NSS Enriching Knowledge for Information and Communication Technology Curriculum Series - (2) ICT Development and Applications in Hong Kong: Application Solution and Business Intelligence

8 Jan 2008





Application Solutions and Business Intelligence (應用方案與商業智能)

Presenter's Name: Arthur Ng Presenter's Title: Director of Sales Date: 8-Jan-2008

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### **Oracle At-a-Glance**



Founded in 1977. Headquarters in Redwood Shores, CA with operations in 145 countries.

- 275,000 total customers
  - 17,700 partners
- 220,000 database customers
- 30,000 applications customers
- 19,000 SMB apps customers
- 30,000 middleware customers
- 60,000 employees
- 14,000 developers
- 7,000 support staff

### Globally...

- #1 in Database
- **#1** in Supply Chain Mgmt
- **#1** in Customer Relationship Mgmt
- **#1** in Human Capital Mgmt
- #1 in Industries
  - Retail
  - Communications
  - Public Sector
  - Professional Services
  - Financial Services

# **Oracle History in Hong Kong**



Established in 1986. Over 200 staff in Hong Kong First RDBMS supplier to the HKSAR in 80's

#### First dedicated Package Provider to the Public Sector:

- Police Force (Storeman)
- Government Logistics Department (PMSU)
- Trade Development Council (FMS, BI)
- MTRC (Financials, Human Resources, Enterprise Asset Management)
- Airport Authority (Financials)
- Education Manpower Bureau (Human Resource)
- Efficiency Unit 1823 Call Center (Siebel)

- Housing Authority (Human Resource)
- Treasury (GFMIS in progress)
- Hospital Authority (Full Suite ERP Recent Win)
- Po Leung Kuk (Financials, SCM)
- HK Council of Social Services (Financials, HR, SCM)
- Hong Kong University (Financials)
- Hong Kong Post (Siebel CRM)

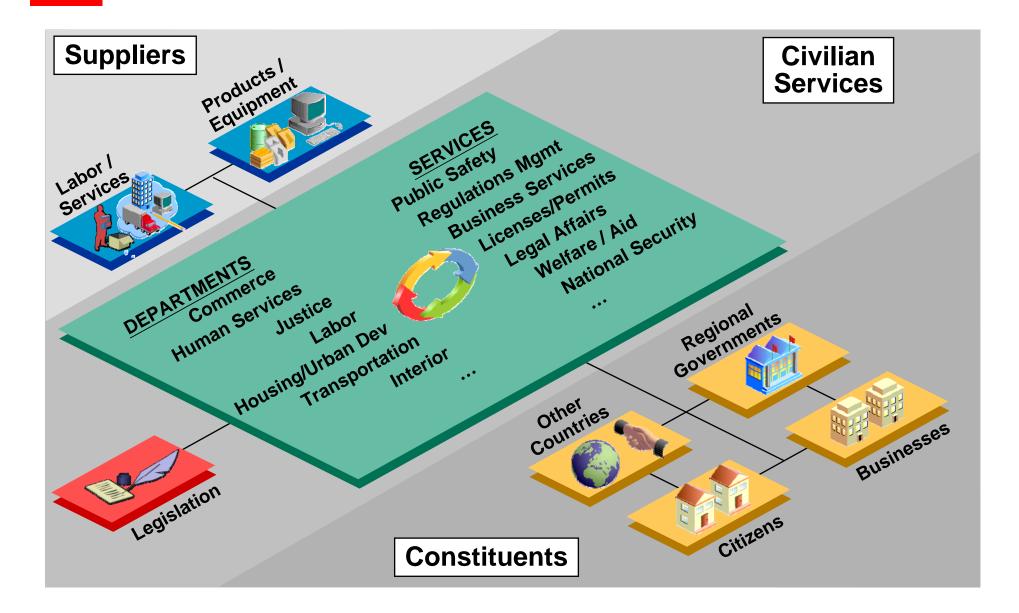
#### ORACLE

# Longevity and Continuity in Government

Experience You Can Count On

- Project Oracle, 1977
  - CIA, Langley
  - Customer No. 1
- 3 of First 5 Customers Were U.S. Federal Government / DoD Intelligence
- Longest Running Relationship With Government of Any Software Vendor
- Public Sector Customers in All 50 U.S. States
- Dedicated Development Organization
- Global Support for U.S. Public Sector (e.g., DoD, State Dept)

### The National and Local Gov't Value Chain



# **National and Local Government Drivers**

### **Fiscal Management**

- How can we maximize revenue collections without increasing taxes?
- What work processes can be automated to reduce costs?



