HROUG

Rovinj – October 18, 2007

ORACLE®

The future of Business Intelligence
& Enterprise Performance Management

Alexander Meixner
Sales Executive, BI/EPM, South East Europe

Oracle's Product Strategy and Vision for an Enterprise Performance Management System
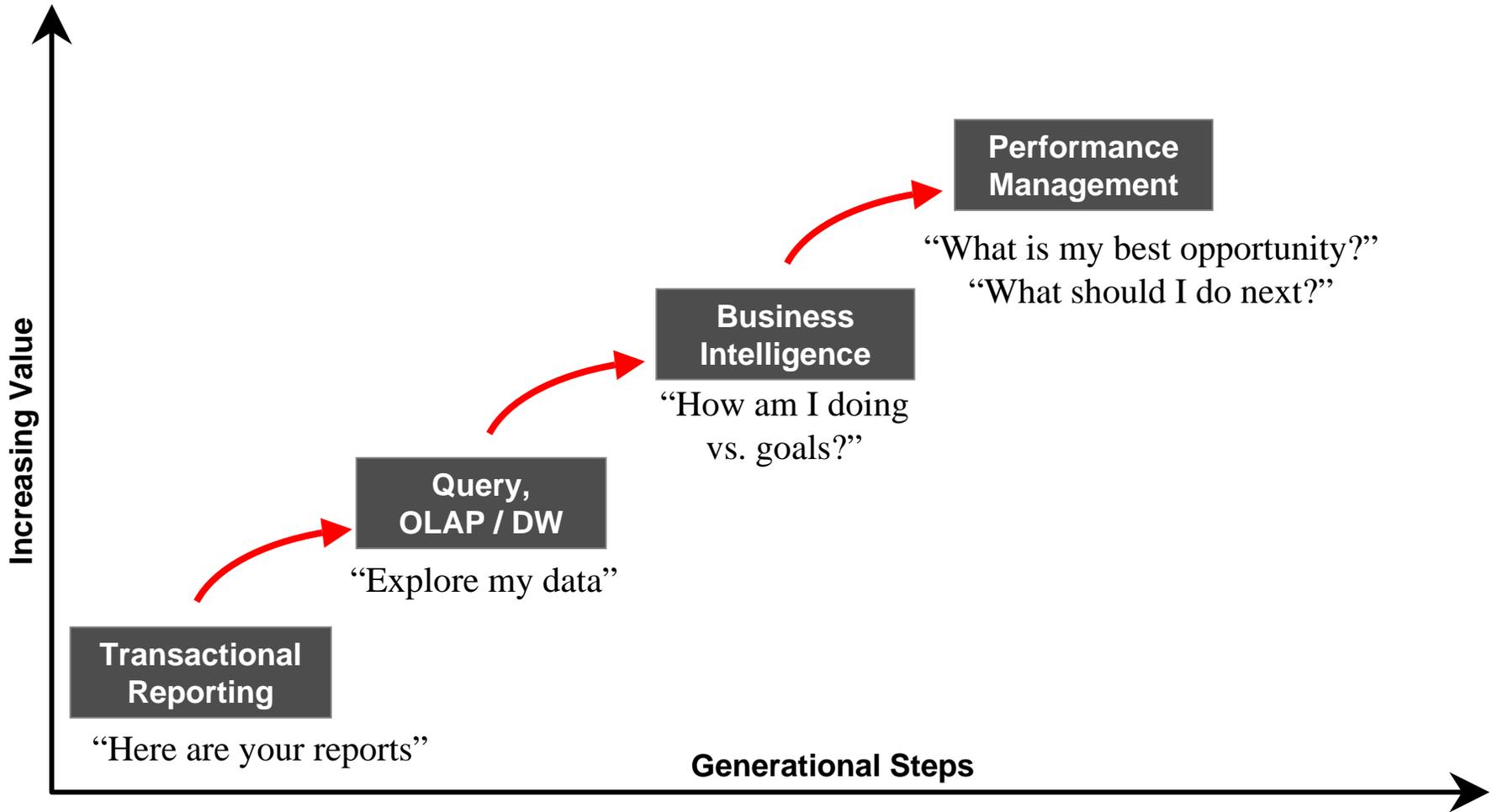
What Gartner is Saying

"The majority of customers are purchasing and implementing BI and CPM as disparate point solutions, which weaken their ability to achieve pervasive BI or to link BI platform and CPM suites capabilities into an integrated continuum to drive business transformation from the strategic level to the process level"

Source: Employ a Coordinated Approach to BI and CPM, April 2007

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From **History** to **Present**

Increasing Value

Performance Management

"What is my best opportunity?"
"What should I do next?"

Business Intelligence

"How am I doing vs. goals?"

Query, OLAP / DW

"Explore my data"

Transactional Reporting

"Here are your reports"

Generational Steps

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Enterprise Performance Management System
Integrates Transaction, Intelligence, Financial Systems

Modeling

Planning & Budgeting

Financial Management

Financial & Statutory Reporting

Metrics & Scorecards

Financial Performance Management

Enterprise Performance Management System

Transactional Systems
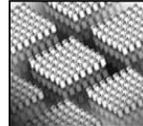
Operational BI Systems

