



OBIEE vs Hyperion Financial Reports: Oracle's Future in EPM Reporting



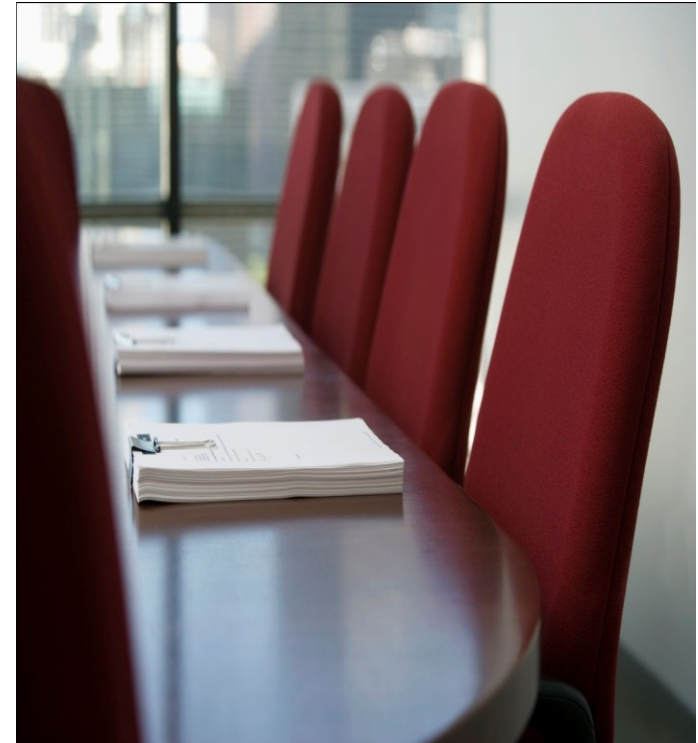
MINDSTREAM[®]
ANALYTICS

**Alex Ladd
Sr. Partner
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The Webinar will start at 12:05pm

Agenda

- Introduction
- Audience Participation
- Today's Goals
- What BI Publisher is good at
- What Financial Reports is good at
- Some Comparisons
- Which Tool is for you?
- The Bottom Line
- Questions



Alex Ladd

- 14 Years of Planning/Essbase Experience
- OAUG Hyperion SIG Essbase Domain Lead
- Senior Partner – MindStream Analytics

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Audience Participation

- How many of you are Hyperion Financial Reporting Users?
 - What data sources do you use? (Essbase, Planning, HFM)
- How many using OBIEE?
 - Are you here because your organization might start using a Hyperion tool?
- How many have both currently?

Today's Goals

- What are the differences between Financial Reporting & OBIEE?
 - Financial Reports is actually best compared to BI Publisher
- Is OBIEE replacing Financial Reports?
 - I don't work for Oracle
- Is future development of Financial Reports a wasted effort?

What is BI Publisher Good At?

- BI Publisher is a Production Reporting Tool that was built for many purposes
 - Data Sources
 - BI Publisher Can pull from an almost Unlimited list of data sources
 - You can even create one on the fly from a file on your pc!!!
 - Graphics!
 - BI Publisher has an updated set of graphics and the charts and graphs it creates are very high quality
 - Integration
 - BI Publisher has been recently redesigned and will integrate with many things now and in the future
 - Ease of use for users
 - BI Publisher has lots of features for end users that make it simple to consume the data

BI Publisher – Data Sources

- Data Sources
 - JDBC Connection – Relational Databases
 - JNDI Connection – Java API connection
 - File – Upload a file from your PC
 - LDAP Connection – Query information about users from Microsoft Active Directory
 - OLAP Connection – ESSBASE!!!!



Data Sources

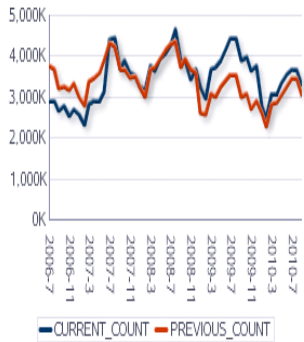
- JDBC Connection
- JNDI Connection
- File
- LDAP Connection
- OLAP Connection

