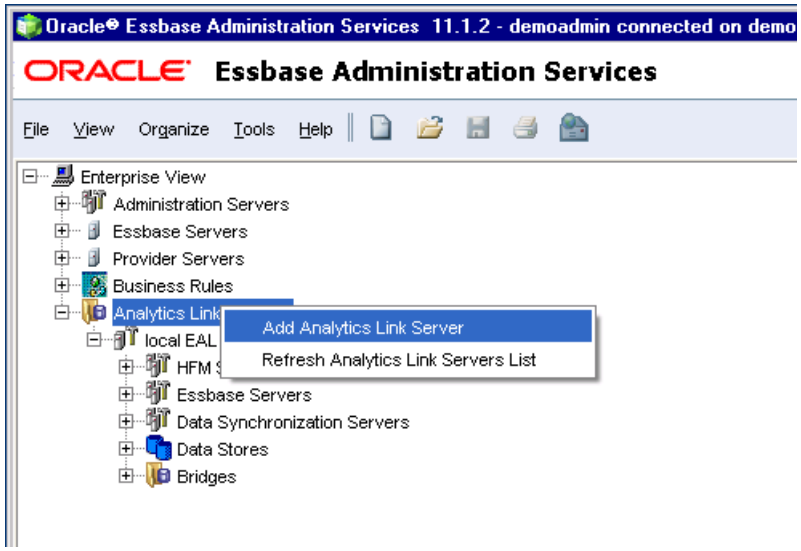
- Analytics Link Application Server
  - Manages Metadata Extraction from HFM
  - Creates Essbase Outline
- Analytics Link Repository
  - Stores Metadata from HFM
  - Ensures consistency between HFM and Essbase
- Analytics Link Data Synchronization Server
  - Creates EAL application
  - Performs Data Aggregation on demand
  - Synchronizes Data with HFM
- Analytics Link Administration Services Console Plug-in
  - User Interface and Administration
- Analytics Link Financial Management Connector – to HFM

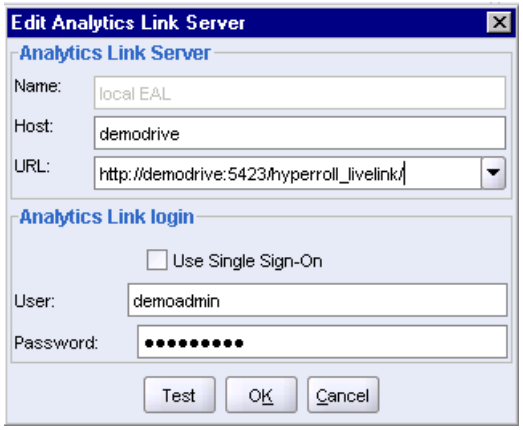
Other Uses for EAL

- Can create Relational Data Stores for:
  - Extracting Metadata and Data into a Relational Database
  - Storing Mapping Tables for Essbase Outline Customizations
  - Joining Multiple FM Dimensions into an Essbase Dimension
- Can change the look of the members (Such adding a Parent name to the Child name – i.e. – Parent.Child
- Can extract Currency information (Custom 1 and 2)
- Resolves Duplicate Names
- Can write SQL statements to map changes to the member names in the outline
- Can create an off-line database (that will remain static)

EAL Setup

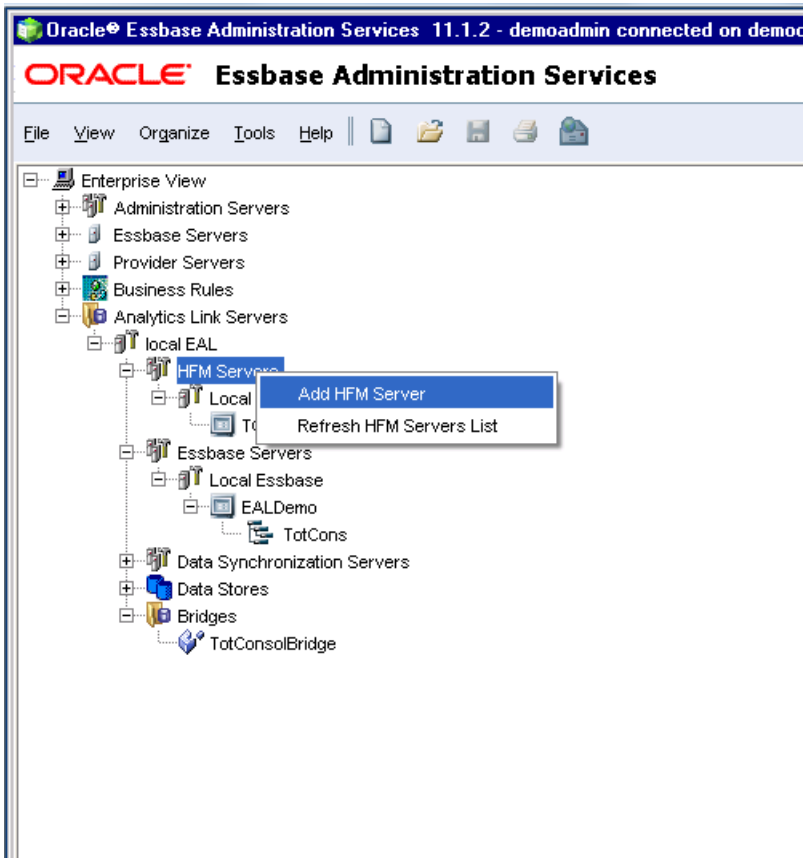
Setup Analytics Link Server (URL based on WebLogic or Apache Tomcat)