Sales & CRM

Financials

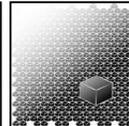Supply Chain

HR

Procurement

Data Warehouse

Data Integration

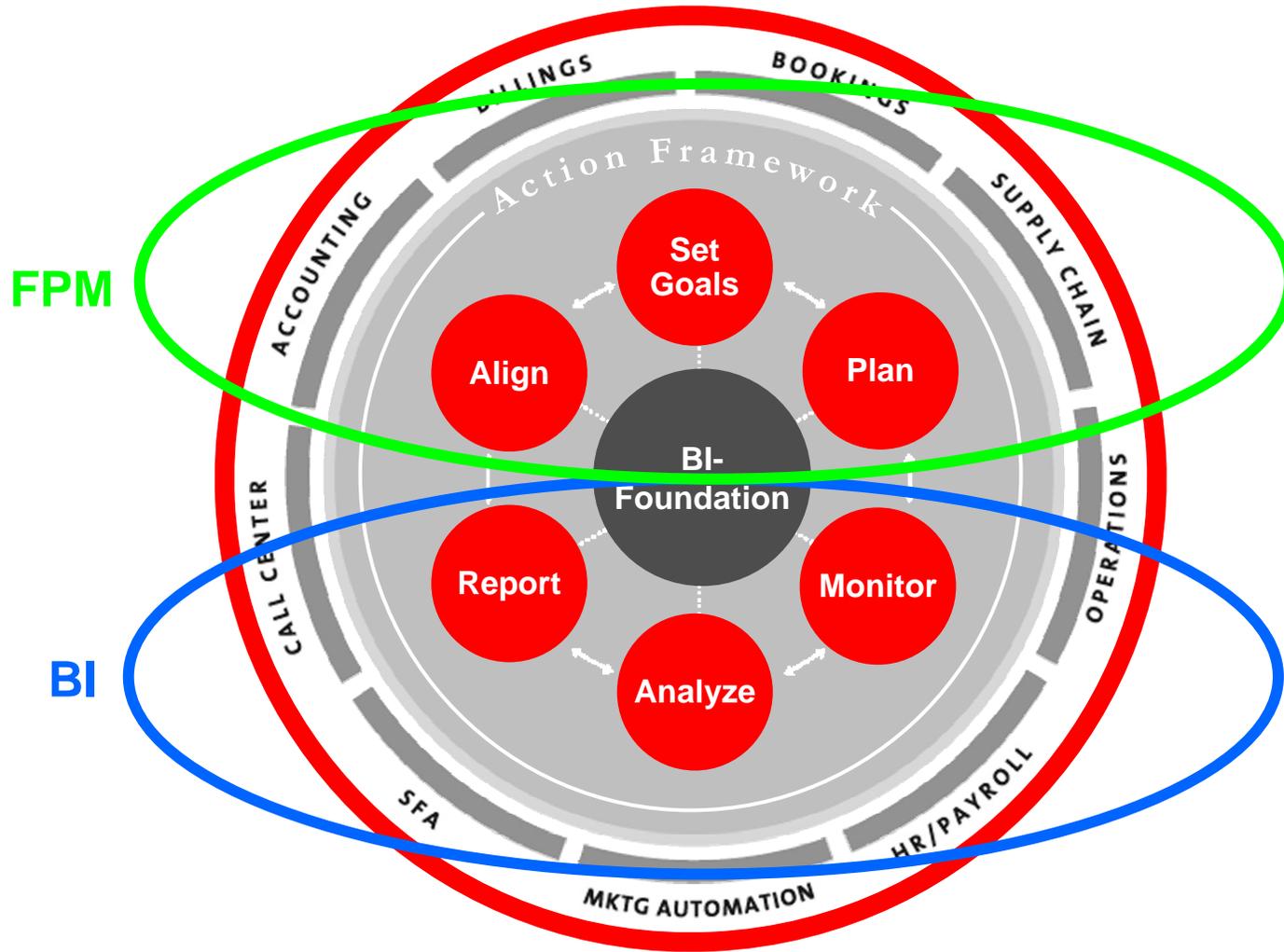Query & Analysis

OLAP

Dashboards

Enterprise/ Operational Reporting

Alerts & Workflow

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The Management Cycle and EPM

Introducing: The Oracle Enterprise Performance Management System

Web	Office	Desktop	Mobile	Embedded

Financial Performance Management Applications

Operational BI Applications

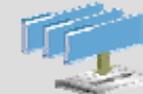**Business Intelligence Foundation**

Fusion Middleware

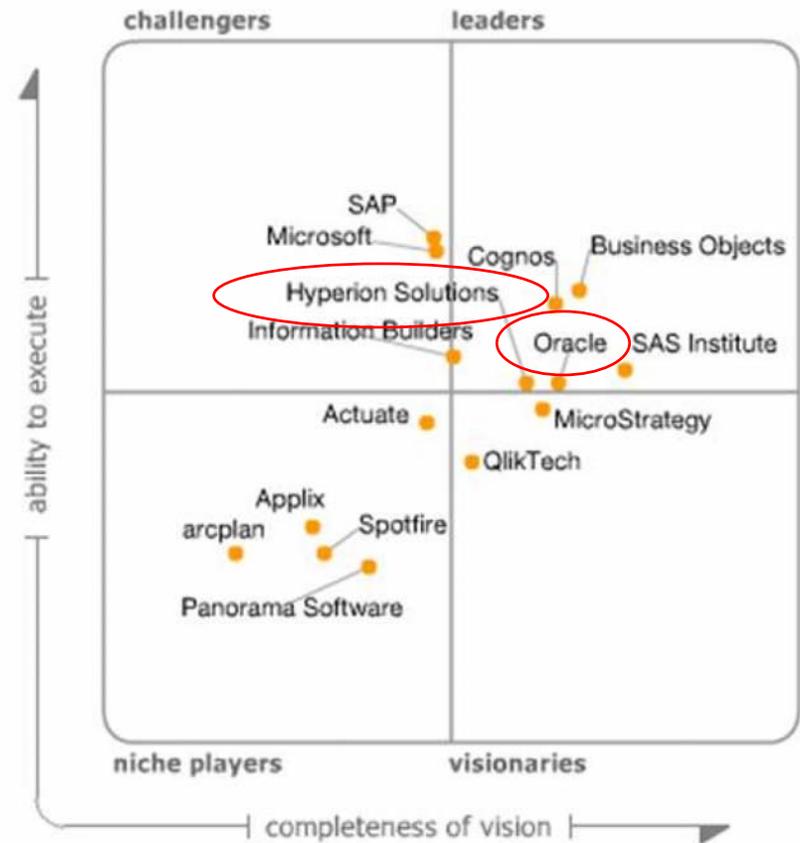| OLTP & ODS Systems	Data Warehouse Data Mart	Essbase	SAP, Oracle, Siebel, PeopleSoft, Custom	Excel XML	Business Process

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The **Hyperion** Acquisition

Hyperion and Oracle were strong in both markets

Leader In Performance Management

And In Business Intelligence

Source: Gartner (January 2007)

As of January 2007

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Stronger Together

#1 Clear Market Leader

Gaining Market Share

Performance Management

Business Intelligence Tools

Performance Management pie chart:
- Other 47%
- 19%
- 8%
- 8%
- 8%
- 5%
- 1%
- 4%
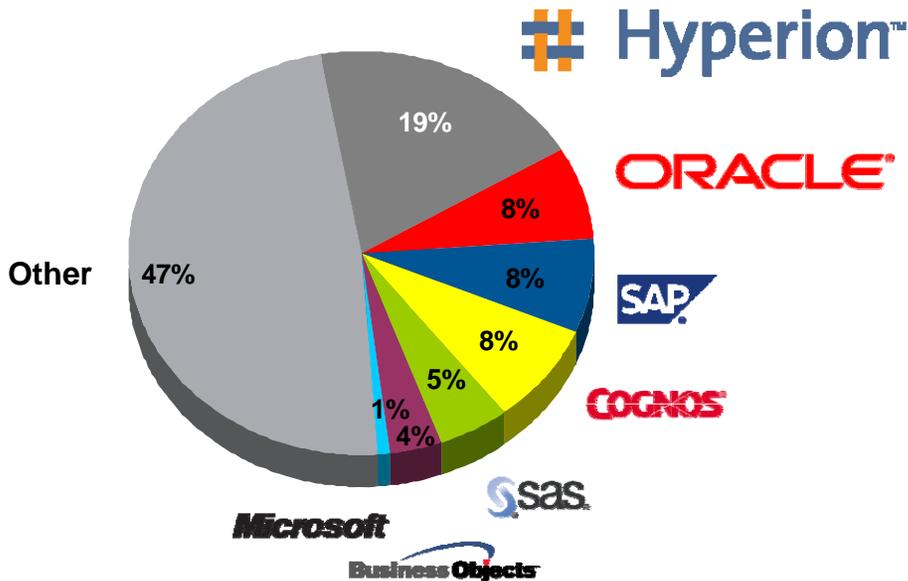
Business Intelligence Tools pie chart:
- Other 48%
- 5%
- 4%
- 14%
- 10%
- 10%
- 6%
- 3%
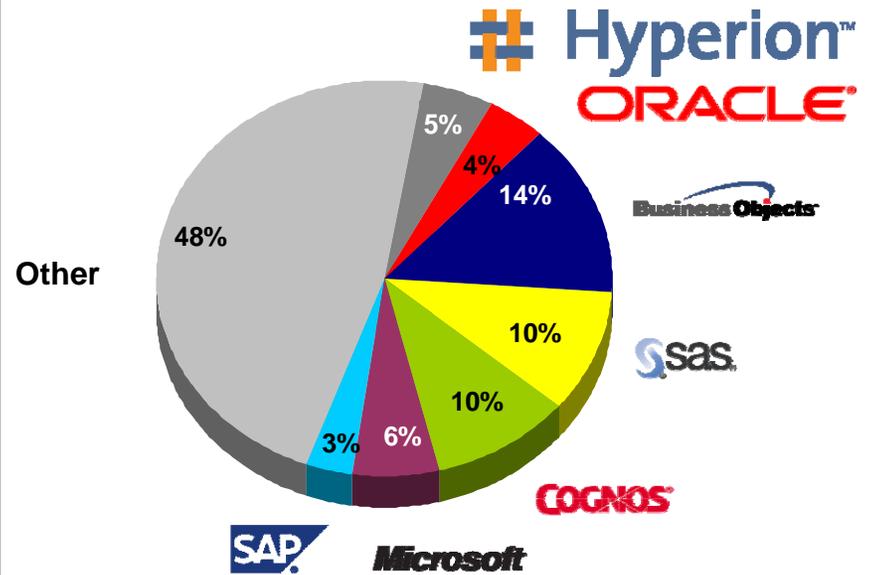
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Why Did Oracle Acquire Hyperion?
Strategic Rationale

