

Automate and Run Your Hyperion Environment with ZERO Scripts & Code



HUGmn TechDay2011
March 2011

Agenda

- Company Introduction
- Star Command Center (SCC)
- SCC Demonstration
- Client Use Cases
- Client ROI Examples
- Summary

Star Analytics Overview

- Founded 2004
- Company backed by Top Tier VCs
 - Hummer Winblad and Lightspeed Ventures
- Product Portfolio
 - Star Integration Server – 2005
 - Star Command Center – 2009
 - Star Command Center Microsoft Azure Edition – March 31, 2011
- 1 Patent Granted, 2 Patents Pending
- Major Partnerships: Oracle (Gold), IBM (OEM), Microsoft (Azure Cloud Partner), Informatica (Certified Marketplace)
- Solid Team with deep Hyperion & BI background
- Headquartered in San Mateo, California

Star Analytics Customers

Technology



Finance



Energy



Health



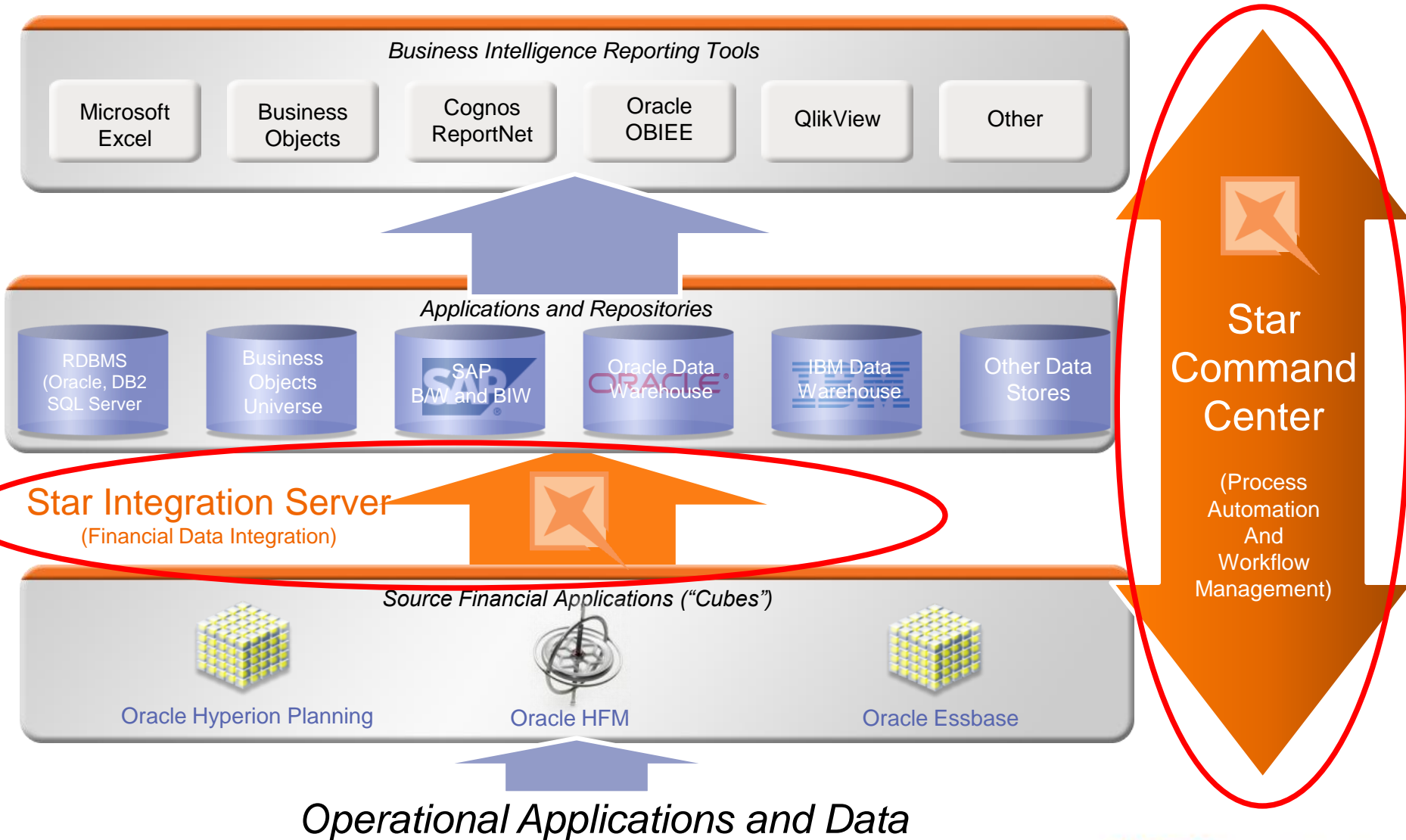
Consumer



Heavy Industry



Star Analytics' Two Products

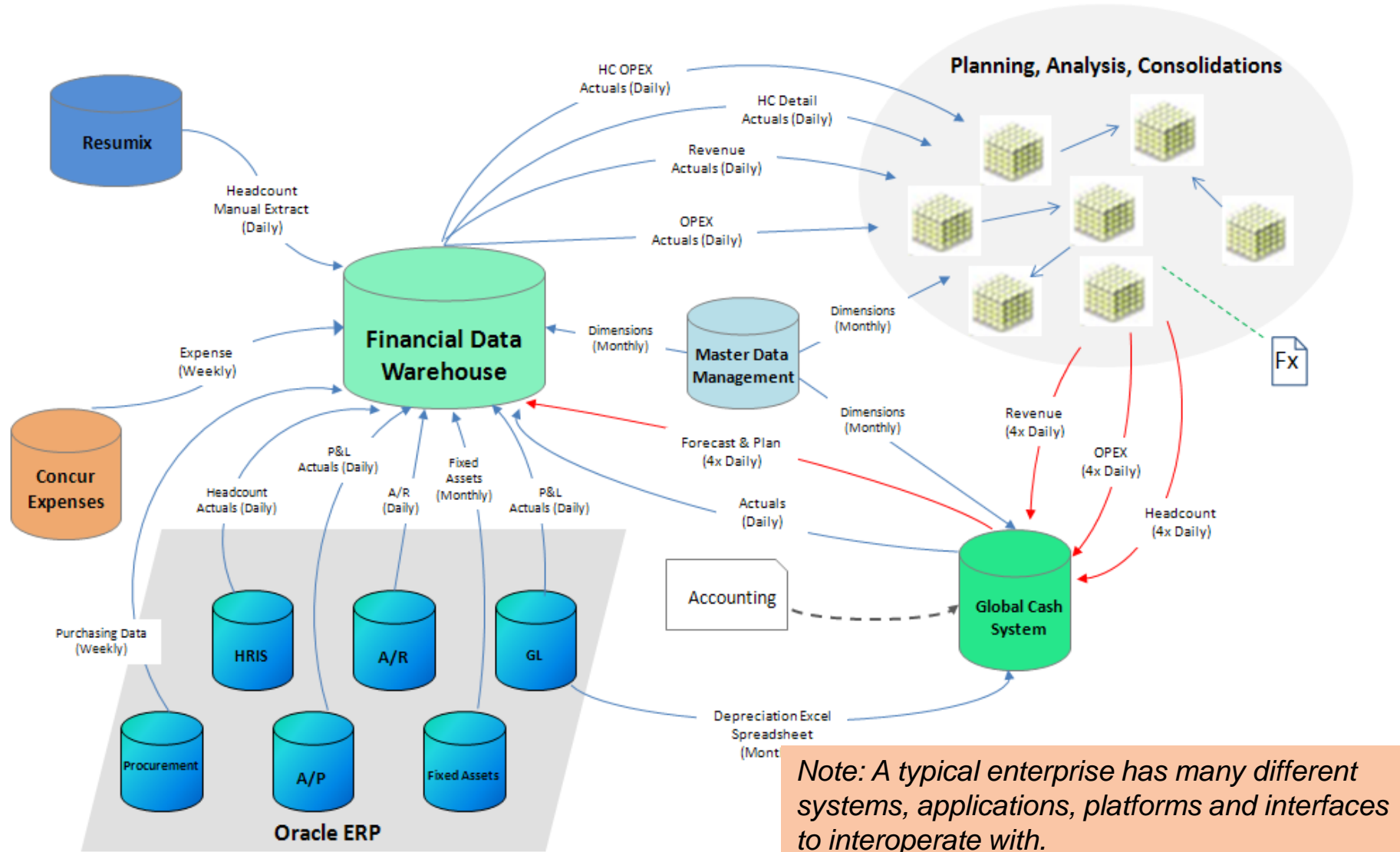


What does Star Address?

- Automation Gaps – **Star Command Center**
 - Automation for Hyperion where very little or none exists
 - Elimination of tricky custom automation coding
 - Automation Life Cycle Management
 - Audit, Compliance & Control of Automation
 - Handshake with IT Schedulers – Tivoli, AutoSys, UC4, Control M, OpenView
- Accelerate Implementations
- Create “Self Service Automation” for Business Users
- Greatly enhanced Production Support

