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3 Key Messages from Oracle Open World

- Pre-Integrated
- Hot Pluggable
- Green



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**Oracle's Strategy for Hyperion
EPM Products**

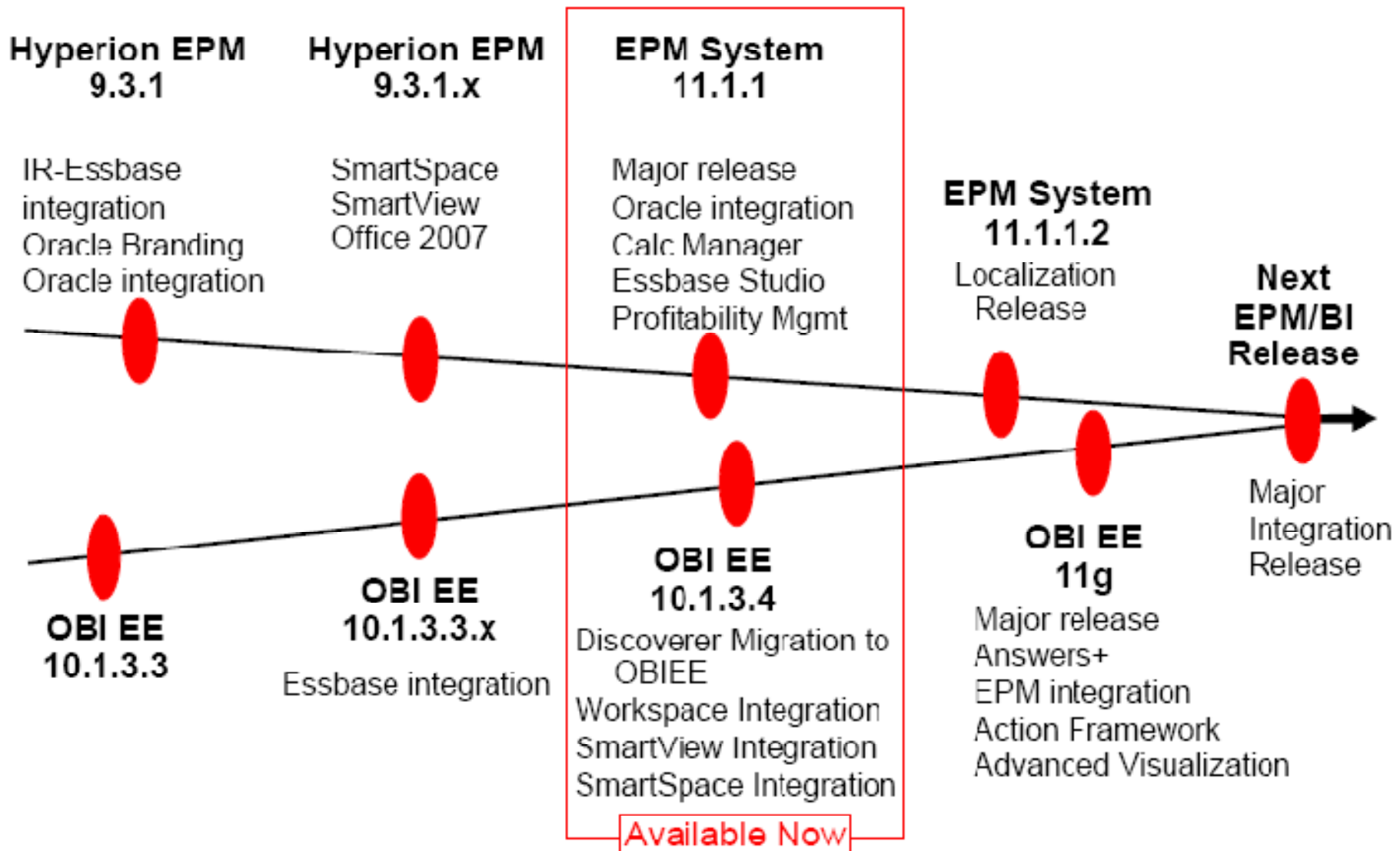


Oracle Commitment to Hyperion Customers

Enhance Value of Existing Investments

- Protect
 - Hyperion Products will follow standard Oracle Lifetime Support Policies
- Extend
 - Continued Investment in Hyperion Products and further integration with Oracle Products
- Evolve
 - Continue to deliver on the industry's first Complete and Integrated Enterprise Performance Management System

Release Review





Future Roadmap Themes

Integration

- Fusion Middleware
 - OEM Management Pack for EPM
 - Extend BPEL support
 - Workspace and WebCenter
- ERP
- Financial and Operational Planning
- Leverage Crystal Ball technology to provide a Predictive web service
- Financial Analytics on Essbase
- BI and Fusion Applications
- OBIEE support for EPM Applications
- EPMA support for Essbase and Integrated Operational Planning
- Hot pluggable for SAP