- **New Management System for Business**
  - Integrates Enterprise Resource Planning, Operational Business Intelligence, Financial Performance Management Systems

- **Enterprise Resource Planning Systems**
  - Automate Core Functions and Processes of Business

- **Operational Business Intelligence Systems**
  - Capture Operational Information to Enable Decision Making

- **Financial Performance Management Systems**
  - Defines Strategy, Plans, Metrics to Guide Organization

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Oracle's Enterprise Performance Management System

| Web | Office | Desktop | Mobile | Embedded |

| Financial Performance Management Applications | Operational BI Applications |

Business Intelligence Foundation

Fusion Middleware
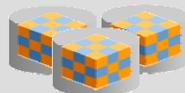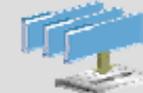
OLTP & ODS Systems | Data Warehouse Data Mart | Essbase | SAP, Oracle, Siebel, PeopleSoft, Custom | Excel XML | Business Process
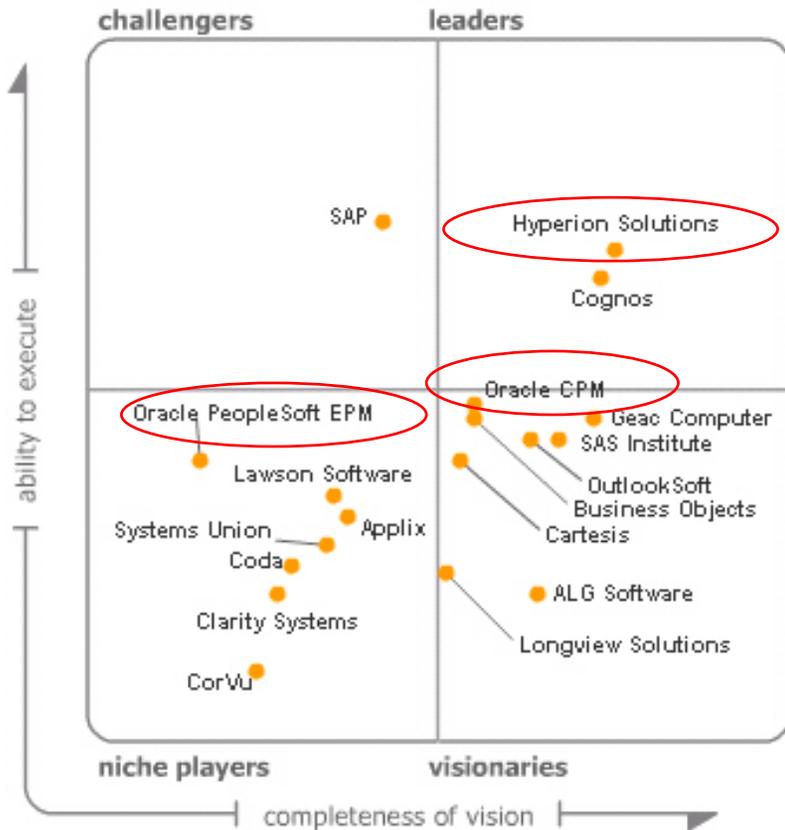
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BI must offer pervasive Information Access and Delivery

Desktop Gadgets	Ad-hoc Analysis	Interactive Dashboards	Search	Reporting & Publishing	Proactive Detection and Alerts	Disconnected & Mobile Analytics	MS Office & Outlook Integration

BI

OLTP & ODS Systems	Data Warehouse Data Mart Teradata Neteeza	Essbase	SAP, Oracle PeopleSoft, Siebel, Custom Apps	Files Excel XML	Business Process

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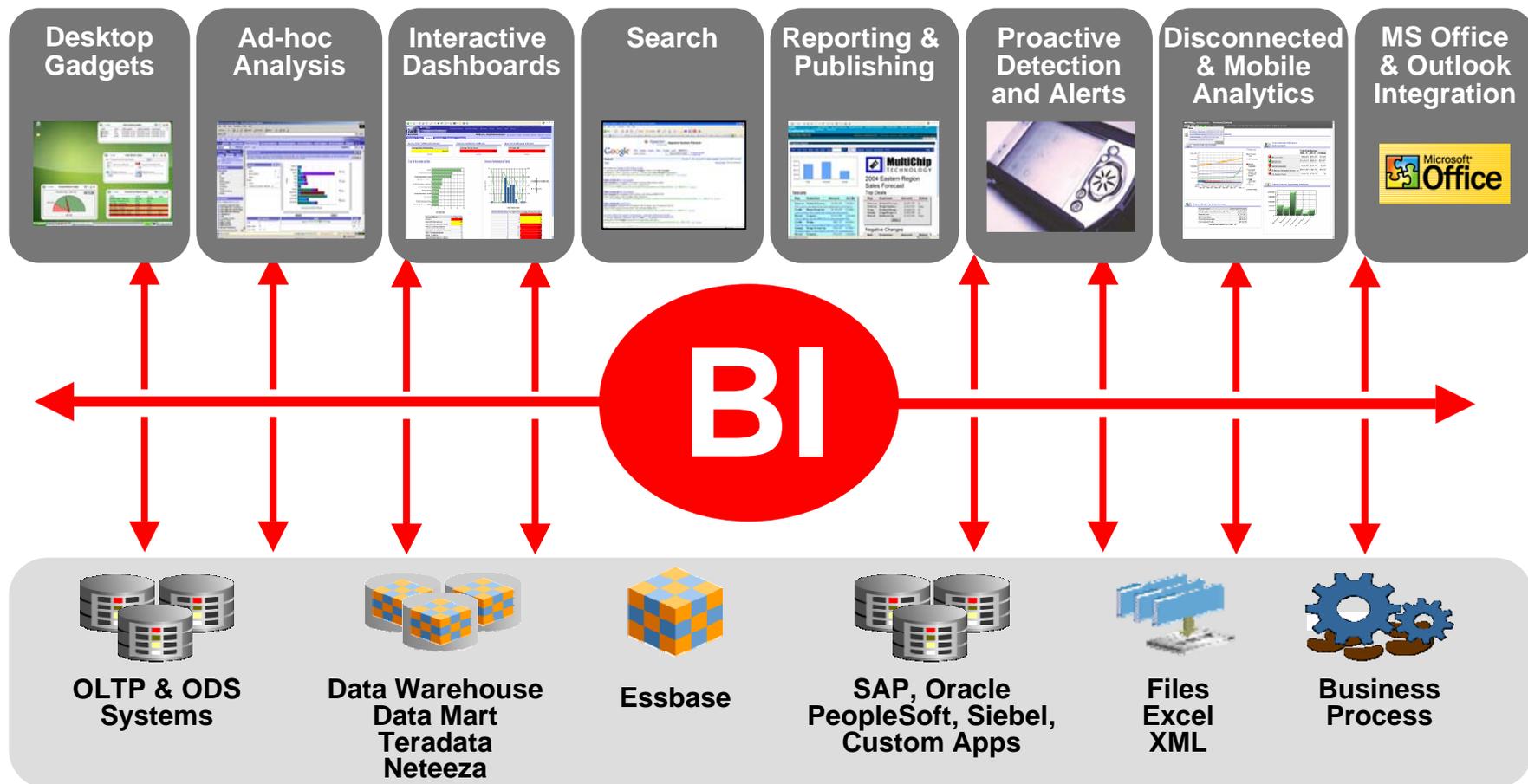
Pervasive Information Access & Delivery through a **Unified BI Foundation**