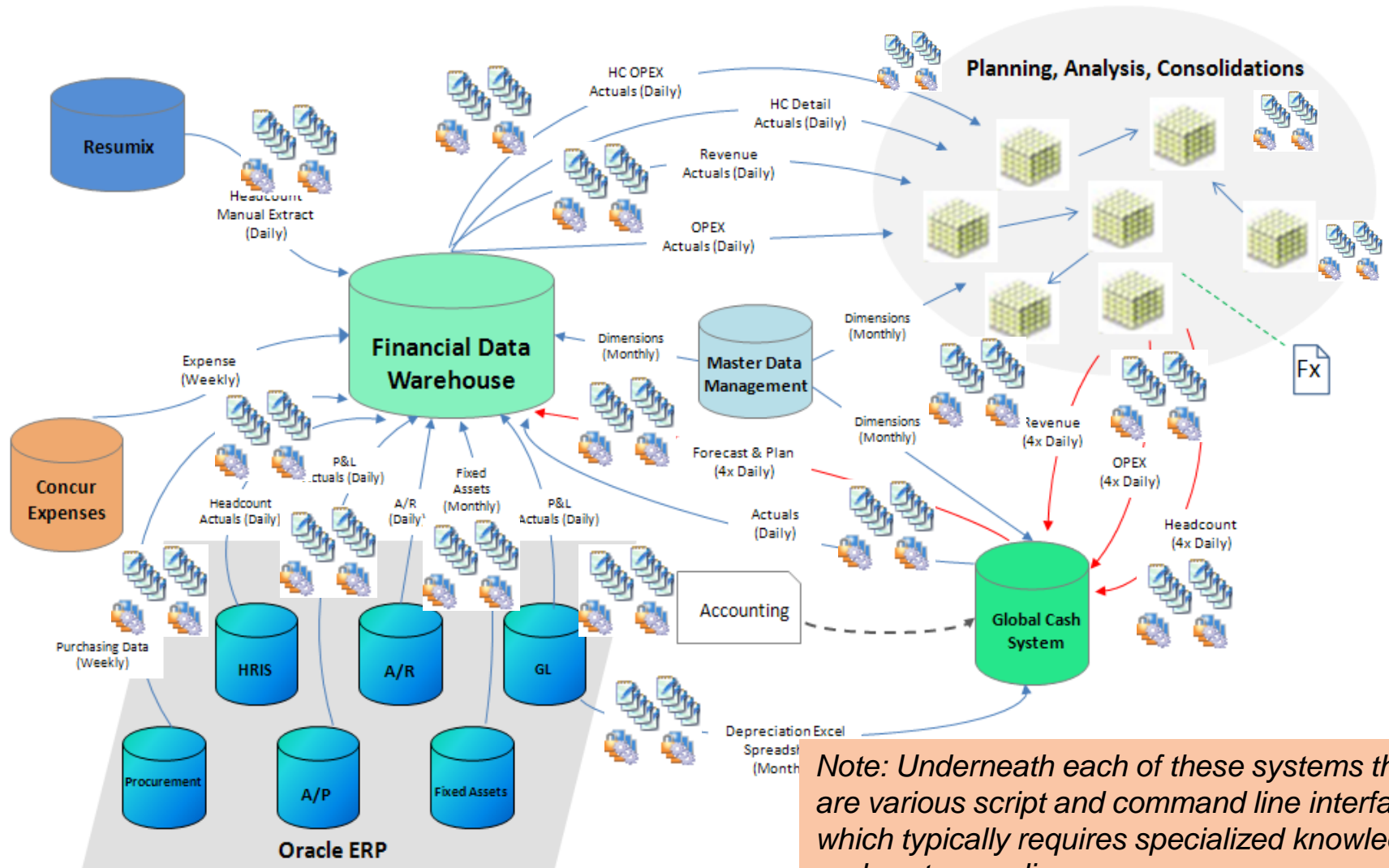
Star Command Center (SCC)

Typical Automation Environment



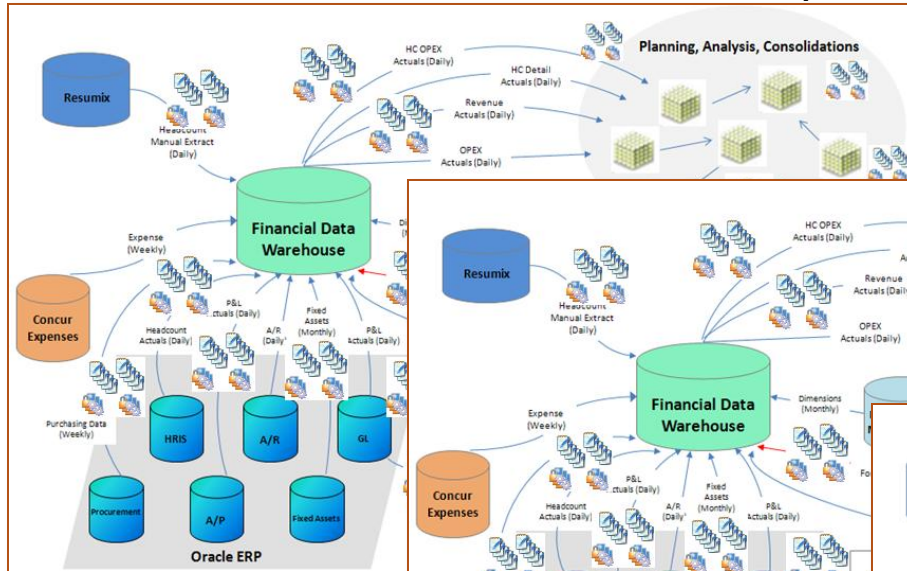
Note: A typical enterprise has many different systems, applications, platforms and interfaces to interoperate with.