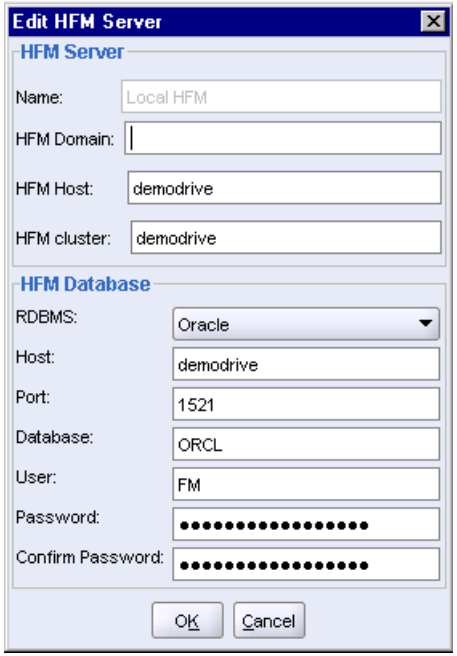




EAL Setup

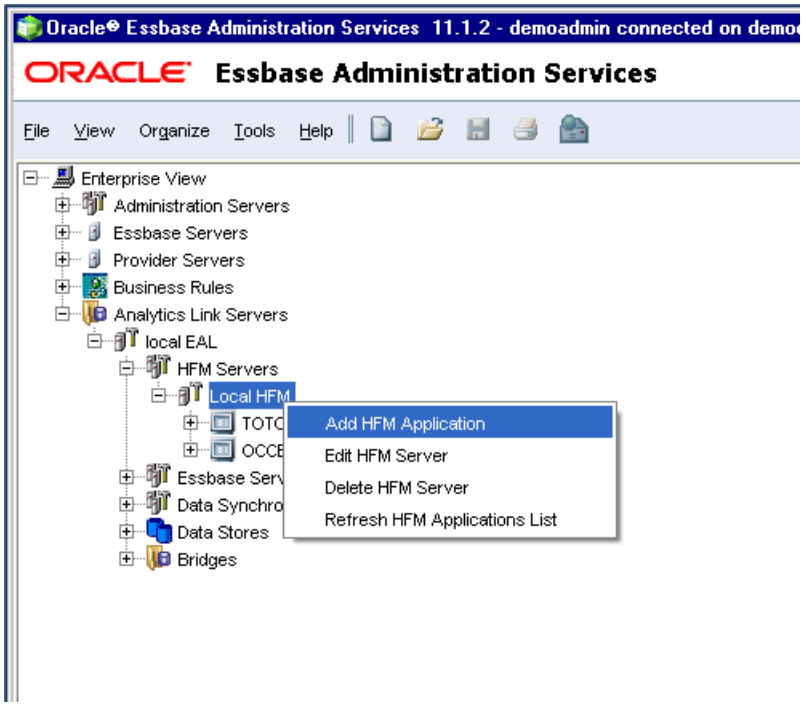
Setup HFM Server (Parent to hold HFM applications)

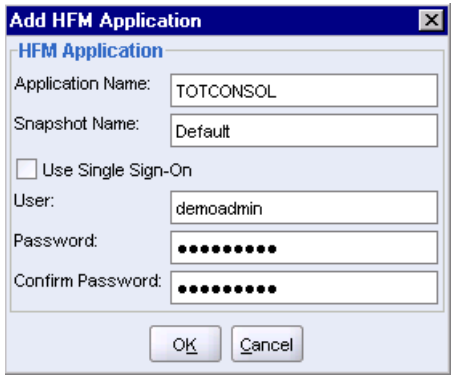




EAL Setup

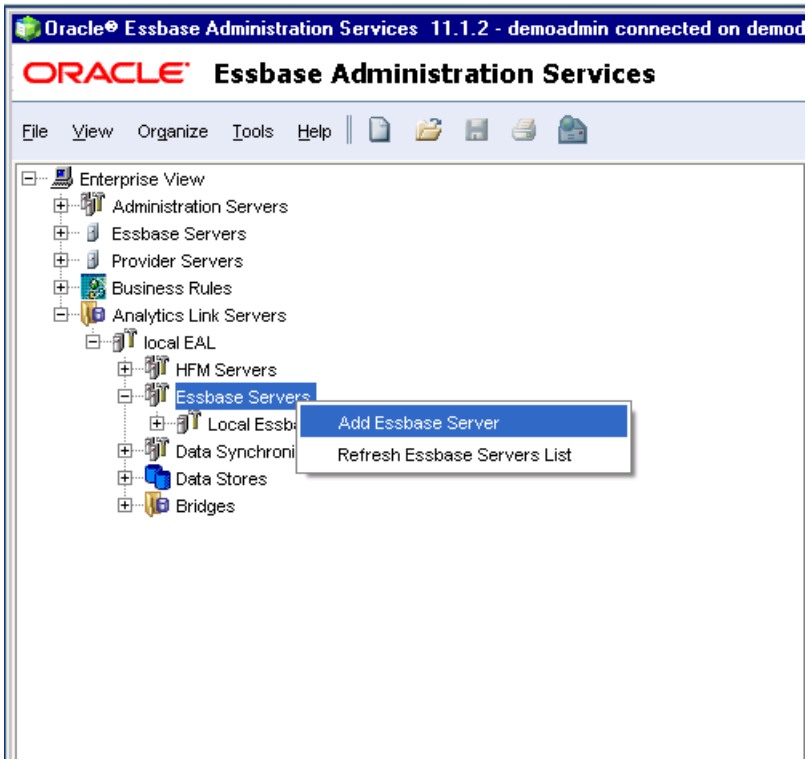
Setup HFM Application (Match name with HFM application)

