

ORACLE®

Oracle Business Intelligence:

Predicting the future with a Crystal Ball

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Oracle's EPM System Vision

Focus on Today and Plan for Tomorrow

- Link strategic goals to operational decisions
- Integrates all management processes
- Deliver consistent, reliable insights to drive action
- Lower costs and reduces system complexity
- Single version of the truth

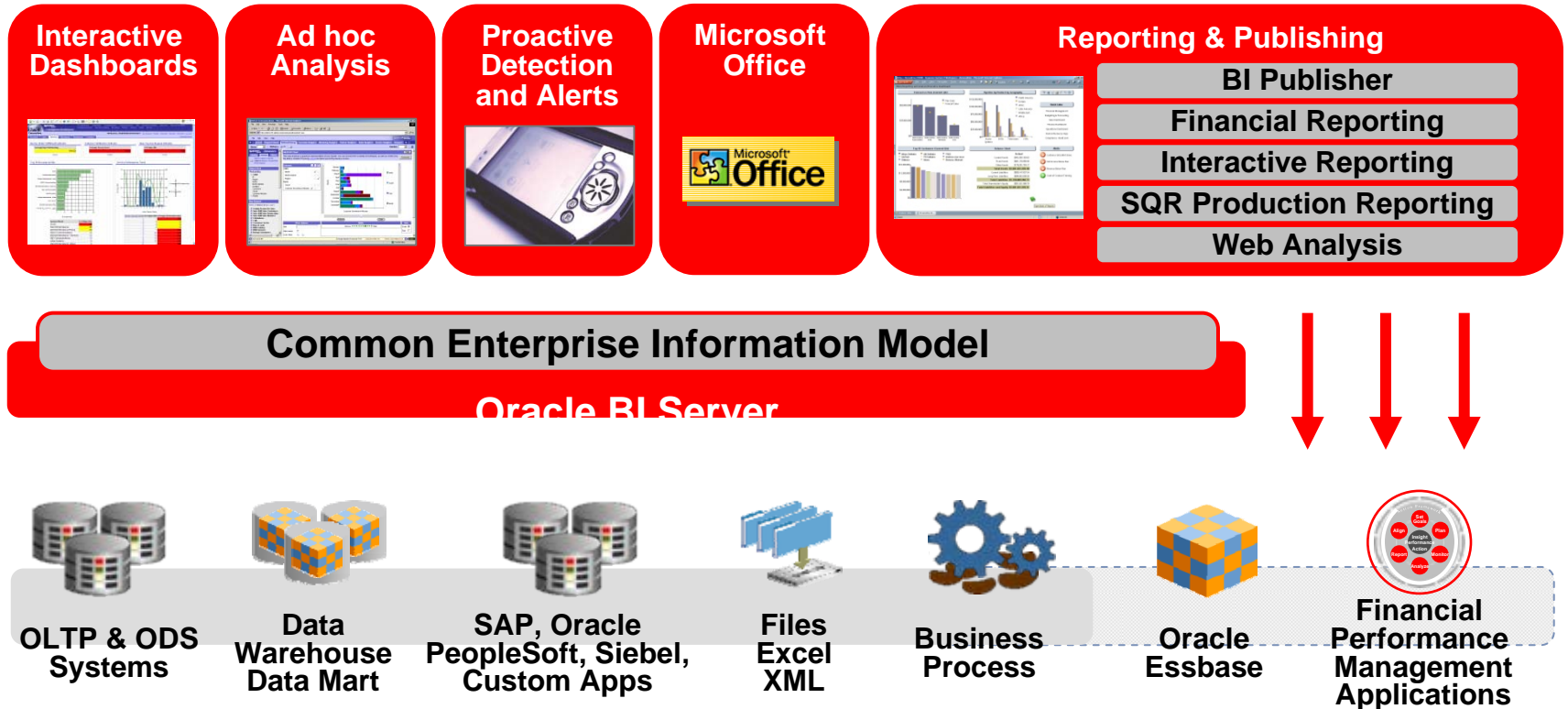


Oracle BI Suite Enterprise Edition Plus

Pervasive Information Delivery

Essbase brings: What-if, Forward-looking, Modeling, Planning, Allocations

BI Server brings: Interactive dashboards, Pervasive deployment, Simplified Business Mode, Federated query, Access to any data



Oracle Hyperion Essbase

The **OLAP** (Online Analytical Processing) **server** that provides an **environment** for rapidly developing **custom** analytic and Enterprise Performance Management applications

- **Essbase** is a powerful **multidimensional database** and calculation engine designed to support modeling , planning, simulations, forecasting and allocations.