The Typical Rat's Nest – With Scripts Everywhere....

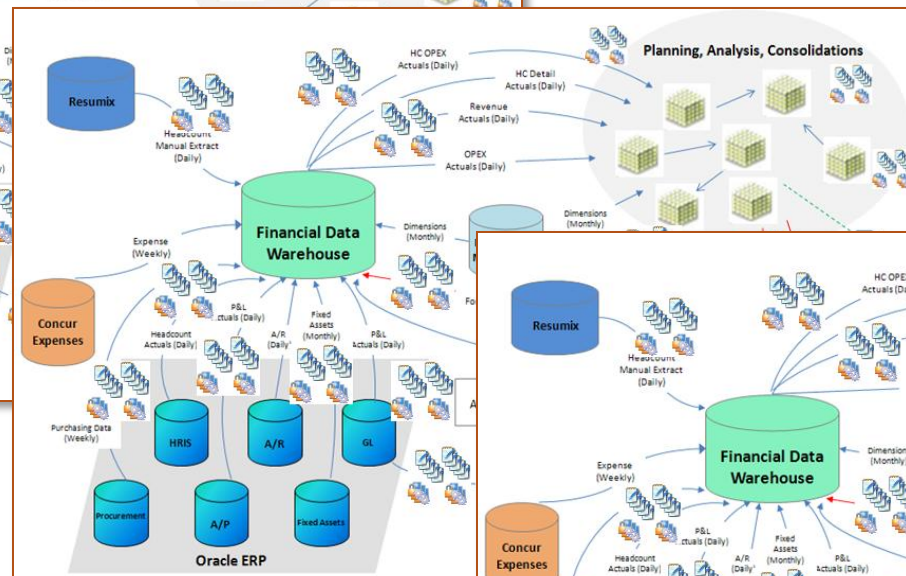


Typical Complexity Across Environments

Development

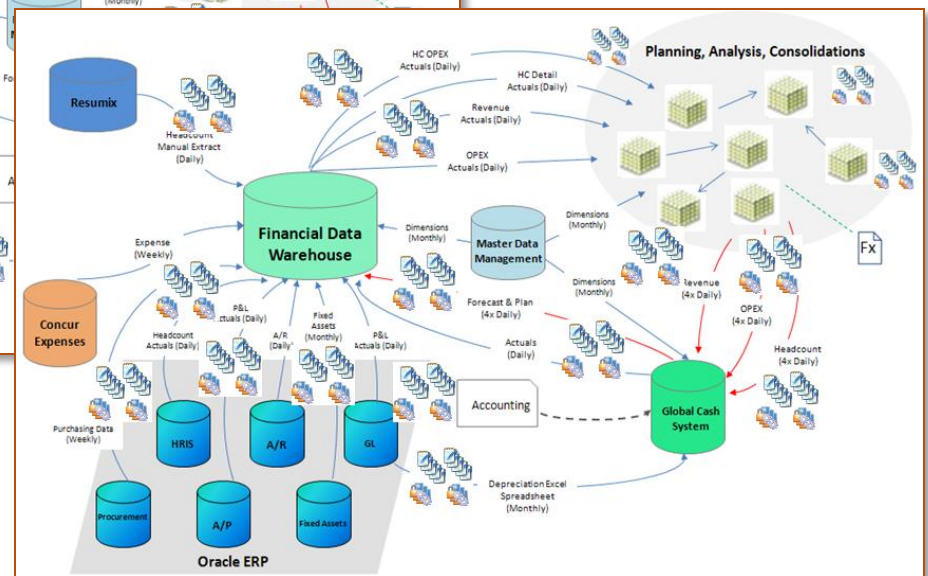


Test



Production

Development



Production

Note: The problem gets compounded across different operating environments.

Why Star Command Center?