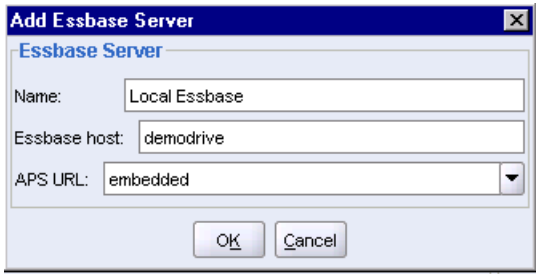




EAL Setup

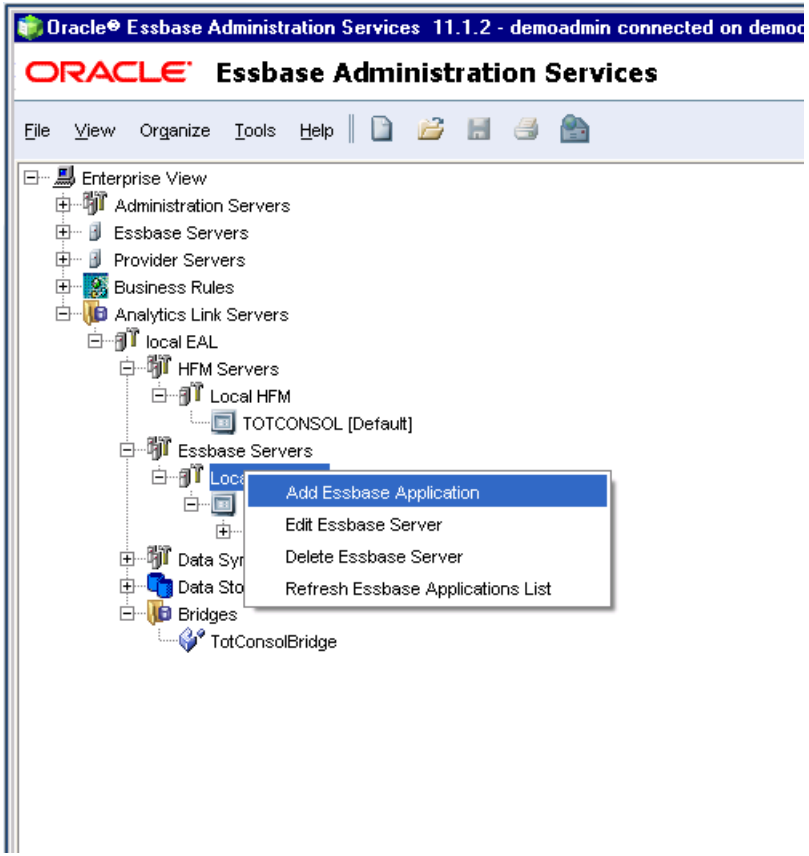
Setup Essbase Server (Parent to hold Essbase application and database)