Desktop Gadgets	Ad-hoc Analysis	Interactive Dashboards	Search	Reporting & Publishing	Proactive Detection and Alerts	Disconnected & Mobile Analytics	MS Office & Outlook Integration

Common Enterprise Information Model

Integrated Security, User Management, Personalization

Multidimensional Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services

OLTP & ODS Systems	Data Warehouse Data Mart	Essbase	SAP, Oracle PeopleSoft, Siebel, Custom Apps	Files Excel XML	Business Process
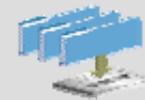
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One Solution for Enterprise BI

Hyperion BI

Interactive Reporting
Production Reporting
Financial Reporting
Web Analysis

Oracle BI Suite Enterprise Edition Plus

Oracle BI Suite

Enterprise

Edition

Oracle BI Suite Enterprise Edition (before Hyperion)

Interactive Dashboards

Ad hoc Analysis
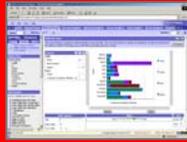
Proactive Detection and Alerts

Microsoft Office

Reporting & Publishing

Common Enterprise Information Model

Oracle BI Server

OLTP & ODS Systems

Data Warehouse Data Mart

SAP, Oracle PeopleSoft, Siebel, Custom Apps

Files Excel XML

Business Process

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Oracle BI Suite Enterprise Edition **Plus**

Interactive Dashboards

Ad hoc Analysis

Proactive Detection and Alerts

Microsoft Office

Reporting & Publishing

BI Publisher

Web Analysis

Financial Reporting

Interactive Reporting

SQR Production Reporting

Common Enterprise Information Model

Oracle BI Server

OLTP & ODS Systems

Data Warehouse Data Mart

SAP, Oracle PeopleSoft, Siebel, Custom Apps

Files Excel XML

Business Process

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Oracle BI Suite Enterprise Edition **Plus**

Interactive Dashboards

Ad hoc Analysis

Proactive Detection and Alerts

Microsoft Office

Microsoft Office

Reporting & Publishing

BI Publisher

MultiChip TECHNOLOGY
2004 Eastern Region
Sales Forecast

Web Analysis

Financial Reporting

Interactive Reporting

SQR Production Reporting

Common Enterprise Information Model

Oracle BI Server

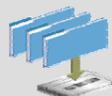**OLTP & ODS Systems**

Data Warehouse Data Mart

SAP, Oracle PeopleSoft, Siebel, Custom Apps

Files Excel XML

Business Process

Financial Performance Management Applications

Hyperion Essbase
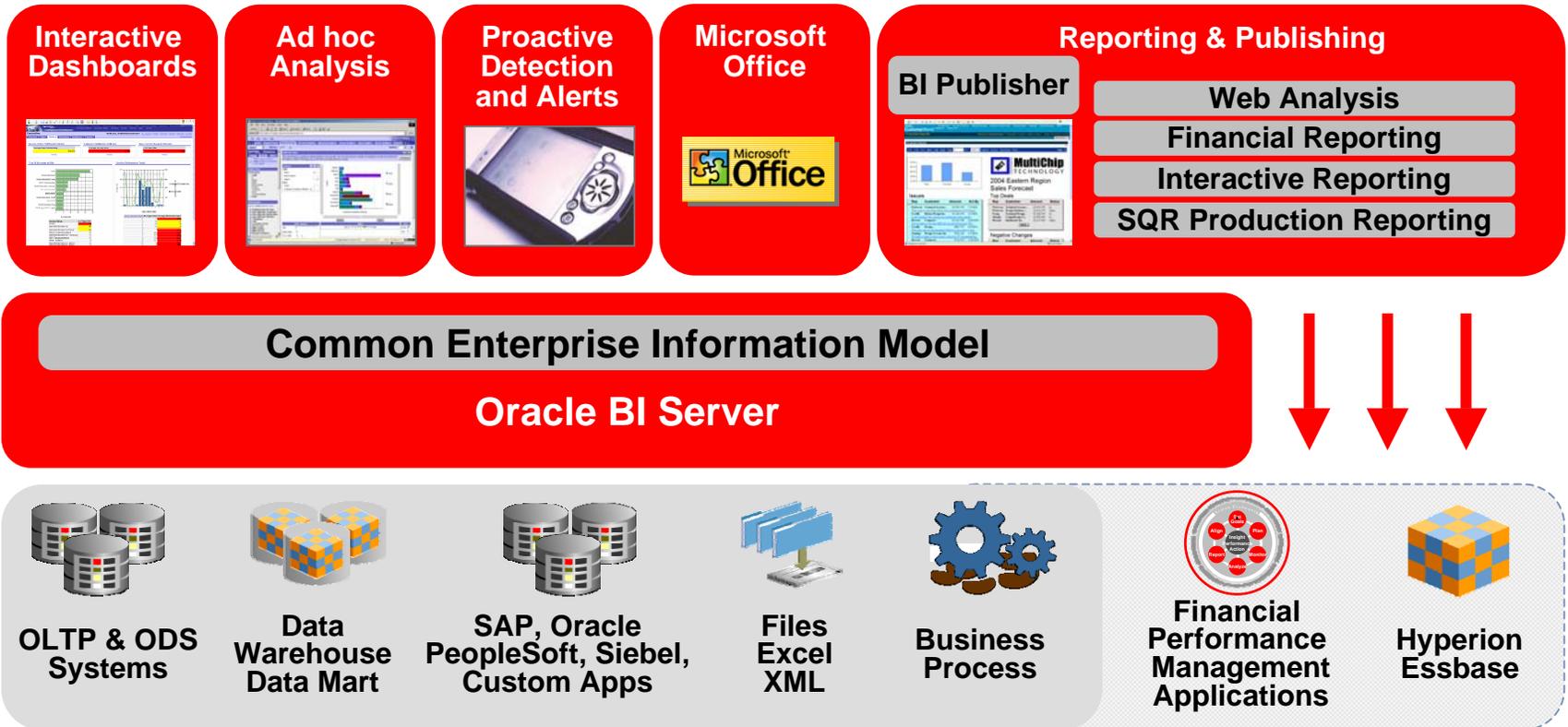
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Hyperion Essbase
Extends Oracle BI Suite With Advanced OLAP Analysis

Custom analytic applications requiring…

Powerful calculations	✔
Multi-user write back	✔
Financial Intelligence	✔
Limited IT support	✔

Store Profitability

Inventory Forecasting

Volume Change Analysis

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Oracle/Hyperion Essbase

August 2005

…>10,000 customers

... Essbase
named one of 10
most influential
innovations of
past 10 years by
InformationAge

The 10 most influential innovations

InformationAge
Business insight for technology decision-makers

Netscape
The browser that started it all. Launched in 1994, Netscape became a household name as it kicked off the dot com boom with its initial public offering in August 1995.