Legacy

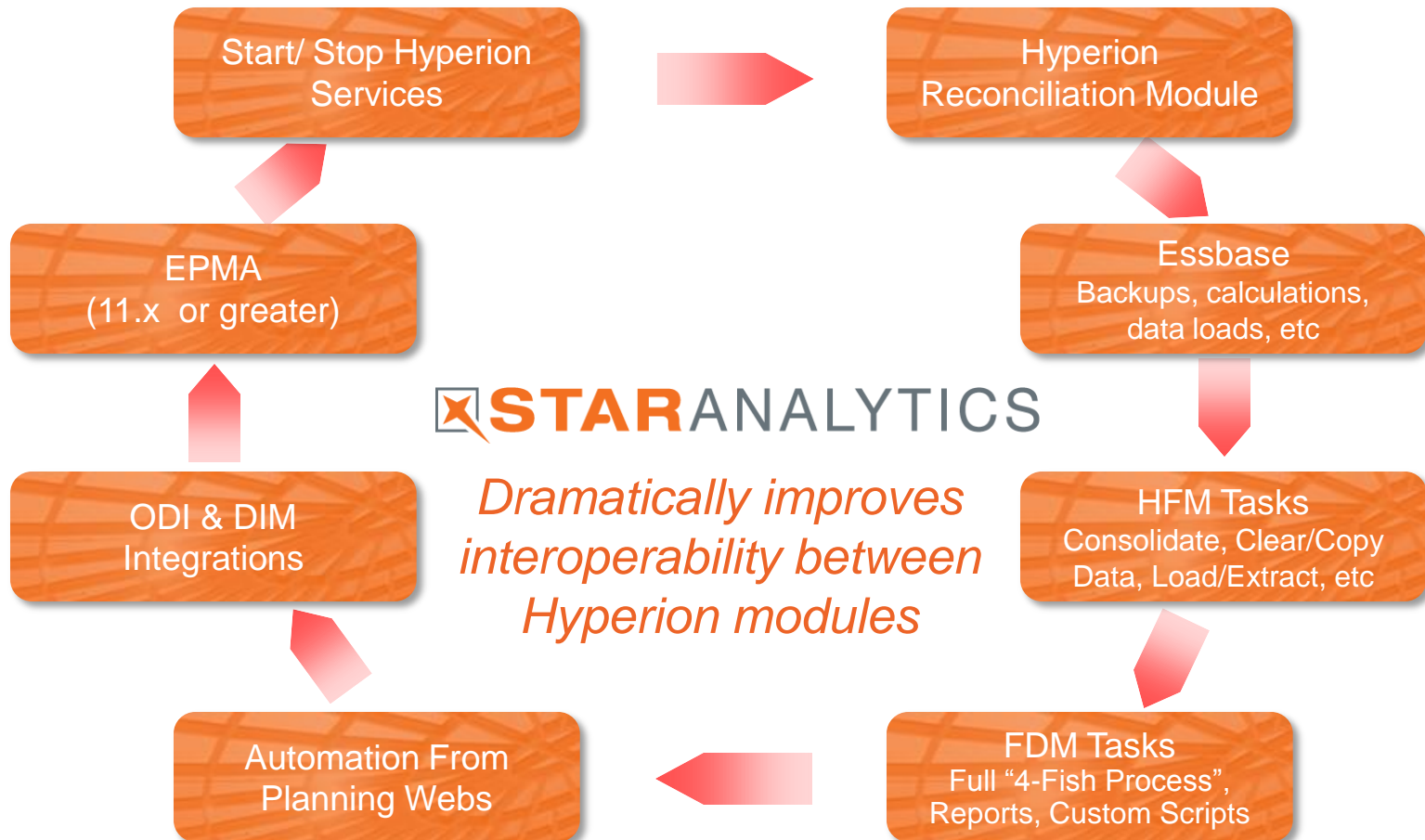
- Brittle scripts deployed across multiple server instances
- Manual processes, collisions on updates, lots of moving parts
- Heterogeneous systems requiring different touch points and creating bottlenecks

Contemporary

- Central management and governance over scripts and automation
- Eliminate complex code and multiple scheduling tools
- Chain processes across all applications and removing slack time



Example: Complete Hyperion Automation



...and anything else with a command-line interface (SQL, etc.)