### **Increasing Accountability**

- How can I improve tracking and reporting of public funds?
- What is the best way to enforce proper approval and document key decisions / awards?



Suppliers

Civilian Services

Constituents



### **Citizen Centricity**

- What is the best way to improve responsiveness to citizen demands?
- How should cases be distributed to improve workload and consistency of outcomes?

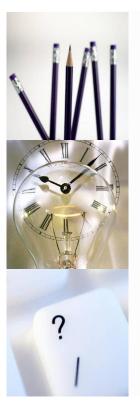
### **Data Security and Access**

- How can I automate collaboration and still protect sensitive data?
- What is the best way to provide controlled, remote access to centrally managed information?

#### ORACLE

# A Need for Change

Leading Trends



- Improved transparency of financial information
- Strategic recruiting and retention of key employees
- Drive toward citizen centricity & improved responsiveness
- Increasing procurement oversight and accountability
- Growing dependence on integrated systems

### U.S. Federal Government Agencies Get Better Results with Oracle Applications

### Did You Know?



Oracle is the largest applications solutions provider to the U.S. Federal Government



**Over 100** U.S. Federal Government Organizations run Oracle Applications



**15 of 15** U.S. Federal Cabinet-Level Agencies run Oracle Applications



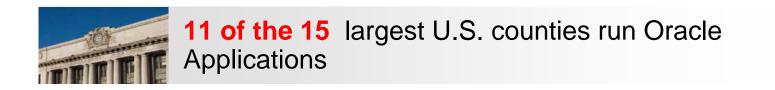
The major U.S. Federal Shared Service Providers (SSPs) run Oracle Applications

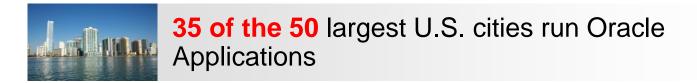
### U.S. State and Local Governments Get Better Results with Oracle Applications

Did You Know?



**38 of the 50** U.S. states run Oracle Applications





### Regional Government Agencies Get Better Results with Oracle Applications

Did You Know?



**15 of the 25** European Union member nations run Oracle Applications



9 Asia Pacific country governments run Oracle Applications



**16** Latin America and Caribbean country governments run Oracle Applications



### U.K. Government Agencies Get Better Results with Oracle Applications

### Did You Know?



Oracle is the largest applications solutions provider within national and local government in the UK



**10 of the 15** major government departments run Oracle Applications



**50 of the largest 75** local authorities run Oracle Applications



The regional governments of Scotland, Wales and Northern Ireland run Oracle Applications

### Canadian Government Agencies Get Better Results with Oracle Applications

### Did You Know?



**5** Federal Departments run Oracle Financial Applications



Canadian Federal Government standardized on Oracle Human Capital Management Applications



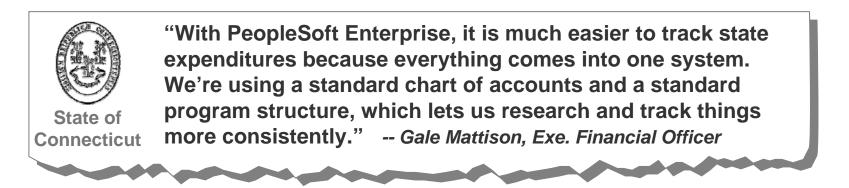
**8 of 10** provinces and **2 of 3** territories run Oracle Applications



11 of the largest 15 cities run Oracle Applications

## What PSFT Customers are Saying...







## What EBS Customers are Saying...



New York Citv Housing Authority "With Oracle E-Business Suite, we have seen increased productivity in warehouse operations, we have eliminated physical inventory, and automated our procurement process. All of which has resulted in significant labor productivity improvement." -- Natalie Rivers, Deputy GM

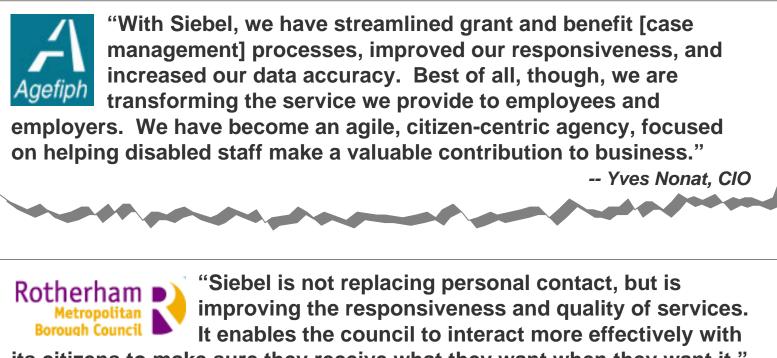


Cambridgeshire "Oracle HRMS has enabled us, for the first time, to county Council gather and analyze information about the workforce we employ. We use this information to drive down the costs of sickness, absence, and turnover."