BI Publisher – Graphics

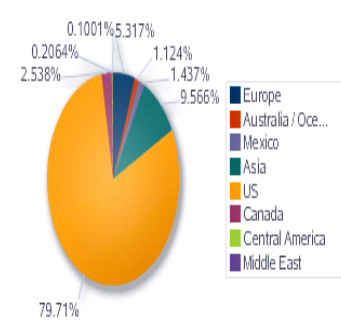
BI Publisher

Domestic International 2006 2007 2008 2009 2010

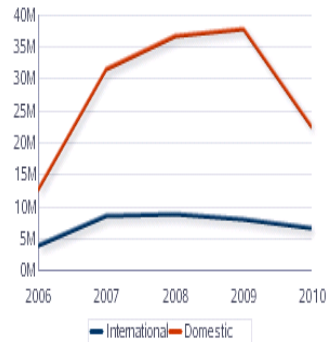
of Passengers Trend



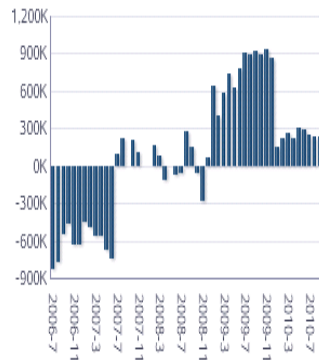
of Passengers by Region



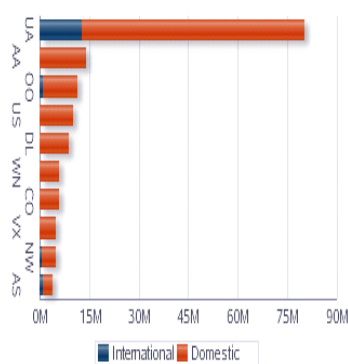
of Passengers Trend by Year



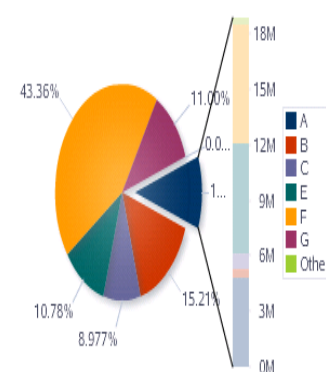
of Passengers Change



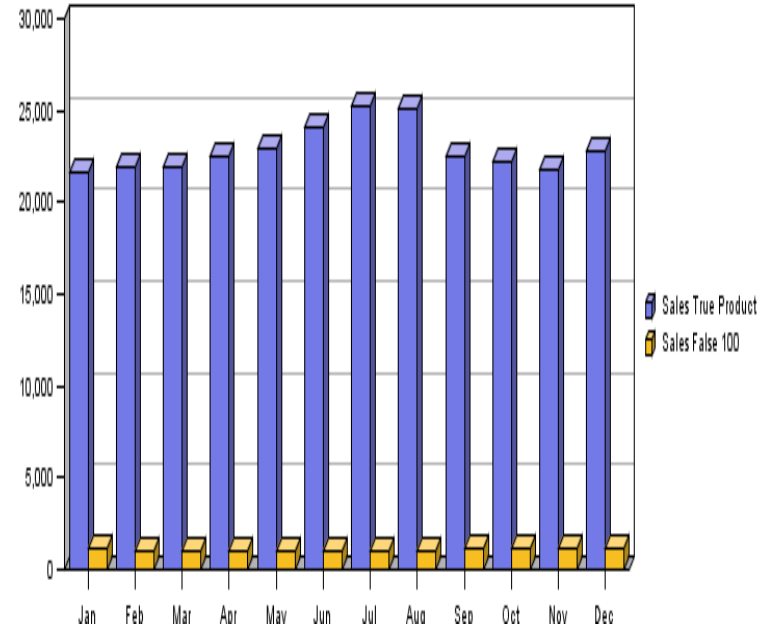
Top 10 Air Line Companies



of Passengers by Boarding Area



Financial Reports



BI Publisher - Integration

- BI Publisher is all XML
- XML is now a standard
 - Even XBRL is founded on XML principles
- Oracle Foundation – development & future roadmap
- New software will use XML standard