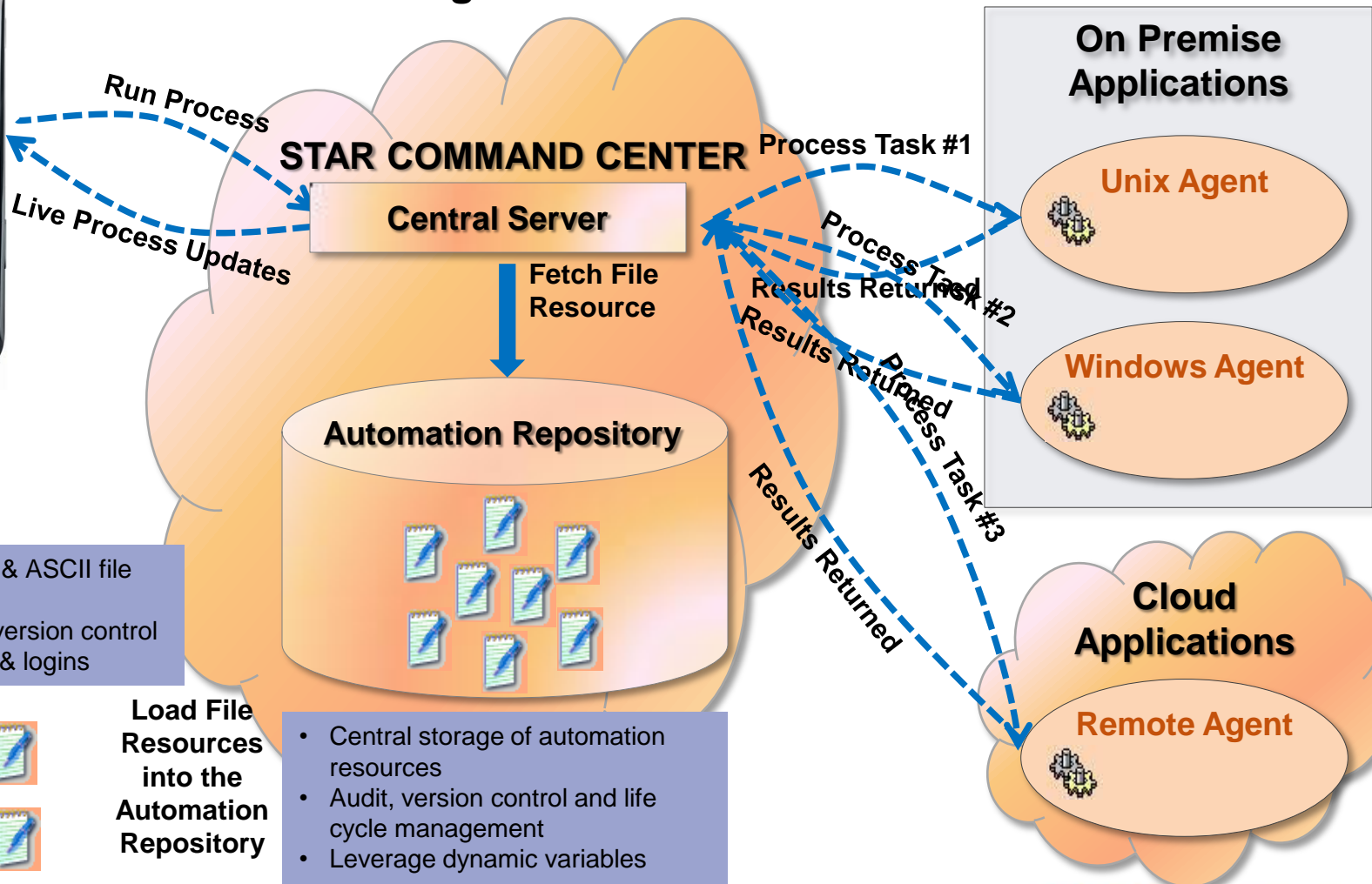
Alternatives to Star Command Center

Alternative Approaches	Issues
Stay Manual	<ul style="list-style-type: none">• Time Consuming• Error Prone
Scripting/Coding	<ul style="list-style-type: none">• Brittle & Non-compliant• Labor Intensive• Costly
IT-based Scheduling Tools	<ul style="list-style-type: none">• Not Finance / EPM Aware• Not Built for LOB User

Star Command Center (animated slide)



Running a Process



- Automation Binary & ASCII file resources
- Unmanaged & no version control
- Hardcoded values & logs



Load File Resources into the Automation Repository

- Central storage of automation resources
- Audit, version control and life cycle management
- Leverage dynamic variables

Star Command Center (animated slide)

Process Complete



Status	Process	Ecosystem	Env	Last Start
❌	BSO->ASO Data Sync	Corporate Planning	DEV	02/01/11 06:02:39 PM
✅	Extract from Essbase & Load	Corporate Planning	DEV	02/01/11 06:02:39 PM
✅	Extract SIS (Jan, Actual)	Corporate Planning	DEV	02/01/11 06:02:39 PM
✅	Load and Validate	Corporate Planning	DEV	02/01/11 06:02:39 PM
⏸	Nightly System Update	Corporate Planning	DEV	02/25/11 06:02:39 PM
❌	Run Consolidation	Corporate Planning	DEV	02/01/11 06:02:39 PM

```

Task Detail - Consolidate HFM
Task type:
Process Overview > Process Details - HFM Cons & Extract
Failed
Exit Code: -6
Started: 02/25/11 06:02:37 PM
Completed: 02/25/11 06:02:39 PM
Result: Invalid Login

Task Output
Attempt Connection To:
HFM Server Domain:
HFM Server Name: HFM1112
HFM Application Name: Comma
HFM UserID: admin
HFM Password: *****

HFM version: 11.1.2.0.0.2762

Failed to Connect
Error #-2147220966 was generated
Elapsed Time: 00:00:02
Exit Code: -6
    
```

On Premise Applications

Unix Agent

Windows Agent

Cloud Applications

Remote Agent

- Automation Binary & resources
- Unmanaged & no v
- Hardcoded values &

Repository

- cycle management
- Leverage dynamic variables



Live Demo!

Login: <http://bit.ly/stardemo>

Username: seestar

Password: seestar

Customer ROI & Examples

Star Command Center Cost Savings Examples

Savings

	Large Credit Card Company	Large Pharmaceutical Company	Large Entertainment Company
Description	Relative sophistication with automated scripts. SFCC enhances the overall architecture. Hard savings incremental compared to tremendous improvement on processes and savings on automation software alternatives	Heavy reliance upon manual processes by Accenture Production support team. Difficult handshake between Windows and UNIX systems and Hyperion FDM, HFM and Essbase. High level time savings estimated at 4,000 hours / year.	Moderate sophistication of application automation. SFCC enhances current architecture to better support business users. Cost avoidance on automation software alternatives
	\$ Savings / Year	\$ Savings / Year	\$ Savings / Year
Business Process & Operational Efficiencies	28,200	No Breakout	60,600
Development & Maintenance Efficiencies	6,000	No Breakout	4,800
Audit & Version Control Efficiencies	3,600	No Breakout	5,400
Total Annual Savings	37,800	300,000 *	70,800
Cost avoidance: - Associated License Fees	475,000	60,000 **	176,000
- Product & Requirement	IBM Tivoli across all Hyperion Windows and Solaris Servers	Expansion of UC4 AppWorx to support Hyperion automation	IBM Maestro for four production servers
Total First Year Savings	\$ 512,800	\$ 360,000	\$ 246,800