-- Louise Harrington, HR Advisor



## What Siebel Customers are Saying...



its citizens to make sure they receive what they want when they want it." -- Jonathan Prew, Service Director



## What Customers are Achieving...



reduced annual spend by \$76M



Enterprise

**E-Business Suite** 

Siebel

saved about \$2.5M via improved supplier management



cut state budget cycle from months to weeks



cut admin costs 20% & reduced procure-to-pay cycle by 50%



increased productivity of finance staff by 10%



reduced administration costs by \$4.5M annually (est)



delivers 700 government services via one integrated system



reduced time to resolve benefit claims by 40%

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# A Few More Customers...

PeopleSoft Enterprise



ORACLE

# A Few More Customers...

Oracle E-Business Suite



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# A Few More Customers...

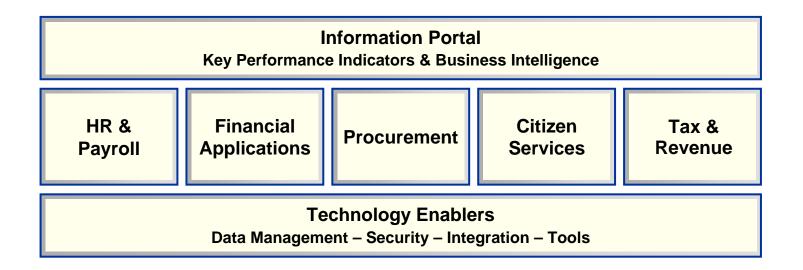
Siebel



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# **Oracle's Solution National and Local Gov't**

Support for Key Processes

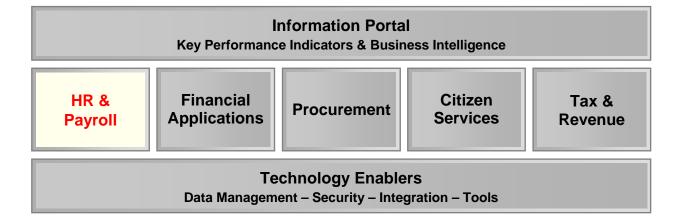


Only Oracle Offers...

- ✓ An Integrated (Yet Modular) Solution Built on Open Standards
- ✓ A Complete Solution: Database, Middleware, Applications, Services



### Oracle National & Local Government Solutions



### Increase Efficiency and Transparency

- Human Capital Management
- Financial Management
- Sourcing and Procurement
- **O** Collaborate to Deliver Citizen Services
- Improve Revenue Generation and Tracking

# **Comprehensive Workforce Lifecycle Mgmt**

Nurture the Government-Employee Relationship

enterprise-wide



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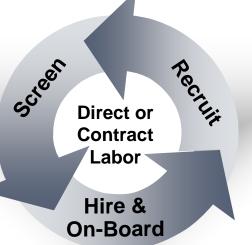
development

# **Internet Recruiting**

Drive Successful Recruiting and Hiring

### Recruiter / Manager

- Approve & advertise new jobs
- Coordinate & execute screening
- Progress assessment to offer
- Perform pre-hire checks
- Review recruitment process metrics



### **Applicant**

Internal, External, Contractor

- Search and apply for jobs
- Monitor progression process
- Initiate and complete administrative processes

Recruiting Prospect

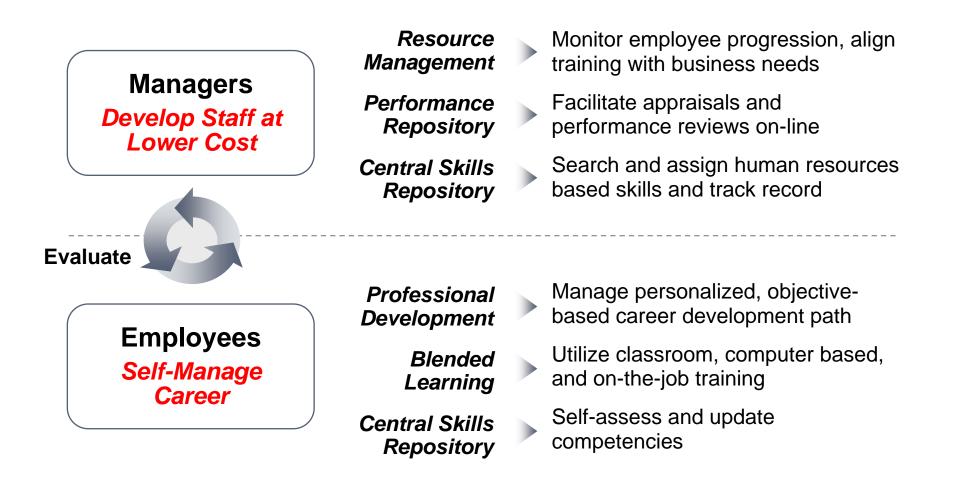
- Browse job openings
- Request notification of openings