Future Roadmap Themes

Enhanced Usability

- Extending Office Interface functionality Across EPM Data Sources
- Task flow and user interaction model changes
- Exploit excel interface for richer Planning environment
 - Expose Ad-hoc functionality over the web
 - Web 2.0 Functionality & Usability
- Financial Management
 - Simulations and Variance Reporting Module
 - Auto journal creation for consolidation adjustments
 - Enhanced consolidation audit reporting
 - Enhanced Journal Reporting

Future Roadmap Themes

Innovation

- Financial Disclosure Management
 - Regulatory Reporting
- Financial Close Management
 - Close Calendar and Workflow
- Extended Planning modules
 - Public Sector Budgeting
 - Revenue Planning
 - Project Planning
- EPM Forecaster
- Chart of Accounts Manager



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**Oracle Essbase: What's New? What's
Coming?**

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Essbase R9000 thru R9311 Highlights

- R9000
 - “Everything’s Included”
 - **Duplicate Member**
 - 64-bit First Class Port
 - **Smart View**
 - User Provisioning
 - ASO Restructure & Export
- R9300
 - 64-bit AIX, Solaris, Xeon, and Opteron
 - MaxL Encryption
 - **ASO Time Intelligence**
 - BSO Subset Export
- R9310
 - Oracle Branding
 - ASO Write-back
 - **ASO Data Streaming**
 - Smart Space “Gadgets”
 - Smart Search
 - Google OneBox
 - Oracle Secure Search
- R9311
 - BSO to ASO Partitions
 - Office 2007 Support
 - Smart View
 - “Classic” XL Add-in



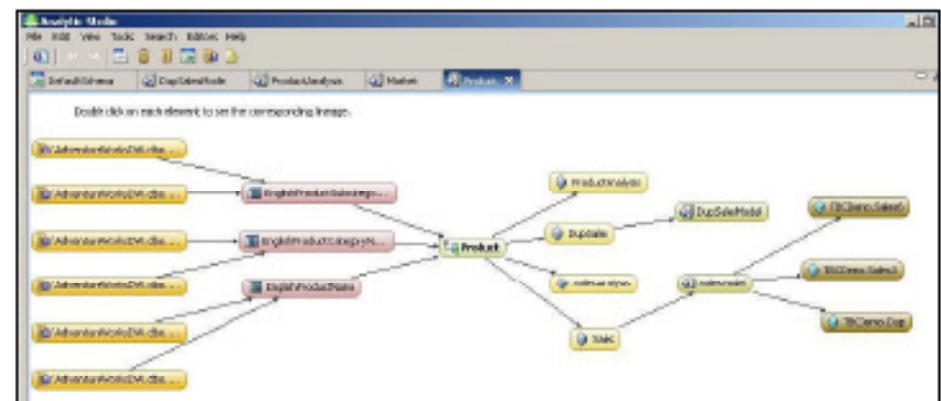
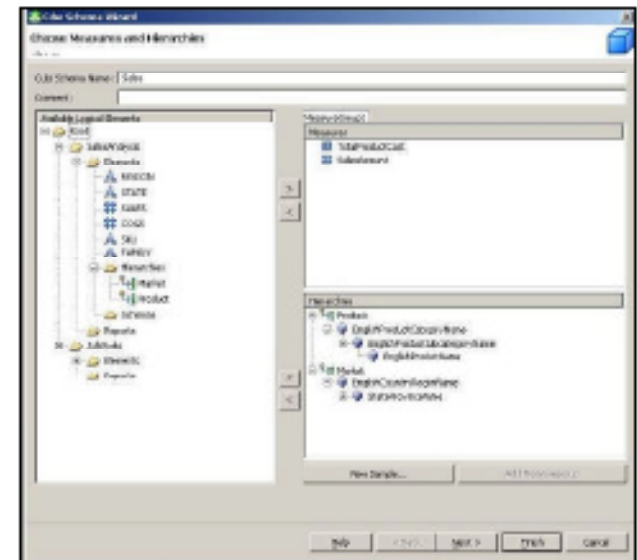
Oracle Essbase Release 11.1.1 (Formerly “Kennedy” or Essbase 9.5)

- Administration
 - Essbase Studio
 - EAS & EIS Combined
 - Life Cycle Management
 - Common Installer
 - **Slowly Changing Attributes**
 - **Text & Date Measures**
- Oracle BI EE Integration
 - OBI EE as a Data Source
 - Essbase for “Aggregate Persistent Storage”
- BSO
 - Backup, transaction logging and replay
 - Calendar Function
- ASO
 - Partial Data Clear
 - Time Intelligence
 - MDX Functions
- XOLAP (Relational Access)