* Expecting further refinement on hard cost savings

** Estimated Licensing cost for software alternative

Costs

Star Finance Command Center Software License	93,750	160,440	83,000
Star Finance Command Center Annual Maintenance	16,875	28,879	16,600
Software Deployment & Training (100 hours @ 50/ hour)	5,000	5,000	5,000
Total First Year Costs	\$ 115,625	\$ 194,319	\$ 104,600

Star Customer: Large Insurance Company

More Timely Financials, Reduced Complexity

PROBLEMS

- Cube-to-cube data movement and orchestration requiring significant amount of custom code
- Heavy reliance on consulting to support solution
- Poor data extraction performance from 37 Dimension Essbase ASO cube to SQL Server
- All automation single threaded through one administrator

SOLUTION

- Full data extraction and validation from all Essbase ASO and BSO cubes automated and reconciled
- Move to a solution that utilizes off-the-shelf software designed for finance applications and users
- Extraction from Essbase ASO cubes meets requirements

RESULTS

- Using SFCC, orchestration of data movement fully automated and the status made visible to business users via web and smart phone
- Using SIS, cube-to-cube data extraction removed all custom scripts
- Essbase ASO extraction completed in < 4 minutes

Eliminated Custom Code To Provide a Self Supporting Environment

Star Customer: Large Paper Products Company

More Timely Integrated Financial Data

PROBLEMS

- Data disconnect between Oracle HFM and reporting environment using Oracle OBIEE
- Awkward coordination of movement of HFM data and hierarchies into reporting environment
- HFM administrative operations require significant hands-on support

SOLUTION

- Data refreshed to central relational repository for single source reporting
- Coordinated handshake between HFM, SQL Server and OBIEE with data validation at each step
- Day-to-day HFM administration performed by less technical staff

RESULTS

- Using Star Integration Server, all required data extracted dynamically from HFM to SQL Server within the 20 minute process window
- In the process of significant reduction in manual administration and custom code through the use of Star Finance Command Center

HFM, FDM and DWH Automation and Orchestration

Star Customer: Large For-Profit Education Company Eliminated Redundant Code, Mobile Enabled

PROBLEMS

- Homegrown automation written in Perl & batch not able to scale to support growing needs of expanded EPM footprint
- IT uses Tidal Software but software administration & design too complex and not flexible enough for finance
- Windows scheduler requiring RDP access to administer
- Artificial slack time to avoid process collisions

SOLUTION

- Enhance existing automation and remove redundancy
- Handshake with incumbent scheduling for consolidated IT operations
- All processes across all servers and applications seamlessly integrated with a central web-based dashboard
- Conditional logic to ensure processes do not collide

RESULTS

- All existing automation leveraged and script redundancy removed via parameterization
- SFCC Event Listener bi-directionally passes processes with Tidal
- Finance team able to run and monitor EPM processes from their Blackberries
- Nightly processing window reduced by 45 minutes

Finance & IT Systems Coordination

Star Customer: Large Healthcare Provider Removed IT Bottlenecks, Empowered Users

PROBLEMS

- Multitude of manual processes performed by finance staff
- Zero access by line of business (LOB) users to run automations
- Have “all or nothing” Hyperion admin access
- No ability to let LOB users to set dynamic runtime variables
- No handshake between Oracle and non-Oracle EPM products

SOLUTION

- Delegation of processes to line of business users in various geographies
- Limit user access to tasks for running jobs and updating outline
- Interface to easily set variables used by processes across applications and servers
- Automate Cognos processes in combination with Oracle EPM
- System can be managed by less technical users

RESULTS

- Controlled Hyperion Access
- Removed dependency on a small set of finance staff members to perform tedious and often complex processes
- Using SFCC’s secure web interface, LOB users can set runtime parameters
- EPM team able to automate all systems required by finance

Self-Service Automation for Business Users

Large Bank – Optimized Business Processes, Eliminated Systems Audit Headaches

PROBLEMS

- Hundreds of Essbase cubes across Windows and UNIX platforms
- Difficult management of multiple versions of scripts across Dev, Test and Prod environments
- Many custom and redundant business rules
- No visibility into version control and lineage of scripts
- No script execution visibility: Where? When? Who? How? What?