Share Applicant Info Across Enterprise Speed recruiting cycle to retain higher quality applicants
 Increase match effectiveness by leveraging all openings

Increase Hiring Manager Involvement Improve employee productivity, satisfaction, and retention
 Enable recruiters to focus on attracting better applicants

### **Integrated Staff Development**

Develop and Retain Key People



# **Total Compensation Management**

Motivate and Align Workforce to Achieve Objectives



### **Total Compensation Model**

- Provide a complete picture of compensation and benefits
- Align compensation with business objectives and desired career progression

### **Flexible Benefits Model**

• Enable employees to exercise choice within their compensation packages to maximize value

### **Automated Compensation Process**

- Manage pay progression through grades or by individual salary / wage reviews based on specific criteria
- Lower back-end administrative costs by automating salary and performance review
- Reduce overpayment errors

### **Manage Decentralized Resources**

Execute Globally, Focus Locally

- Implement consistent policy, procedures, and standards
- Create a single, integrated picture for reporting and analysis regardless of where operations are located



- Enable cross department / agency resource deployment via centrally managed, single database of employee information
- Accommodate local variations for legislative compliance and reporting

# **Cost-Effective Workforce Management**

Decrease Costs While Increasing HR Management Value

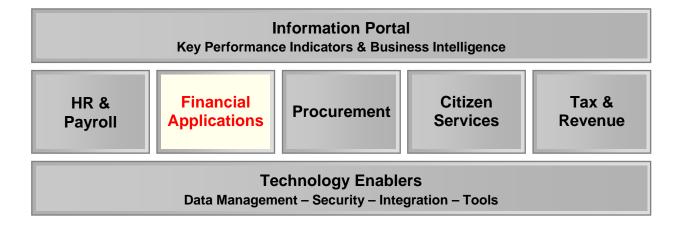


- Create a single, integrated picture for reporting and analysis regardless of where operations are located
- Improve efficiency and reduce errors through process automation
- Manage large-scale reorganizations via "mass" changes to reporting structures, compensation, etc.
- Lower costs through manager and employee self-service
- Centrally manage departmental requirements to comply with local policies and guidelines
- Analyze workforce management costs and compare with budgets or outside market





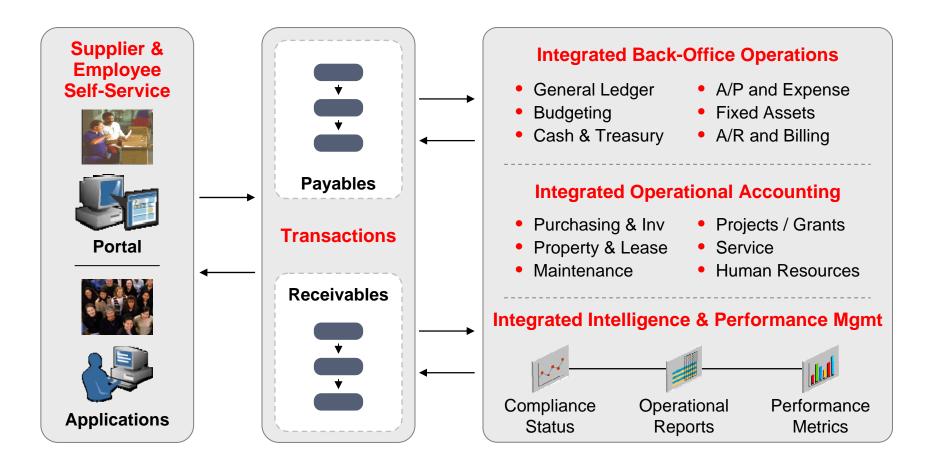
### Oracle National & Local Government Solutions



### Increase Efficiency and Transparency

- Human Capital Management
- Financial Management
- Sourcing and Procurement
- **O** Collaborate to Deliver Citizen Services
- Improve Revenue Generation and Tracking