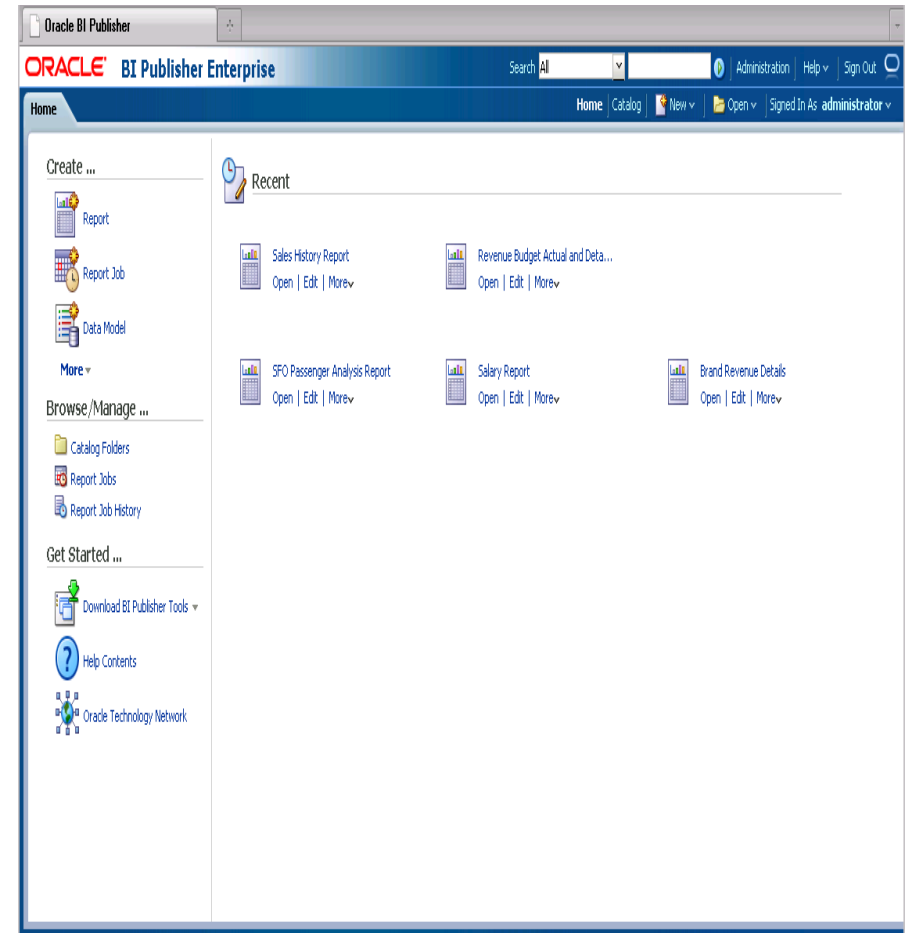
Delivery

- Delivery Configuration
- Printer
- Fax
- Email
- WebDAV
- HTTP
- FTP
- CUPS Server

BI Publisher – Ease of Use

Built on Oracle's development path

- Easy Web Interface for users
- Easy to change views
- Change View types easily
- Go right into a Pivot Table!



BI Publisher – Ease of Use



BI Publisher – Ease of Use

ORACLE BI Publisher Enterprise

Search All Administration Help Sign Out

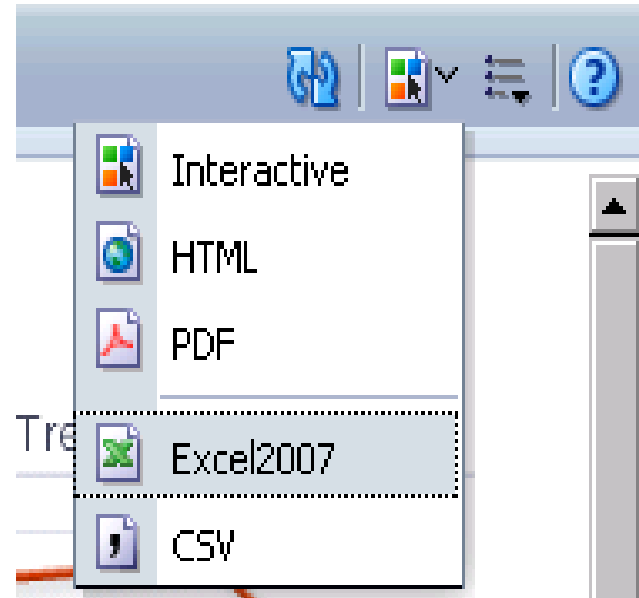
SFO Passenger Analysis Report Home Catalog New Open Signed In As administrator