Essbase
The multi-dimensional database technology that put online analytical processing (OLAP) on the business intelligence map. Developed by Arbor Software (now part of Hyperion Solutions), it spurred the creation of scores of rival OLAP products – and billions of OLAP cubes.

BlackBerry
Launched in 1998, the email handheld device executives love to hate became the iPod of the connected generation when it started delivering over GPRS in 2002.

Google
Formed in 1995, Google was an also-ran in Internet search even as late as 2000 when it trailed Yahoo and Altavista. But rivals did not quite have the same vision for the pivotal role of search in accessing the ever-expanding Internet as founders Larry Page and Sergey Brin.

Virtualisation
While possible on the mainframe since the 1980s, breaking the link between physical and logical resources at the storage, server and even chip level has brought clear benefits in terms of efficiency, resilience and manageability – and made silo a dirty word.

VoIP
By breaking up voice calls into packets and sending them over an Internet protocol rather than the plain old circuit-switched phone system, VoIP is as disruptive for the telcos as it is for enterprise communication.

Linux
When Linus Torvalds first posted on a Usenet newsgroup in 1991 about his hobby to make a free operating system, he said it would not be "big and professional". That is just what his open source program has become.

XML and web services
The Extensible Mark-up Language enables the creation of open, easily shared file formats, paving the way for truly interoperable, interconnected software and the service-oriented architecture.

Pentium processor
In the late '80s and early '90s, application hunger for processing power ran ahead of the capabilities of Intel x86 PC chips. With its arrival in 1993, and upgrades throughout the decade, Pentium reversed that equation, enabling it to storm the engineering and multimedia workstation markets and create a consumer brand that ranks alongside Nike.

ADSL
Remember 30-second web page downloads and the 'world wide wait'? The ability to send data down phone lines ten times faster than a standard 56k dial-up modem was the key enabler of consumer ecommerce.

Oracle's Enterprise Performance Management System

Web	Office	Desktop	Mobile	Embedded

Financial Performance Management Applications

Operational BI Applications

Business Intelligence Foundation

Fusion Middleware
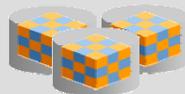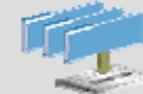
OLTP & ODS Systems · Data Warehouse Data Mart · Essbase · SAP, Oracle, Siebel, PeopleSoft, Custom · Excel XML · Business Process

Oracle BI Applications - Analytical Processes in a BOX"

- Add insight to CRM and ERP applications
- Pre-built BI content, but also easy to adapt and extend
- Works with existing IT environment
- Fast time to value
- Lower TCO
- Over 1000 customers

BI content

Oracle BI EE Platform & Metadata

DW

ETL

Oracle   SAP R/3   Siebel   PSFT   EDW   Other

Federated Data Sources

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Example:
Oracle Financial Analytics Product Components

1 Pre-built ETL to extract data from hundreds of operational tables and load it into the DW, sourced from Oracle EBS, PeopleSoft Enterprise, Siebel CRM, SAP R/3, and others.

2 Pre-built warehouse with more than 16 star-schemas designed for analysis and reporting on Financial Analytics

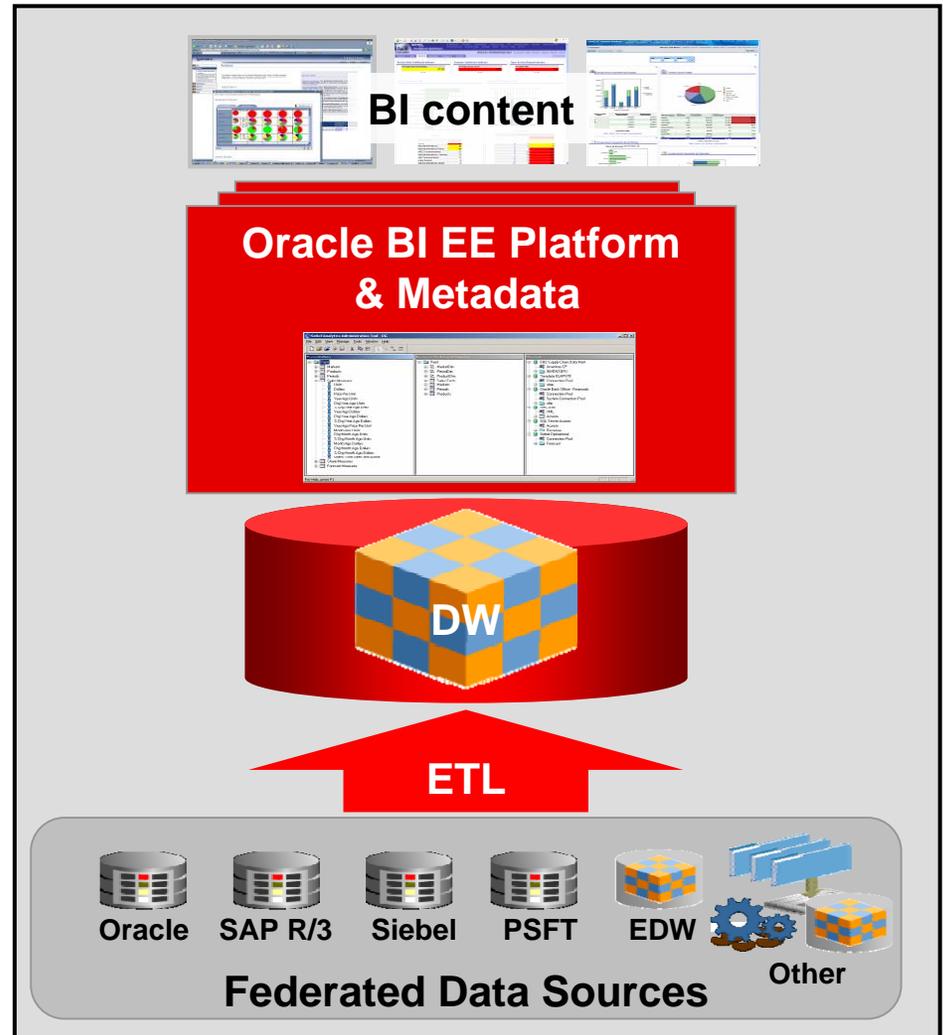**3** Pre-mapped metadata, including embedded best practice calculations and metrics for Financial, Executives and other Business Users.