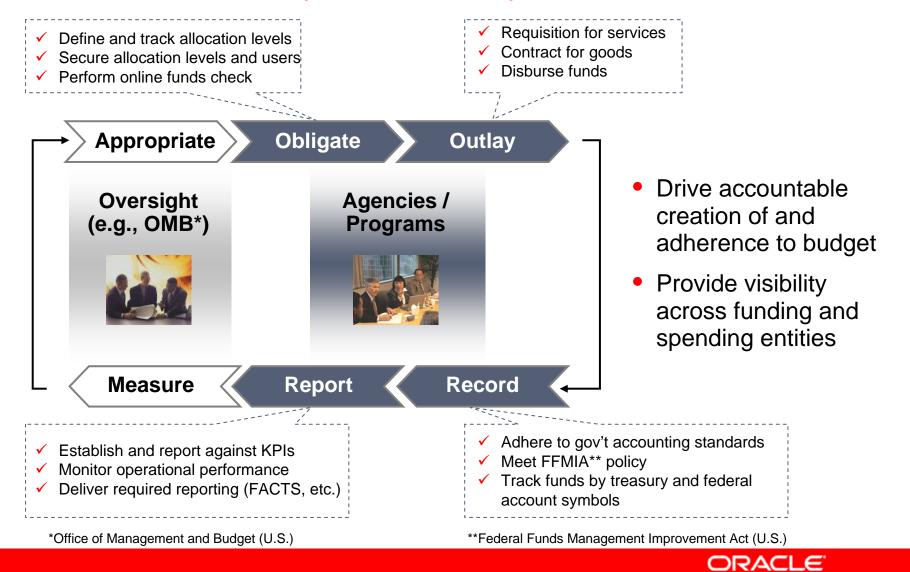
# **Integrated Financial Management Solution**



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### **Budget and Performance Integration**

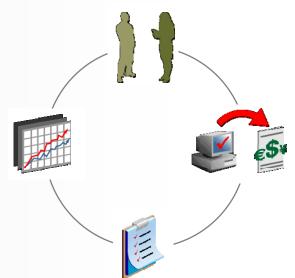
Ensure Accountability and Consistency



## **Automated Payment Control**

Tighten Disbursements and Improve Efficiency

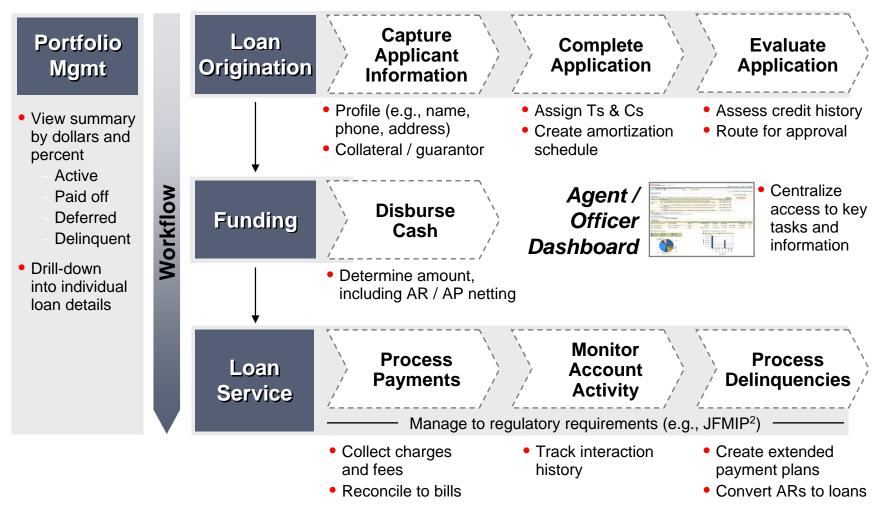
- Automate Invoice Processing of Encumbered Funds
- Efficiently Manage & Control the Approval and Disbursement of Cash Outlay
- Maximize Early Pay Discounts
- Collaborate With Suppliers via a Convenient, Role-Based Portal
- Monitor Supplier Performance Metrics and Compliance to Contracts
- Adhere to the Standards of PPA<sup>1</sup>



1 - Prompt Payment Act (U.S.)