Introduction Insight Detail Trend Pivot Table

		Domestic	International	2006			2007			2008			2009			2010		
Region	Airline Code	Deplanned	Enplanned	Thru / Transit	1	2	3	4	5	6	7	8	9	10	11	12		
Canada	Alaska Airlines				2006			2007			2008							
Mexico	Aeromexico				Passenger Count	Previous Year	Yr Ago % Change	Passenger Count	Previous Year	Yr Ago % Change	Passenger Count	Previous Year	Yr Ago % Change	Passenger Count	Previous Year	Yr Ago % Change		
US	Aer Lingus				Air France	119,952	119,337	0.52%	231,093	235,893	-2.03%							
Asia	AirTran Airways				Air New Zealand	85,369	57,989	47.22%	181,811	157,560	15.39%							
Australia / Oceania	Air Canada				Alaska Airlines	119,014	119,531	-0.43%	886,389	808,460	9.64%							
Central America	Air China				All Nippon Airways	73,872	70,884	4.22%	148,832	144,313	3.13%							
Europe	Air France				American Airlines	1,740,678	1,719,412	1.24%	3,446,573	3,302,046	4.38%							
Middle East	Air New Zealand				American Eagle Airlines	46,784	55,939	-16.37%	96,166	97,745	-1.62%							
	All Nippon Airways				Asiana Airlines	52,875	56,446	-6.33%	106,507	106,370	0.13%							
	American Airlines				BelAir Airlines	2,172	2,397	-9.39%	0	0								
	American Eagle Airlines				British Airways	220,482	205,316	7.39%	429,430	433,421	-0.92%							
	Airlines				Cathay Pacific	123,756	120,704	2.53%	275,313	251,407	9.51%							
	Ameriflight				China Airlines	124,617	128,662	-3.14%	251,242	254,284	-1.20%							
	Asiana Airlines				Continental Airlines	683,277	642,315	6.38%	1,337,727	1,259,048	6.25%							
	BelAir Airlines				Delta Air Lines	1,321,672	1,036,036	27.57%	2,127,108	1,694,670	25.52%							
	British Airways				EVA Airways	153,236	139,737	9.66%	318,927	297,488	7.21%							
	Cathay Pacific				Hawaiian Airlines	85,883	89,401	-3.94%	172,502	171,071	0.84%							
	China Airlines				Horizon Air	54,903	56,382	-2.62%	101,109	105,693	-4.34%							
	Continental Airlines				Icelandair	23,463	23,384	0.34%	0	0								
	Delta Air Lines				Japan Airlines	100,782	97,226	3.66%	204,424	195,831	4.39%							
					KLM Royal Dutch	95,428	105,889	-9.88%	246,588	187,069	31.82%							

BI Publisher – Ease of Use

- Download into Excel!
- Oracle understands the differences between the two
- Email out with PDF
- Continue to Analyze with Interactive
- Download into CSV to feed to another system



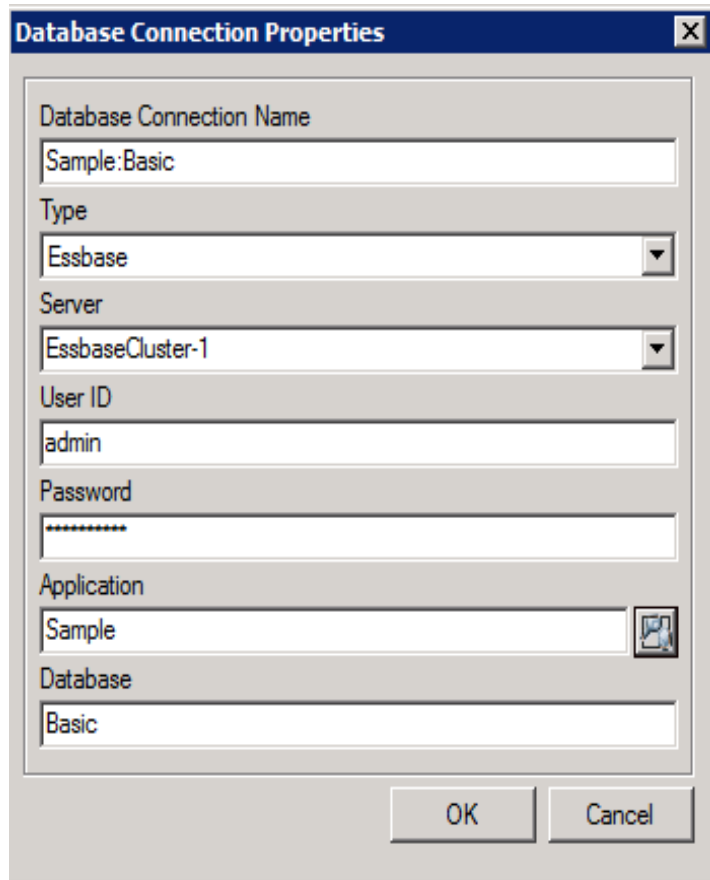
What is Financial Reports Good At?