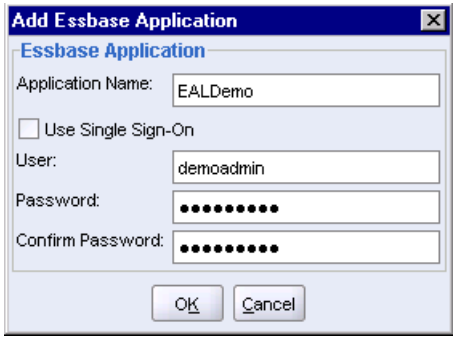




EAL Setup

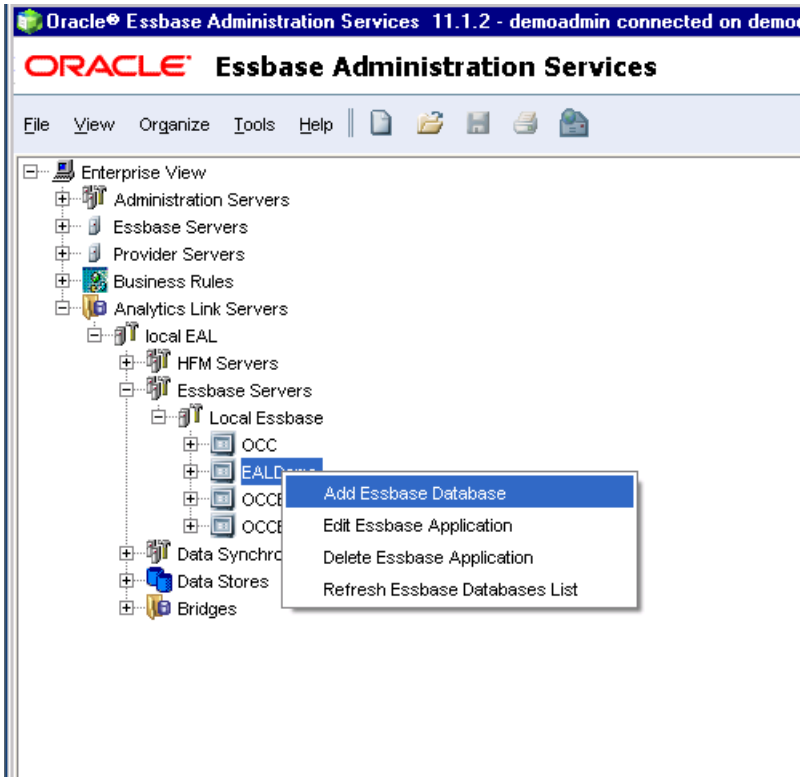
Setup Essbase Application (Can name this within parameters of Essbase)

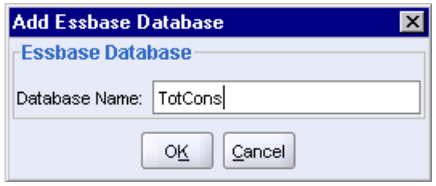




EAL Setup

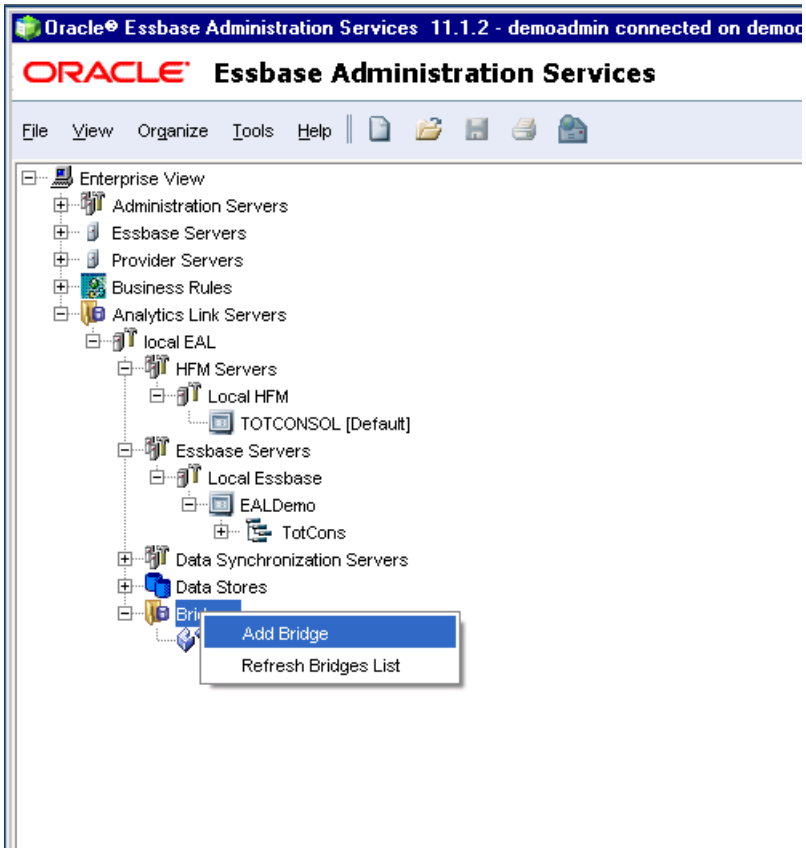
Setup Essbase Database (Create Database Name)

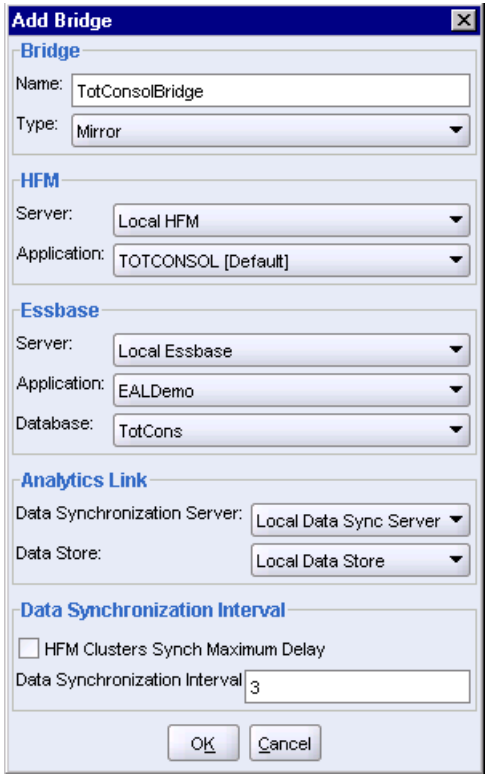




EAL Setup

Setup Bridge (Links HFM to Essbase applications as defined before)