- Presentation Layer
- Logical Business Model
- Physical Sources
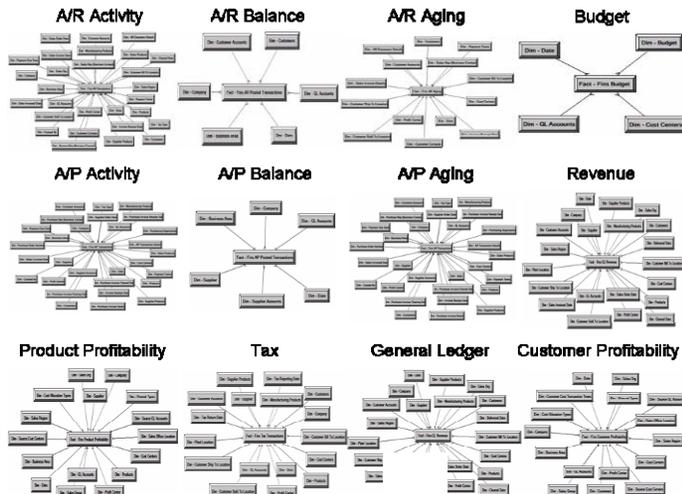
4 A "best practice" library of over 360 pre-built metrics, Intelligent Dashboards, 200+ Reports and alerts for CFO, Finance Controller, Financial Analyst, AR/AP Managers and Executives

Speeds Time To Value and Lowers TCO

Build from Scratch with Traditional BI Tools

| Training / Roll-out |
| Define Metrics & Dashboards |
| DW Design |
| Back-end ETL and Mapping |

Quarters or Years

Oracle BI Applications

✓ **Faster deployment**
✓ **Lower TCO**
✓ **Assured business value**

Training / Rollout	} Easy to use, easy to adapt
Define Metrics & Dashboards	} Role-based dashboards and thousands of pre-defined metrics
DW Design	} Prebuilt DW design, adapts to your EDW
Back-end ETL and Mapping	} Prebuilt Business Adapters for Oracle, PeopleSoft, Siebel, SAP, others

Weeks or Months

With OBIEE+ you can:

1. **Build custom BI apps**
2. **Buy Oracle BI Apps**
3. **Do a mix of both**

Source: Patricia Seybold Research, Gartner, Merrill Lynch, Oracle Analysis

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24

To be Pervasive, BI must get the full spectrum of your activity

Auto	Comms. & Media	Complex Mfg.	Consumer Sector	Energy	Financial Services	High Tech	Insurance & Health	Life Sciences	Public Sector	Travel & Trans

Sales	Service & Contact Center	Marketing	Order Management & Fulfillment	Supply Chain	Financials	Human Resources
Pipeline Analysis	Churn Propensity	Campaign Scorecard	Order Linearity	Supplier Performance	A/R & A/P Analysis	Employee Productivity
Triangulated Forecasting	Customer Satisfaction	Response Rates	Orders vs. Available Inventory	Spend Analysis	GL / Balance Sheet Analysis	Compensation Analysis
Sales Team Effectiveness	Resolution Rates	Product Propensity	Cycle Time Analysis	Procurement Cycle Times	Customer & Product Profitability	HR Compliance Reporting
Up-sell / Cross-sell	Service Rep Effectiveness	Loyalty and Attrition	Backlog Analysis	Inventory Availability	P&L Analysis	Workforce Profile
Cycle Time Analysis	Service Cost Analysis	Market Basket Analysis	Fulfillment Status	Employee Expenses	Expense Management	Turnover Trends
Lead Conversion	Service Trends	Campaign ROI	Customer Receivables	BOM Analysis	Cash Flow Analysis	Return on Human Capital

Prebuilt adapters: ORACLE® · PeopleSoft · SIEBEL · SAP · **Other Operational & Analytic Sources**

Oracle BI Suite Enterprise Edition

To be Pervasive, BI must get the full spectrum of your activity

Auto	Comms. & Media	Complex Mfg.	Consumer Sector	Energy	Financial Services	High Tech	Insurance & Health	Life Sciences	Public Sector	Travel & Trans

Sales	Service & Contact Center	Marketing	Order Management & Fulfillment	Supply Chain	Financials	Human Resources
Pipeline Analysis	Churn Propensity	Campaign Scorecard	Order Linearity	Supplier Performance	A/R & A/P Analysis	Employee Productivity
Triangulated Forecasting	Customer Satisfaction	Response Rates	Orders vs. Available Inventory	Spend Analysis	GL / Balance Sheet Analysis	Compensation Analysis
Sales Team Effectiveness	Resolution Rates	Product Propensity	Cycle Time Analysis	Procurement Cycle Times	Customer & Product Profitability	HR Compliance Reporting
Up-sell / Cross-sell	Service Rep Effectiveness	Loyalty and Attrition	Backlog Analysis	Inventory Availability	P&L Analysis	Workforce Profile
Cycle Time Analysis	Service Cost Analysis	Market Basket Analysis	Fulfillment Status	Employee Expenses	Expense Management	Turnover Trends
Lead Conversion	Service Trends	Campaign ROI	Customer Receivables	BOM Analysis	Cash Flow Analysis	Return on Human Capital

Prebuilt adapters: ORACLE®   PeopleSoft.   SIEBEL.   SAP   **Other Operational & Analytic Sources**

Oracle BI Suite Enterprise Edition

What Customers Are Achieving
With Oracle BI Applications

Honeywell
Deployed to 800 users in under 90 days
Analytics for sales-oriented contact center

Baxter BioScience
Live in 120 days
Sales Analytics

verizonbusiness
Deployed to 3,000+ users in 3 months
Sales Analytics

Pfizer
4 months from decision to live for 1,200 users
Pharma Analytics

Microsoft
Live in 100 days, 6,500 users
Sales and Marketing Analytics

"I can vouch that it can be deployed as rapidly as they claim...It is a product that really delivers."

Bloor Research

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Oracle's Enterprise Performance Management System