- **Financial Reports is a Reporting Tool that was specifically built for EPM data sources**
 - **Uniquely Designed to Report against Essbase & HFM**
 - **Features built to handle HFM & Planning application peculiarities**
 - **Built to handle not having a date but having Year and Period**
 - **In Report Calculation functionality is very strong**
 - **All kinds of Conditional Formatting and Financial equations built in**
 - **Calculating Rows with multiple dimensions is easy!**
 - **Ease of creating new reports**
 - **This is an end user report creation and management tool**
 - **Easy to create data sources**
 - **Easy for a business user to understand the management of this tool**

Financial Reports – Purpose Built

Easy Data Sources



Database Connection Properties

Database Connection Name: Sample:Basic

Type: Essbase

Server: EssbaseCluster-1

User ID: admin

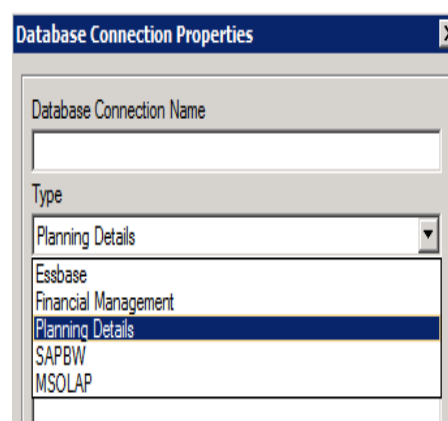
Password: [Redacted]

Application: Sample

Database: Basic

OK Cancel

Purpose Built for Hyperion

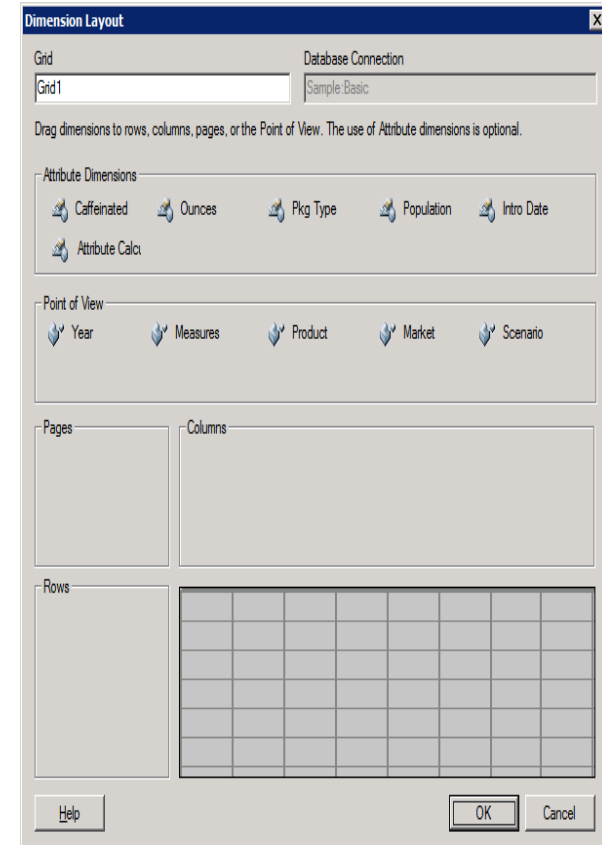


Database Connection Properties

Database Connection Name: [Empty]

Type: Planning Details

- Essbase
- Financial Management
- Planning Details
- SAPBW
- MSOLAP



Dimension Layout

Grid: Grid1 Database Connection: Sample:Basic

Drag dimensions to rows, columns, pages, or the Point of View. The use of Attribute dimensions is optional.