Modeling Challenges

- How can I use all my data to better predict what might happen in the future?
- Or the opposite: I need to predict future sales, but this is a brand new product/project – I have no data!
- There's so much uncertainty around my key drivers, I get stuck in "death by what if" trying to run all the possible scenarios
- I can't afford to miss this forecast, but I can't follow up on everything – what's most important?
- I'd love to invest in all these projects, but my resources are limited. What's the best portfolio to invest in?

Taking Simulation To The Next Level: Understanding Risk and Uncertainty

1. MODEL

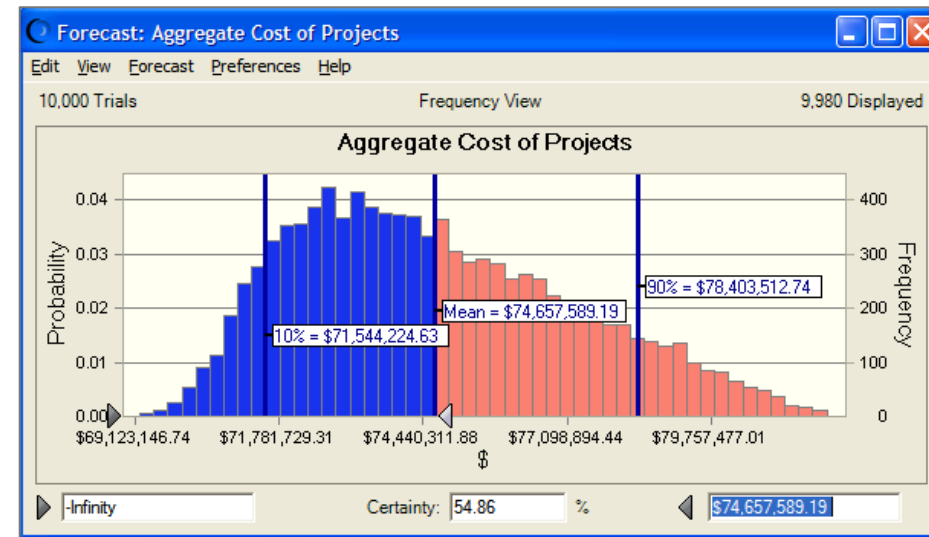
- Specify the range of input assumptions
- Simulate possible outcomes (Monte Carlo)

2. QUANTIFY

- Range and likelihood of outcomes
- Relative importance of input assumptions

3. DECIDE

- Focus on what matters
- Prioritize the outcomes by balancing risk and reward



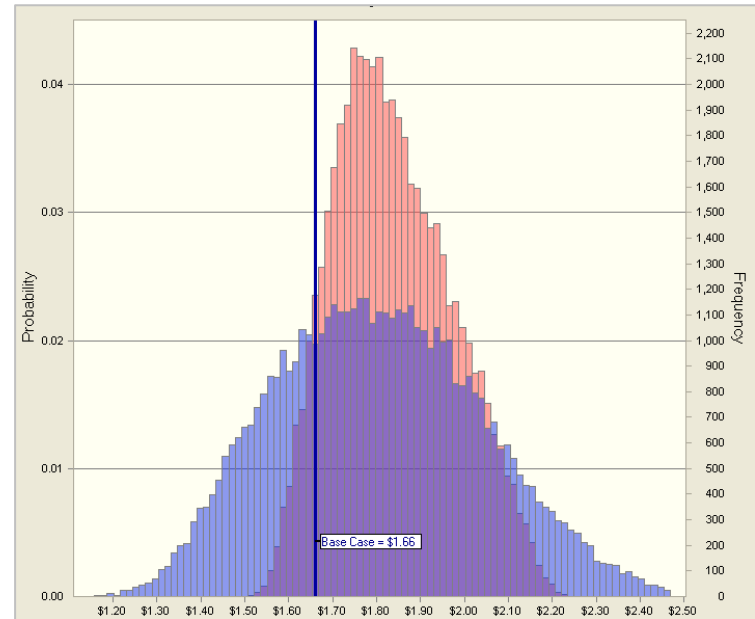
- leading Excel-based application for probabilistic modeling, forecasting, simulation and optimization
- Monte Carlo simulations
- Assign probability distributions to uncertain assumptions
- Run thousands of simulations
- Analyze range of outcomes and probabilities
- Assess model sensitivities
- 80% of Fortune 500 use CB in strategic as well as operational capacities

Excellence in Project Selection

Oracle Crystal Ball



- Invest to increase the probability of project success
- Advanced financial modeling of strategic projects
- Model technical risk and cost uncertainty
- Combine the knowledge of marketing, finance, and engineering experts



take risks to be an industry leader while satisfying investor expectations

Demo



Essbase and Crystal Ball Integrated Demo

ORACLE®