| Web | Office | Desktop | Mobile | Embedded |

Financial Performance Management Applications

Operational BI Applications

Business Intelligence Foundation

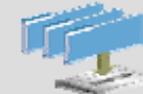**Fusion Middleware**

OLTP & ODS Systems

Data Warehouse Data Mart
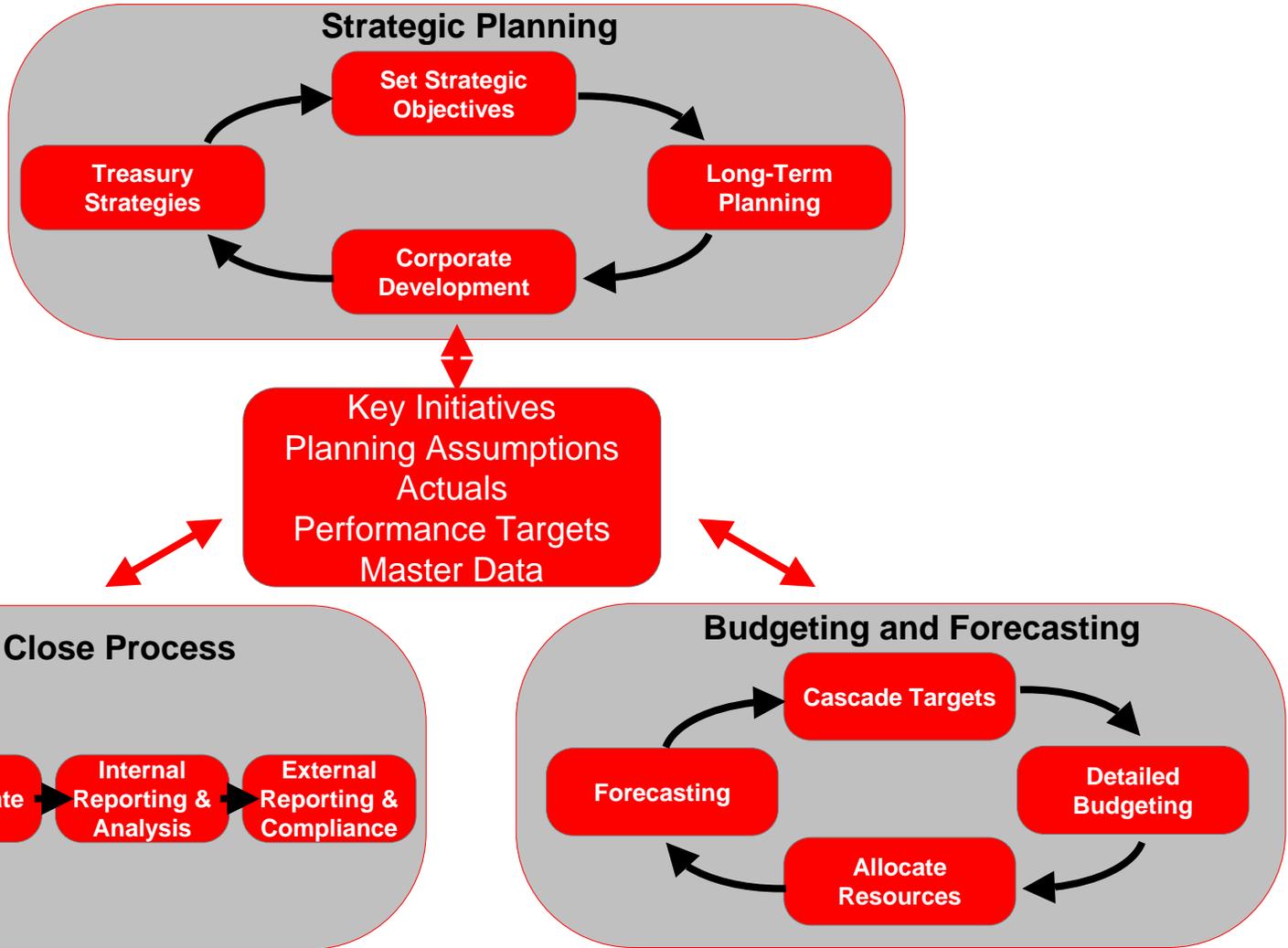
Essbase

SAP, Oracle, Siebel, PeopleSoft, Custom

Excel XML

Business Process

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Most **Complete** Suite of Financial Performance Management Applications

Strategic Planning

- Set Strategic Objectives
- Long-Term Planning
- Corporate Development
- Treasury Strategies

Key Initiatives
Planning Assumptions
Actuals
Performance Targets
Master Data

Financial Close Process

Data Cleansing → Consolidate → Internal Reporting & Analysis → External Reporting & Compliance

Budgeting and Forecasting

- Cascade Targets
- Detailed Budgeting
- Allocate Resources
- Forecasting

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The Management Cycle and EPM

- Link strategic goals to operational decisions
- Transform financial management processes
- Monitor execution in real-time
- Deliver consistent, reliable insights to drive action
- Lower costs and reduce system complexity
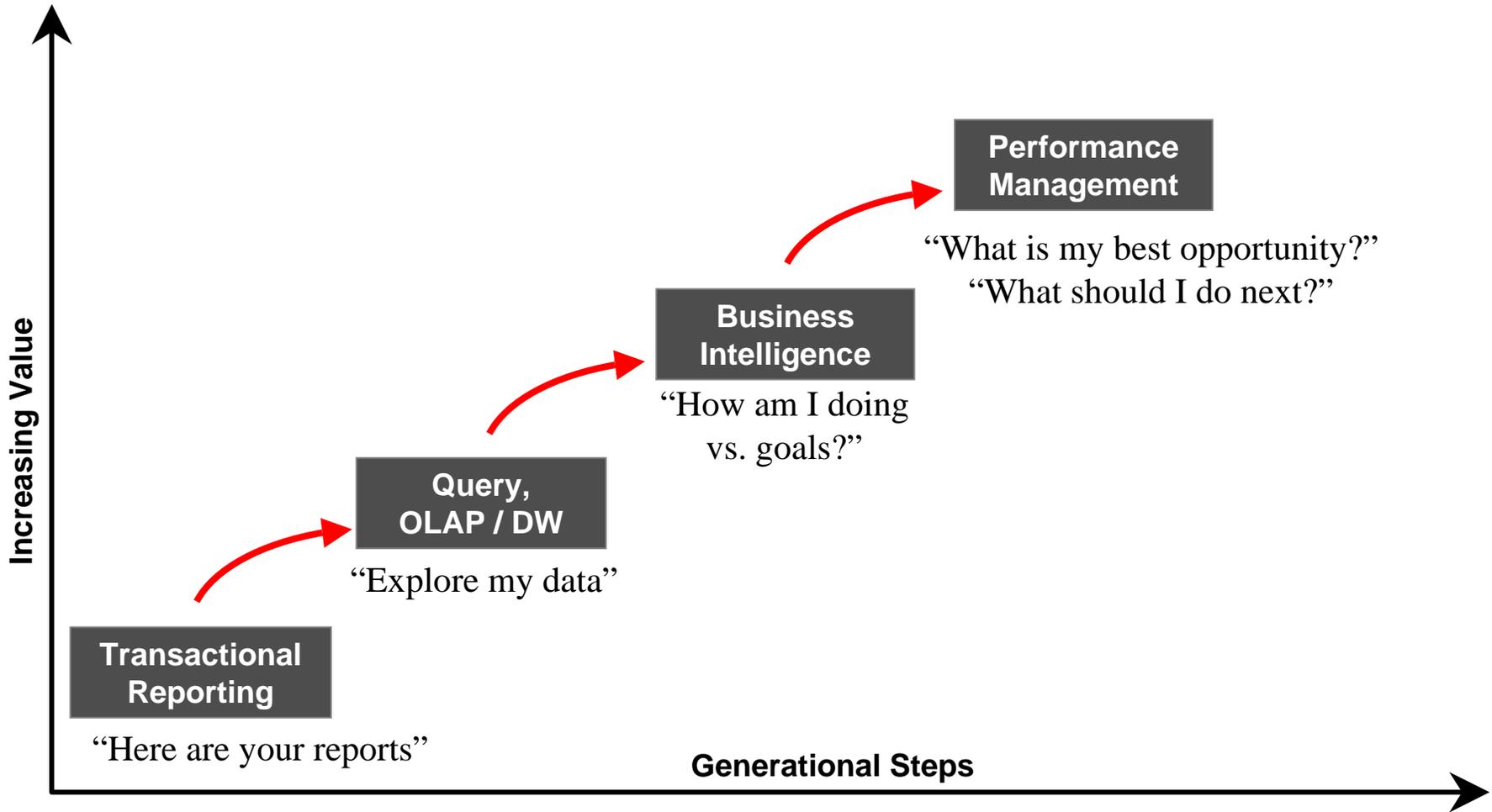- Single version of the truth