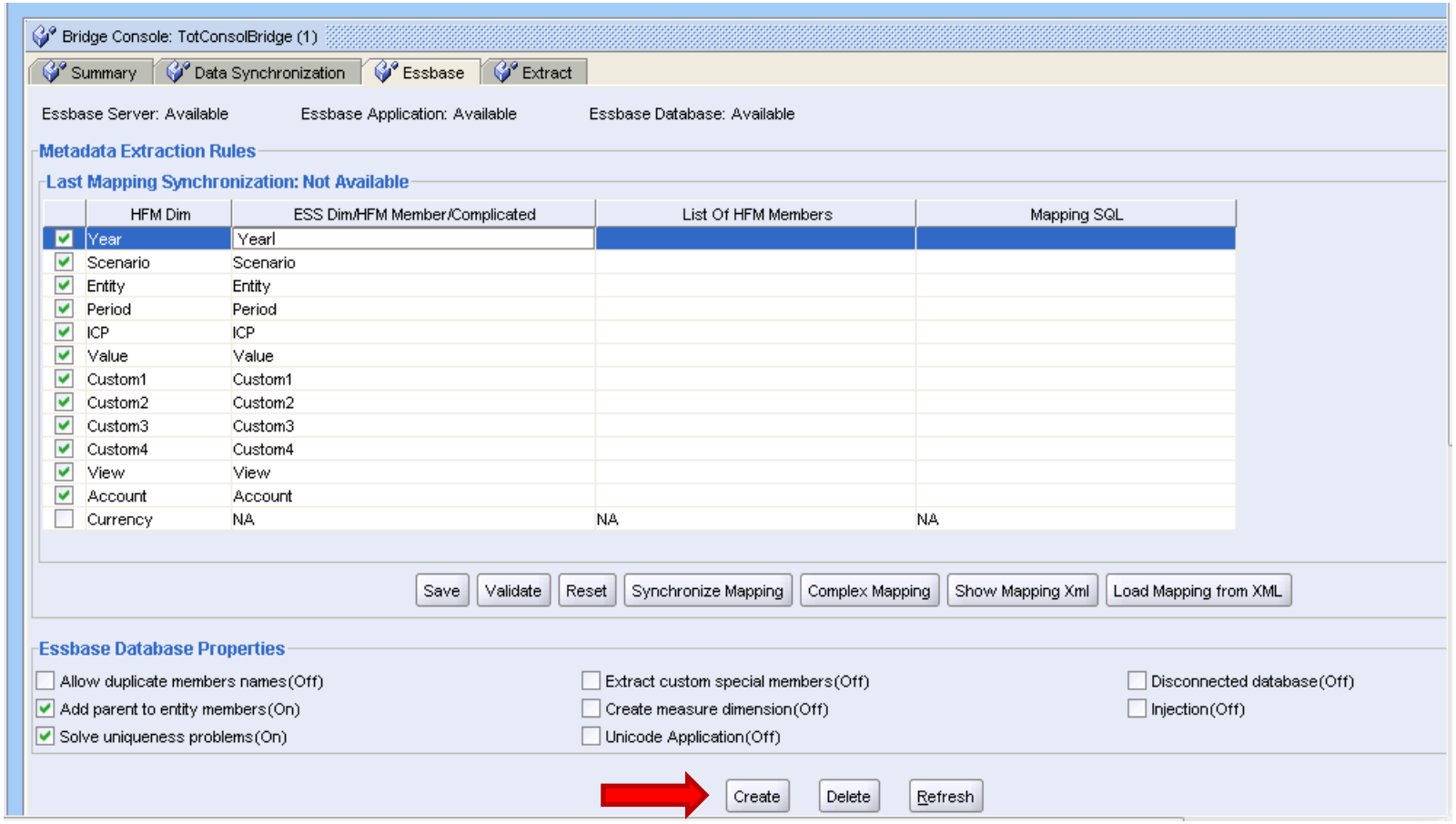


Default setting for Bridge

Synch time (seconds)