Oracle Essbase Studio

Single Design Environment Fosters Reuse, Consistency

- Unifies modeling of many sources
 - Structured relational
 - Unstructured relational
 - Flat files, XML files
 - EPM Architect Dimensions
 - OBIEE
- Enables reuse at a granular level
 - Reuse of hierarchies, metrics, cube schemas
- Lineage tracking
- Drill anywhere
 - Relational
 - OBIEE, BI+ repository
 - URL, FDM
 - Essbase, Java method



Oracle Essbase Roadmap Details

CY 2009

• Fusion Middleware Integration

- Oracle Single Signon (OSSO)
- Enterprise Manager (OEM)
- Clustering and Failover (OCS)

• Flexible Dimensions (ASO)

- Fast Restructuring

• Security

- Usernames with Special Characters
- Long Usernames

• Fusion G/L

- Drill through (Generic)
- Allocation (Generic)
- Custom calcs (Generic)
- Export to GL

• EPM Enhancements

- EPM Architect (EPMA)
- Lifecycle Management (LCM)
- Shared Services Sync

• General

- New Calculation Formulas
- Enhanced MDX
- ASO Query Performance

Essbase Admin Roadmap Details

CY 2009

• **Essbase Administration Services**

- New Essbase Features Support
- ASO Formula Dialog
- General Admin Enhancements
- Kerberos SSO
- Oracle Single Signon (OSSO)
- Enterprise Manager
- Linux 64

• **Essbase Studio**

- New Essbase Features Support
- Catalog Maintenance (Import/Export)
- Drill Thru on Recursive Hierarchies
- Deployment Statistics(records load/reject, time taken)
- Usability Enhancements
 - Automatic MaxL load script generation
 - Background Deployment
 - Lineage diagram
 - Improve alias set manager
 - Progress bars, UI enhancements
- Oracle Single Signon (OSSO)
- Enterprise Manager

Analytic Provider Services Roadmap Details

CY 2009

•EPM Sources

- HFM Provider is added to APS
- EPM Unified Web Services
- Enhancements to existing providers to support Smart View requirements

•Essbase Java API

- Support for MaxL submission through Java API
- Essbase New Features Support
- Additional Java API enhancements

•Fusion Middleware Integration

- Oracle Single Signon (OSSO)
- Trust Management
- Enterprise Manager (OEM)



Oracle Hyperion Data Relationship Management -- Overview

- **Previously known as Hyperion Master Data Management**
- **Financial Master Data Management**
 - Create an enterprise view of financial chart of accounts, cost centers and legal entities with a view to govern on-going financial management and consolidation based on consistent definitions of financial and reporting structures across general ledger systems, financial consolidation, planning and budgeting systems.
- **Analytical Master Data Management**
 - Create an enterprise view of analytical dimensions, reporting structures, performance measures and their related attributes and hierarchies using Oracle Hyperion Data Relationship Management's data model-agnostic foundation. Construct departmental perspectives that bear referential integrity and consistency with master data constructs based on validations and business rules that enforce enterprise governance policies. Synchronize master data with downstream systems including business intelligence (BI)/enterprise performance management (EPM) systems, data warehouses and data marts to gain trustworthy insight.

Oracle Hyperion Data Relationship Management

- **BENEFITS**

- Change management and control
- Best-of-breed hierarchy management
- Audit and compliance
- Workflow integration





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**Introduction to Oracle Hyperion Profitability
and Cost Management**