Leadership Product Strategy

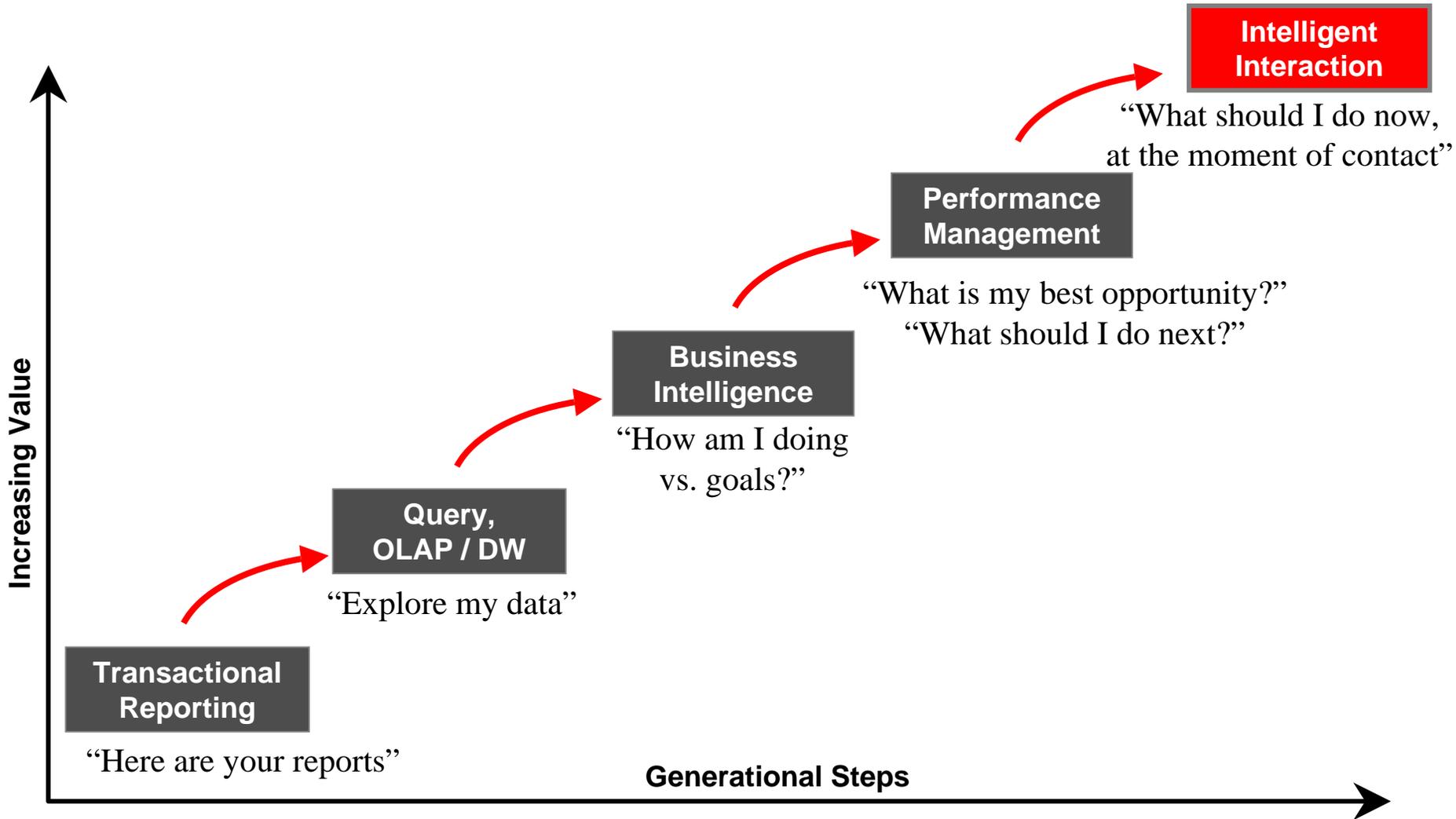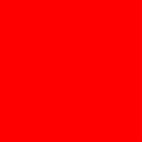**Integrating Enterprise Performance Management and BI**

- **Provides industry's first EPM System**
  - Align operational intelligence with strategy: better insight
  - Align operational decisions with strategy: better decisions
  - From insight to action: drives better results more quickly

- **Built on integrated and modern BI Foundation**
  - Most complete and integrated BI tools and BI applications
  - With a unified and consistent view of business performance
  - For Oracle and non-Oracle systems

- **Improves customer choice for BI solutions**
  - First integrated, EPM System to combine Financial Performance Management and Operational BI Applications
  - Most complete, best-of-breed tools and analytic applications

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From **History** to **Present**

Increasing Value →

Performance Management
"What is my best opportunity?"
"What should I do next?"

Business Intelligence
"How am I doing vs. goals?"

Query, OLAP / DW
"Explore my data"

Transactional Reporting
"Here are your reports"

Generational Steps

ORACLE®

From **History** to **Present** to **Future**

Intelligent Interaction

"What should I do now, at the moment of contact"

Performance Management

"What is my best opportunity?"
"What should I do next?"

Business Intelligence

"How am I doing vs. goals?"

Query, OLAP / DW

"Explore my data"

Transactional Reporting

"Here are your reports"

Increasing Value

Generational Steps

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Real Time Decisions

Gap Between BI and Operational Apps

- Hudge investment into operational systems to make them more efficient

- Big efforts to utilize the vast amount of data using DHW, BI, Datamining

Operational Applications

- predective analysis
- learning process
- just-in-time interaction

BI & Analytics Solutions

Oracle RTD Bridges the Gap

- Bridge between operational and analytical worlds

- Operationalizes offline analytic insight, models and scores

- Creates new behavioral & contextual insights through continuous learning

- Unites channel experiences through singular decision framework

- Drives process behavior of both technology and human resources

Operational Applications

Real-Time Decision Solutions

BI & Analytics Solutions

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RTD Platform and Applications

Telco **Fins** **Retail** **Health** **Travel** **Others**

Front Office
(e.g. Call Center, Web)

Back Office
(e.g. Supply Chain)

Real-Time Decisions Applications

Decision Center	Decision Server	Marketing Automation
Decision Studio		Data Mining

Business Intelligence

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RTD as part of Oracle's Enterprise Performance Management System

Web	Office	Desktop	Mobile	Embedded in Applications

Financial Performance Management Applications
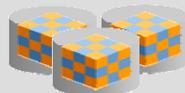
Operational BI Applications

RTD

Business Intelligence Foundation

RTD

Fusion Middleware
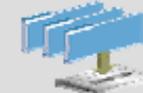
OLTP & ODS Systems

Data Warehouse Data Mart

Essbase

SAP, Oracle, Siebel, PeopleSoft, Custom

Excel XML

Business Process

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Summary

- **BI is more than simple standalone reporting**

- **It must be pervasive and hot-plugable**
  - **Access to all sources**
  - **across all LOB**
  - **through any delivery channel**

- **BI should be an integrated part and embedded part of EPM**

- **To link Insight and Action**

- **At the moment of interaction using RTD**

Questions