EAL Setup

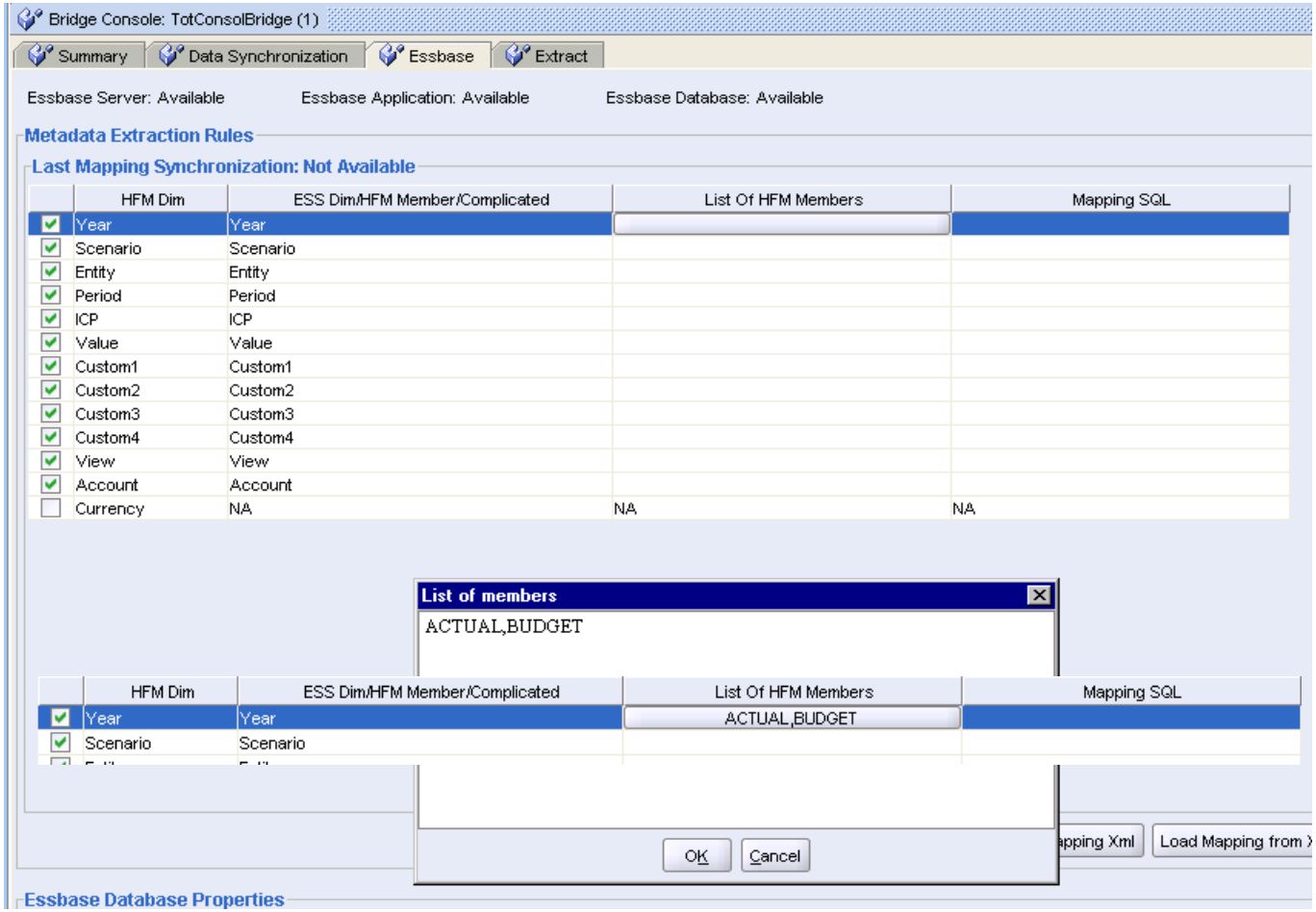
Setup Essbase Outline Dimension names and Member Selections)



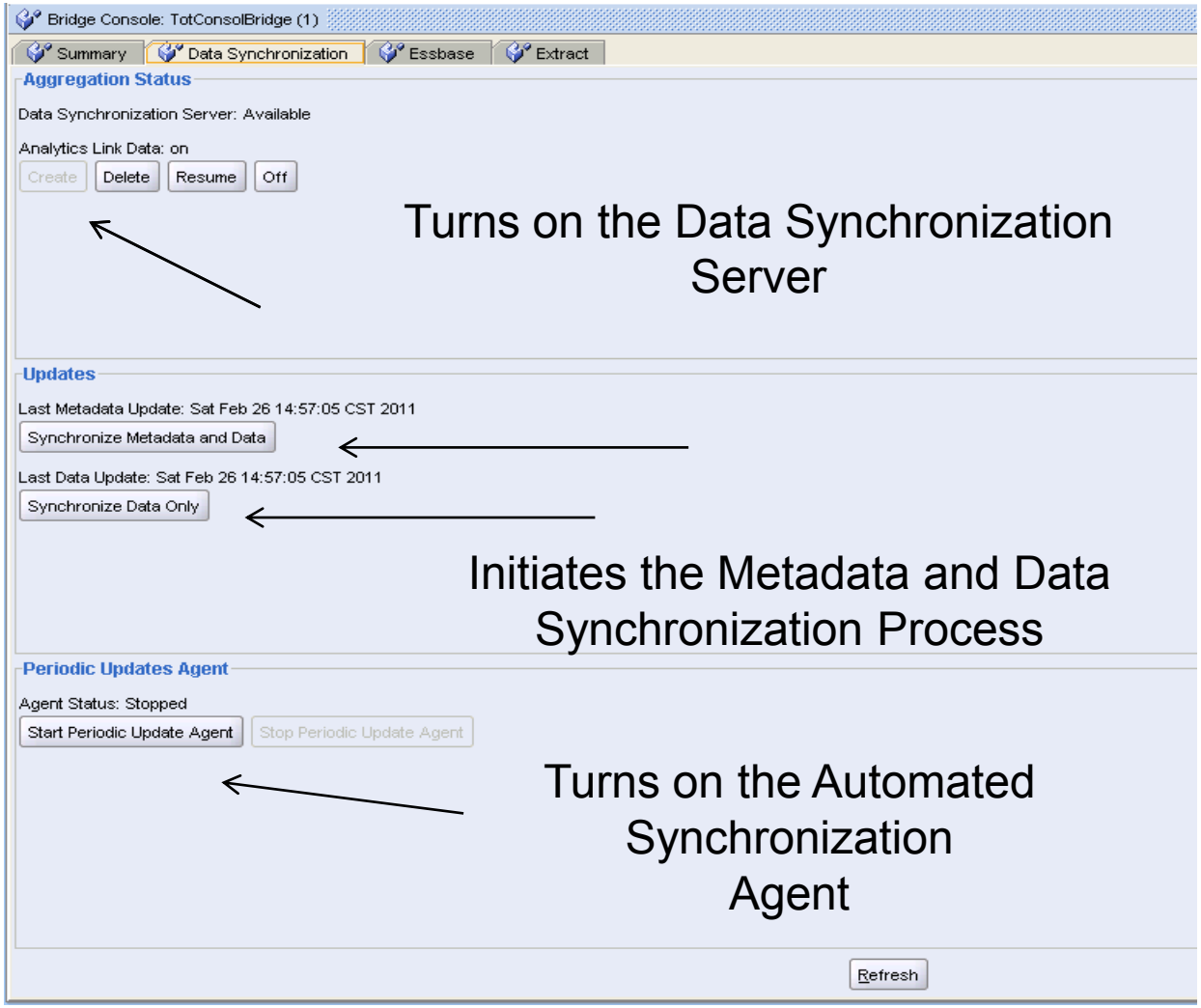
"Create" button creates the Database Outline