Attribute Dimensions: Caffeinated, Ounces, Pkg Type, Population, Intro Date, Attribute Calc.

Point of View: Year, Measures, Product, Market, Scenario

Pages: [Empty]

Columns: [Empty]

Rows: [Grid]

Help OK Cancel

Financial Reports – Calculations

Grid1

				A	B
					Year
1	Sales	True	Product	Caffeinated Sales	#
2	Sales	False	100	Non Caffeinated Colas Sales	#
3					
4	Sales	False	200, 300, 400		#
5	row[4]			All Other Sales	= #
6					
7	Sales	Caffeinated	Product	Total Sales	#

				▲Year
Sales	True	Product	Caffeinated Sales	274,752
Sales	False	100	Non Caffeinated Colas Sales	12,841
row[4]			All Other Sales	113,539
Sales	Caffeinated	Product	Total Sales	401,132

Comparison

BI Publisher

- Great all around Reporting Tool
- Lots of possible data sources
- Allows Users easy interaction
- Management and development of reports and data models is highly technical
- Graphics are fantastic
- Once data sources are defined creating multiple data source reports is not difficult

Financial Reports

- Easy for Business Users to learn and own
- Built for Hyperion Applications
- Handles Ragged Hierarchies better
- Conditional Formatting blows away all competitors
- Multi Dimensional Row creations very easily
- More financial calculation possibilities
- Easy integration with Smart View

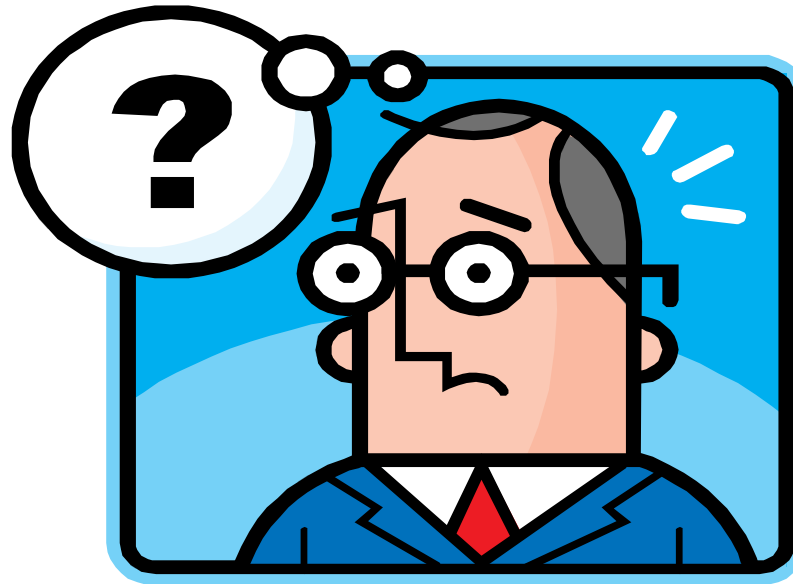
What is the right tool for you?

- **What are the needs at your organization?**
 - **Data Sources**
 - Are your data sources mostly Hyperion?
 - Do your users add a lot of data from other sources?
 - Do you do a lot of detailed reporting from relational databases?
 - **Reporting Types and Needs**
 - Do you do a lot of dashboards?
 - Are there a lot of Report Books? (ie. A Budget Book etc)
 - How much Excel is in your organization?
 - **Users**
 - How technical are your users?
 - How stable are your report views?
 - Can IT service the operational unit's needs?

The Bottom Line!

- **FR will be replaced by BI Publisher**
 - There is still a lot of time before this happens
 - There will be an upgrade path from Oracle for this because there are Billions of FR reports out there!
- **BI Publisher is still an IT managed tool**
- **Financial Reports has Smart View**
 - You may not like Smart View but it is useful for things
 - Financial Reports has Smart View
- **Financial Reports Conditional Formatting is much stronger**
 - This gives you multidimensional capabilities that BI Publisher just doesn't have yet.
- **Hyperion specific needs**
 - Planning details and specialized data sources are still only in FR
 - BI Publisher still won't handle a rolling 12 month report for Planning or HFM the way FR would

Questions?



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