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The Problem

FRIENDS LIKE THESE

TOM TOLES



Profitability Problems Highlighted

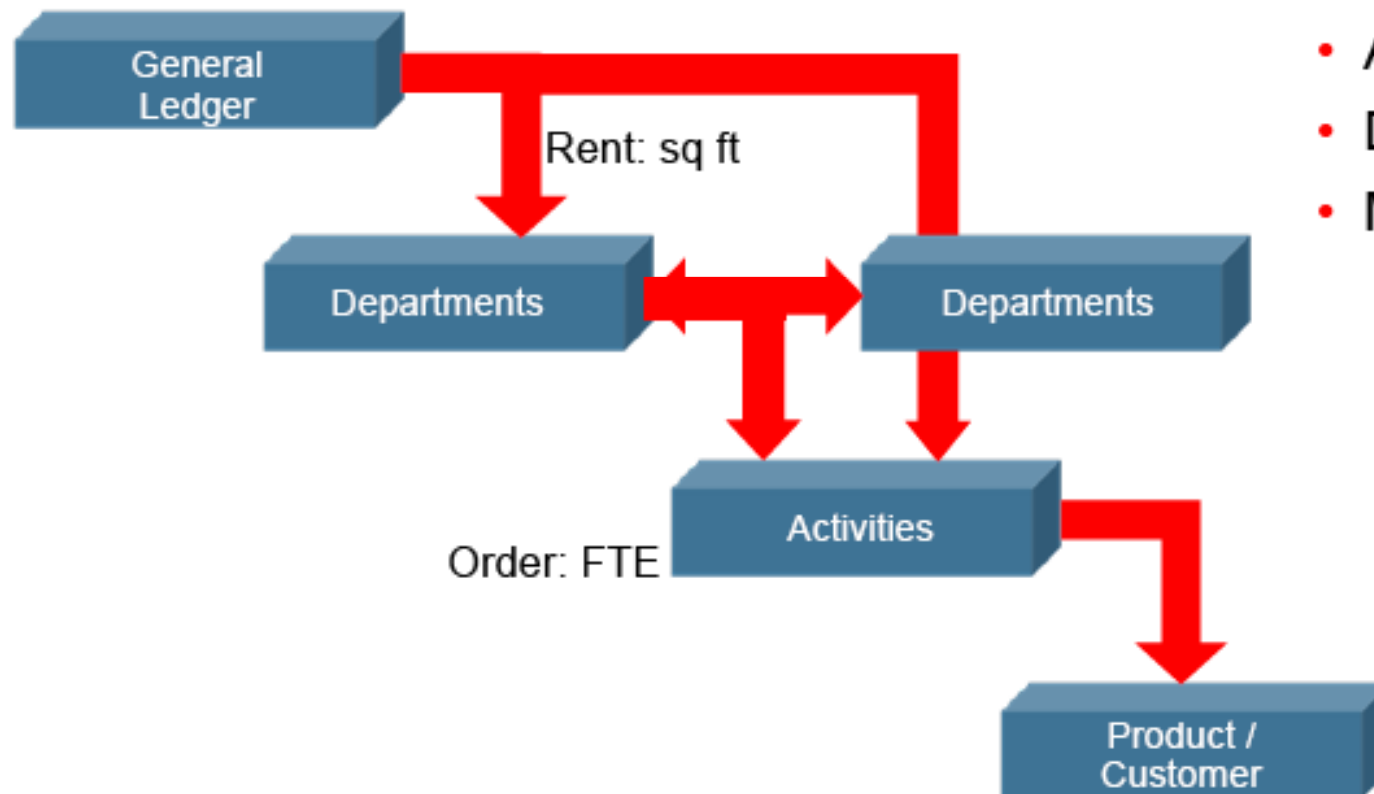
Who are the most and least profitable customers?
What products contribute the most to the bottom line?
Does customer or product profit vary by region?
What is the profit contribution margin of a product or a service?



Why are customers profitable or unprofitable?
Why is the cost to sell or service different across the customer base?
How do business processes impact customer profitability?
How is resource consumption affected by product maturity?

How are we doing compared to before?
How to adjust Plans and Budgets to affect Profitability?
How are we doing compared to others in our industry?

Cost Allocation assigns Costs to Products and Customers



- Stages
 - Steps
- Assignments
- Drivers
- Methodologies
 - ABC
 - Cascading
 -

Introducing Oracle Hyperion Profitability and Cost Management

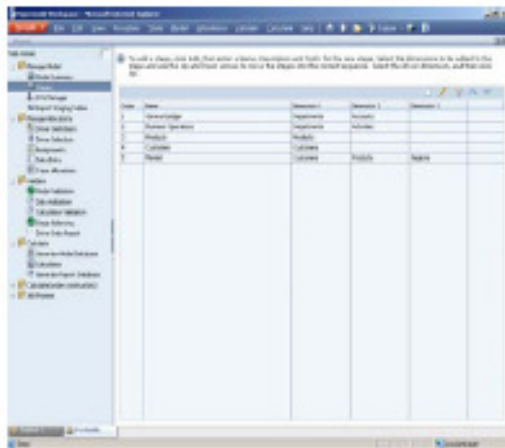
Cost of Customer Care



	Corporate	Sales Dept	Shipping	Customer Service	Facilities	Administration
Sales Writs	893	2721	-	-	-	-
Sales Calls	-	2247	-	-	-	-
Sales Order Processing	-	589	-	-	-	-
Service Calls	213	1675	-	4952	-	-
Returns Processing	-	-	2395	-	-	-
Order Assembly	-	-	1456	-	-	-
Delivery Processing	-	-	582	-	-	-
Man Production Time	-	-	-	-	-	-
Customer Servicing Activities	1206	5060	4410	952	-	-

• A user-driven Performance Management application that

- Measures, allocates and assigns Cost and Revenues
- Computes Profitability for business segments, customers and products
- Provides scenario modeling for decision making
- Is tightly integrated with EPM System
 - Metadata and Master Data
 - Data
 - Technology Stack



Line	Description	Department	Customer	Product
1	Customer Service	Customer Service	Customer	Product
2	Shipping	Shipping	Customer	Product
3	Facilities	Facilities	Customer	Product
4	Administration	Administration	Customer	Product



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