EAL Setup

Select specific members to extract from HFM and place those in Outline



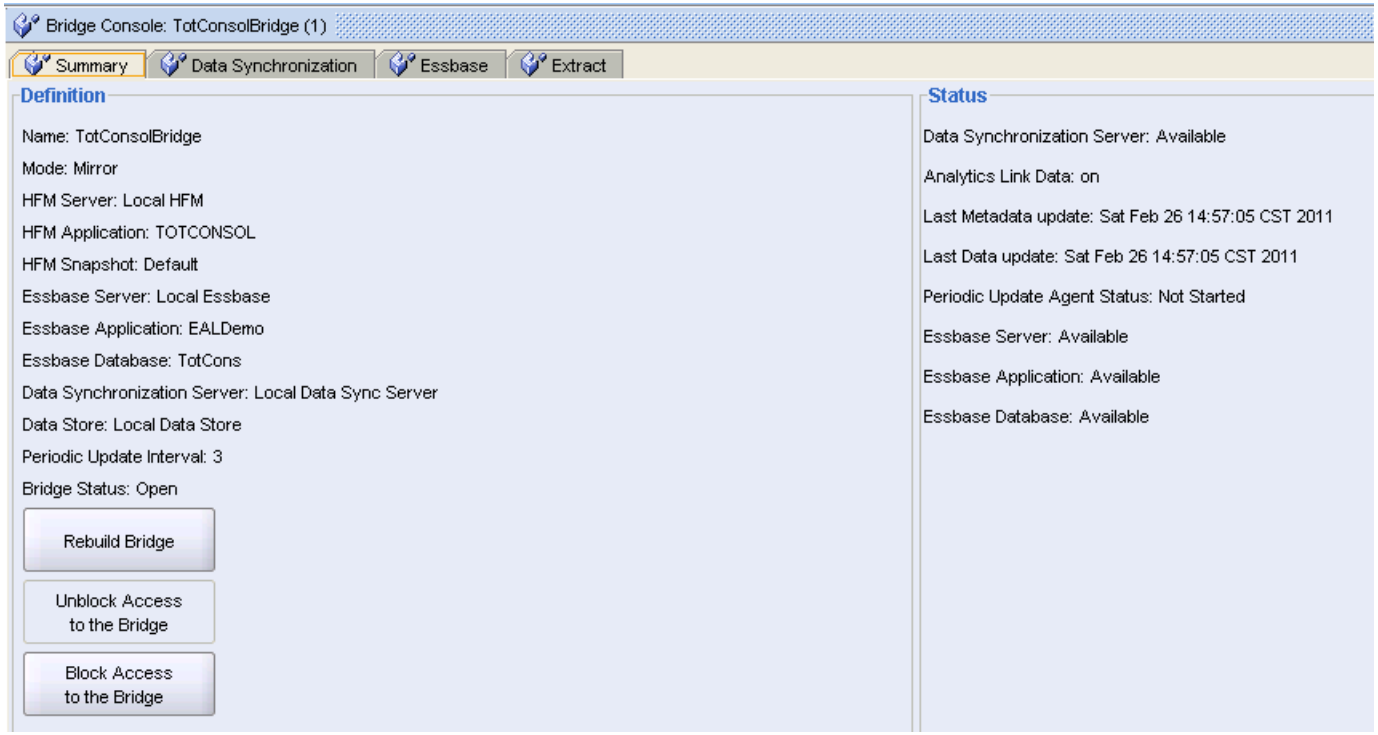
EAL Setup



Bridge Console Settings in EAL

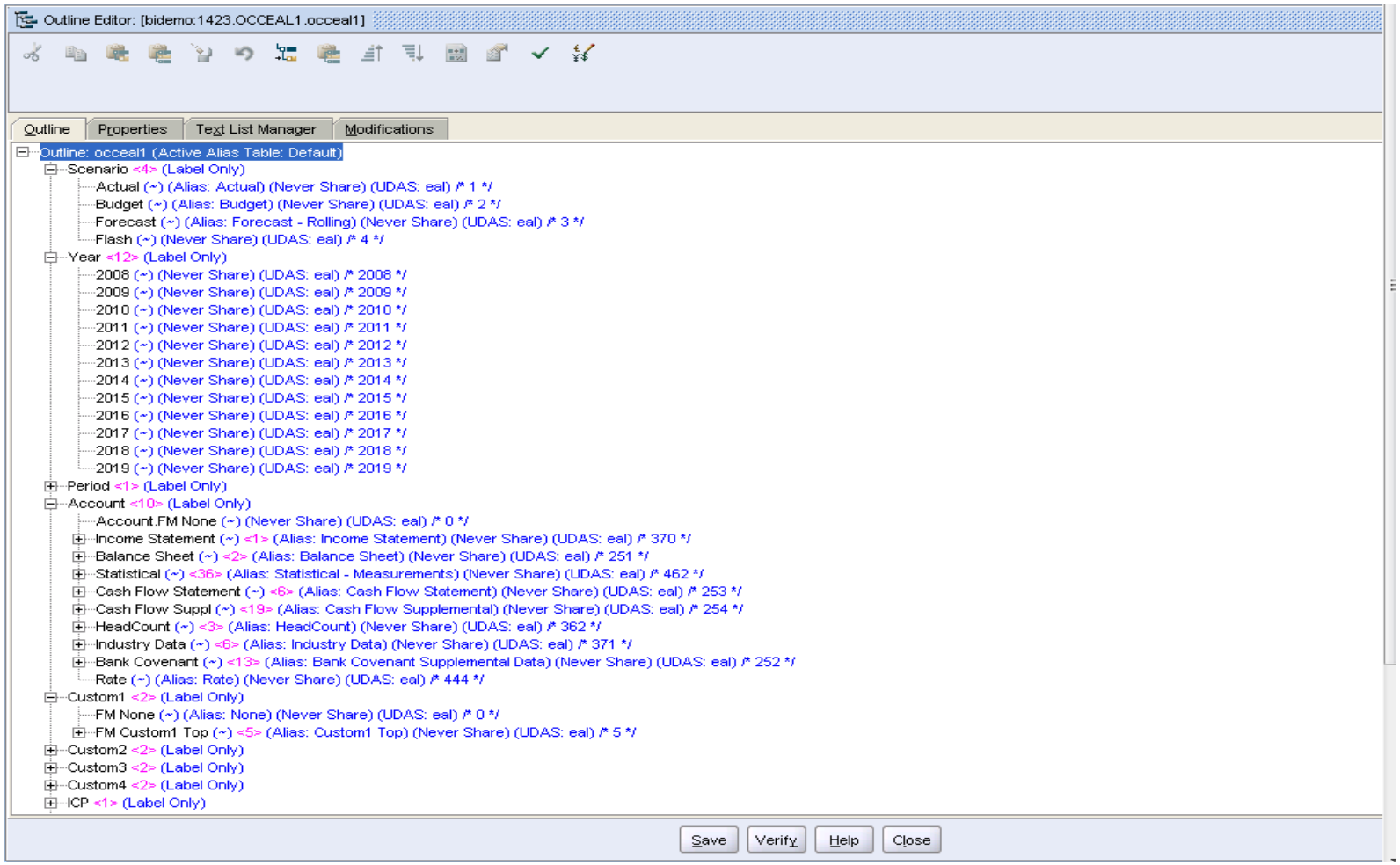
EAL Setup

Bridge Console Summary Page in EAL



Post Synchronization Results

New Essbase Outline created from EAL Synchronization



Post Synchronization Results

New Essbase Application compared to HFM

Book1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1		January	January	January	February	February	February	March	March	March				
2		2008	2009	2010	2008	2009	2010	2008	2009	2010				
3	Actual	-	4168867.6	722912.54	-	7617257.66	2599833.87	-	10546985.16	5198651.37				
4	Budget	-	-	2608873	-	-	5158389	-	-	8234394				
5	Forecast - Rolling	-	-	-	-	-	-	-	-	-				
6	Flash	-	-	-	-	-	-	-	-	-				

Essbase

Oracle Enterprise Performance Management System Workspace, Fusion Edition - Windows Internet Explorer

ORACLE Enterprise Performance Management System Workspace, Fusion Edition

Logged in as demoadmin | Help | Logout

vigate File View Favorites Tools Administration Actions Help

Explore

HomePage OCCEAL

Search Advanced

View: <Scenario View> | Entity:Consol.OCCG | Value: <Entity Currency> | Account:EBITDA_Adj | ICP:[ICP Top] | CUSTOM1:[Custom1 Top] | CUSTOM2:Prod

Period	January		February		March	
Scenario / Year	2009	2010	2009	2010	2009	2010
Actual	4,168,868	722,913	7,617,258	2,599,834	10,546,985	5,198,651
Budget		2,608,873		5,158,389		8,234,394
Forecast						
Flash						

HFM

EAL Demonstration

- Setup of EAL components
- Run the Synchronization
- View the newly created Essbase Outline
- View Essbase data from HFM in Smartview

Questions

MINDSTREAM ANALYTICS

Thank You!

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