# Standardized Lending Management<sup>1</sup>

Ensure Informed Lending Decisions and Mitigate Risk

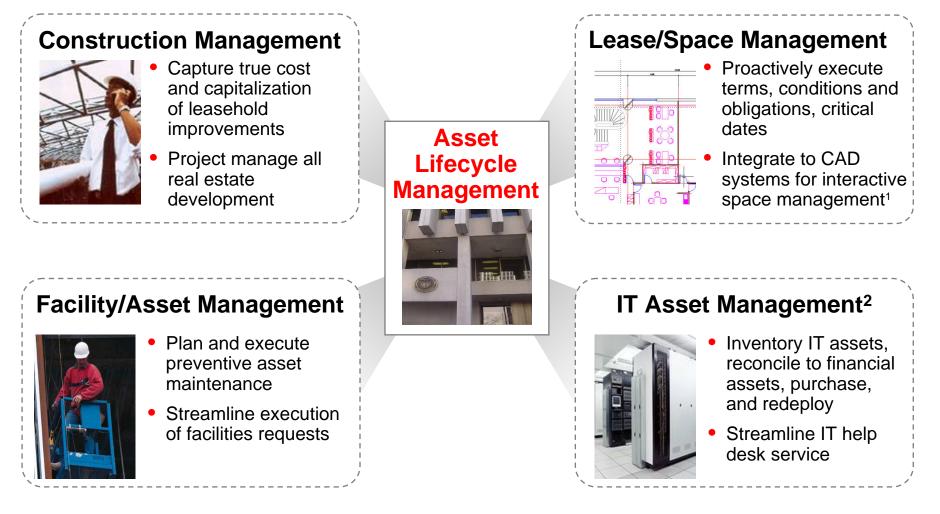


1 - EBS Only 2 - Joint Financial Management Improvement Program (U.S.)

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### **Integrated Asset Management**

Manage Assets and Control Costs Throughout Lifecycle



1 - Standard in EBS, PeopleSoft Enterprise provides integrated 3<sup>rd</sup> party solution

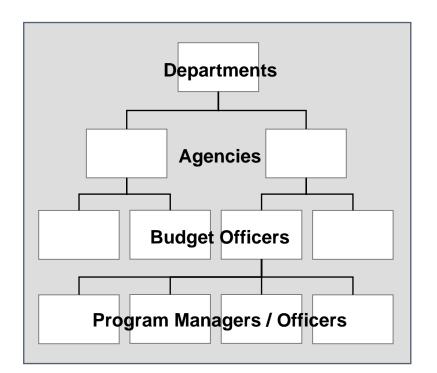
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2 - PeopleSoft Enterprise Only

# **Reliable Financial Reporting**

Improve Timeliness and Usefulness of Information

- Rapidly Aggregate Financial Information Across Different Entities
- Provide Visibility Across All Department / Management Levels
- Ensure Role-Based Security at Every Level
- Internal Reporting for Operational Management and Improvement
- External Reporting for Submission to Overseeing Agencies

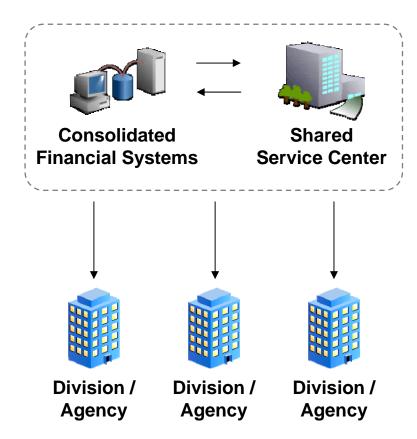




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# **Standardized Financial Processes**

Improve Management Effectiveness and Efficiency



### **Change Business Process**

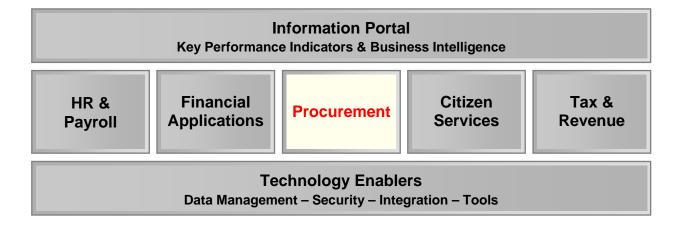
- Establish standard processes and accessibility to data
- Measure results and solicit feedback
- Guarantee service level agreements
- Enable real-time visibility

### Introduce Self-Service

- Increase data accuracy
- Reduce time and costs
- Automatically route reports and get approvals



### Oracle National & Local Government Solutions



### **Increase Efficiency and Transparency**

- Human Capital Management
- Financial Management
- Sourcing and Procurement
- **O** Collaborate to Deliver Citizen Services
- Improve Revenue Generation and Tracking

# **Advanced Procurement**

Dramatically Reduce All Supply Management Costs



### Reduce Spend on Goods and Services

- Realize buying power by consolidating purchasing volumes
- Maximize discounts with flexible sourcing methods
- Evaluate / award quickly and consistently with user defined criteria