SOLUTION

- Allow the management & execution of a process regardless of platform
- Provide enhanced management of scripts across all environments
- Collapse redundant scripts through dynamic parameters
- Point in time analysis to see all details of a script
- Track file changes with full rollback to previous versions

RESULTS

- Eliminates Finance System Audit Headaches
- Using SFCC's script management, 20+ hours of manual work per month are saved
- Enhanced confidence in running processes and less midnight shifts for finance staff
- Assurance that the correct version of a automation is run

Compliance & Audit around Automation – See who ran what, when & where

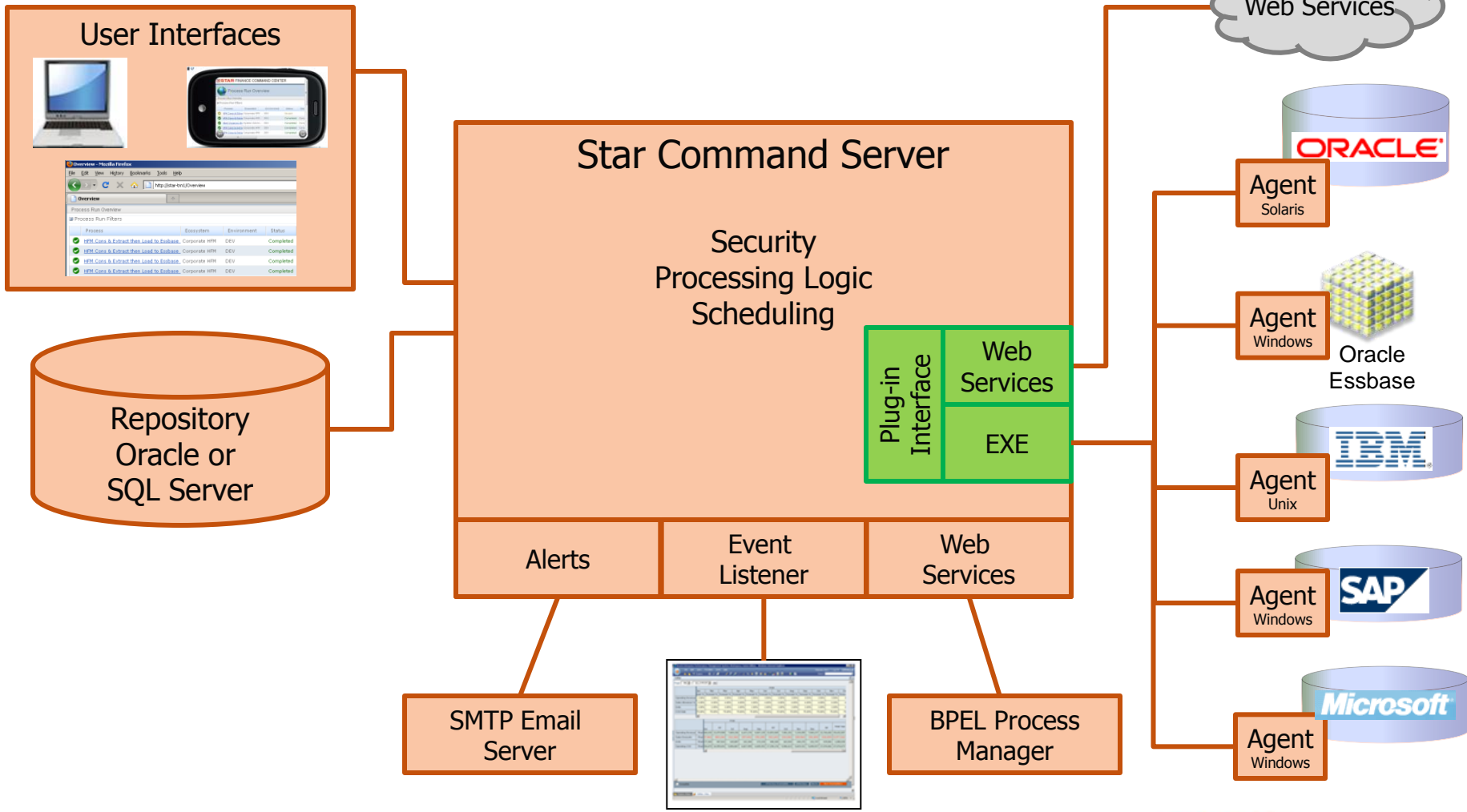
Summary Benefits: Cost, Quality and Compliance

- **Huge savings as IT & finance resources are freed**
 - Eliminates manual processes
 - Reduces bottlenecks in financial planning, analysis and reporting
- **Improved financial data quality**
 - Integrates with several relational & multi-dimensional applications
 - Improves error detection and eliminates time consuming tasks
- **Expedited compliance and audit management**
 - Ensures the right arrays of automations are properly run
 - Provides detailed and easily navigable audit trail and version control system
 - Role-based, secure end-user access to automations

SCC Plug-in Architecture

Plug In Architecture

A complete out-of-the-box-solution, with plug & play standards-based integration to key Oracle middleware components



SCC Task Builder

- Allows rapid integration of **any** command line interface into SFCC for the tight coupling of existing applications