### Streamline Procurement Processes

- Gain efficiency via self-service & workflow apps
- Speed collaboration with real-time exchange of docs
- Eliminate manual process steps via automatic processing and approval logic

### • Enforce Policy Compliance

- Monitor performance quickly with analysis reports
- Manage policy violations by exception
- Integrate to finance with budget-based procurement



### **Closed-Loop, Internet Sourcing**

Streamline Business Processes to Improve Effectiveness



### Source for Lowest Total Cost

- Single instance procurement system enables sharing of expertise across functions
- RFQ repository captures knowledge from past sourcing events
- Transformational bid analysis evaluates total costs including intangibles

# Source More of Your Spend

- Structured event support streamlines preparation and execution of RFQ / bidding
- On-line negotiations efficiently manage multiround bidding
- System-generated award recommendations eliminate time-consuming bid analysis

### Create Immediate and Long-Term Savings

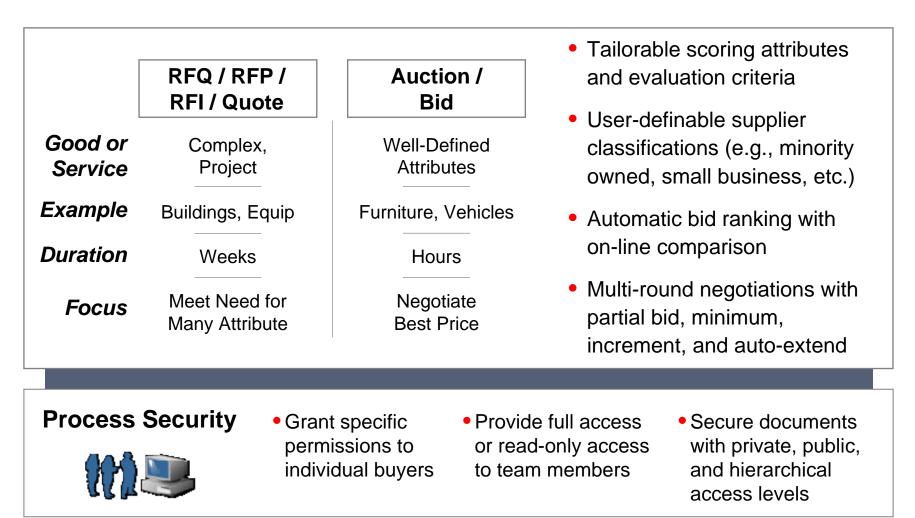
- Modular deployment enables rapid benefits in days or weeks, not months
- Seamless flow of information to purchasing enables enforceable/sustainable savings
- Built-in analytics help identify additional savings targets

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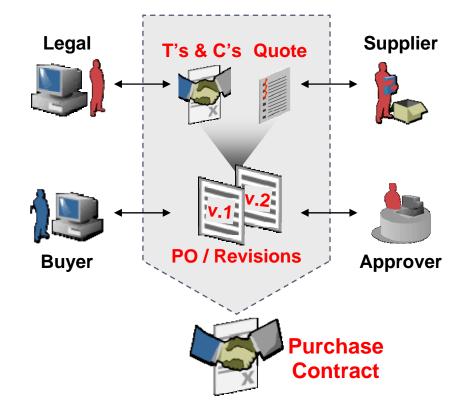
# **Secure, Flexible Negotiation Methods**

Support Multiple Sourcing Strategies



# **Collaborative Contract Authoring**

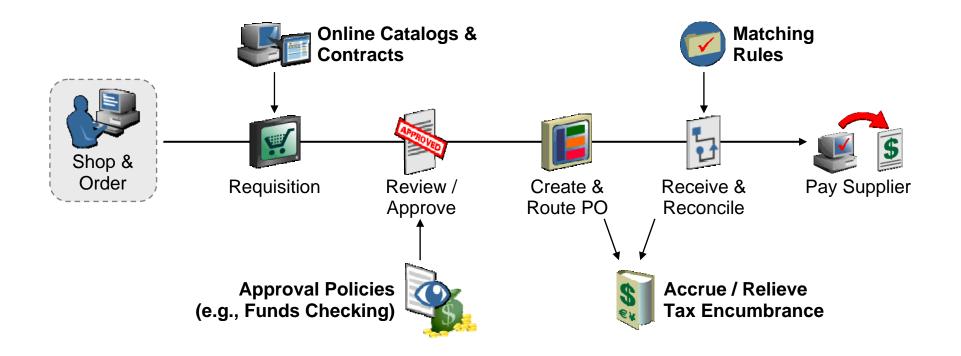
Create and Enforce Better Procurement Contracts



- Standardize contract processes to simplify enforcement, reduce risk, and track commitments
- Streamline negotiation and approval processes to reduce time-to-contract
- Integrate procurement and contract mgmt processes to improve compliance / visibility

### **Automated Procure-to-Pay Execution**

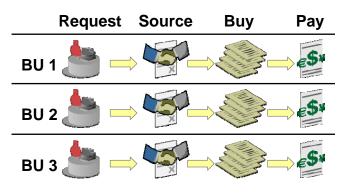
Control Employee Spending for Goods and Services



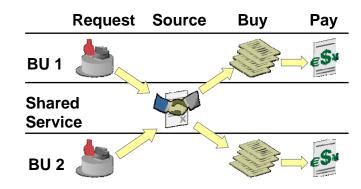
- Streamline Employee Ordering
- Enforce Purchasing Policy
- Slash Procurement Costs

### **Shared Services Procurement Support**

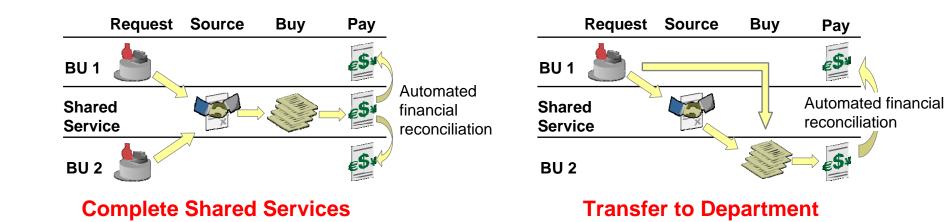
Achieve Savings via Multiple Models



### **Completely Decentralized**



### **Central Sourcing, Departmental Execution**



# **Integrated Intelligence Delivers Answers**

Identify Improvement Opportunities



- What is my commodity spend by department / agency?
- Where is there contract leakage?
- Are we leveraging volume discounts from our suppliers?



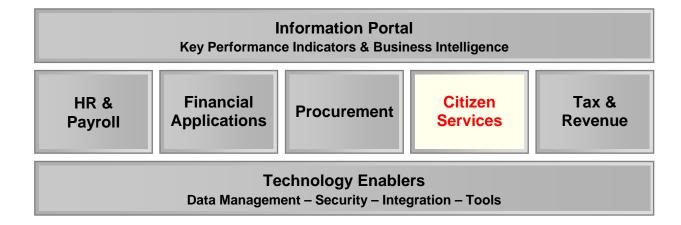
- How does a supplier item price compare to the average?
- How does supplier quality compare to my benchmark?
- Are my items delivered on time?
- Am I getting the best service from my suppliers?



- What is my average processing cycle time by department?
- How does the cycle time compare to last month/quarter/year?
- What are the procurement processing bottlenecks?



### Oracle National & Local Government Solutions

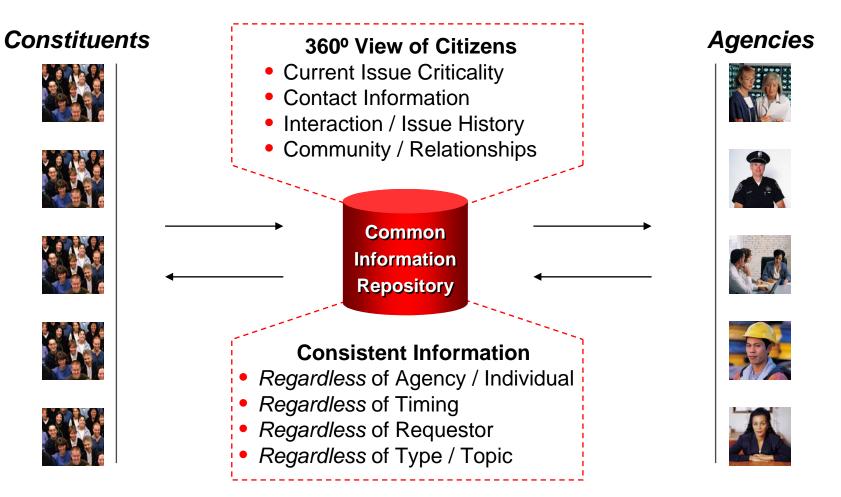


### **O** Increase Efficiency and Transparency

- Human Capital Management
- Financial Management
- Sourcing and Procurement
- **2** Collaborate to Deliver Citizen Services
- Improve Revenue Generation and Tracking

# Foundation: Common Info Repository

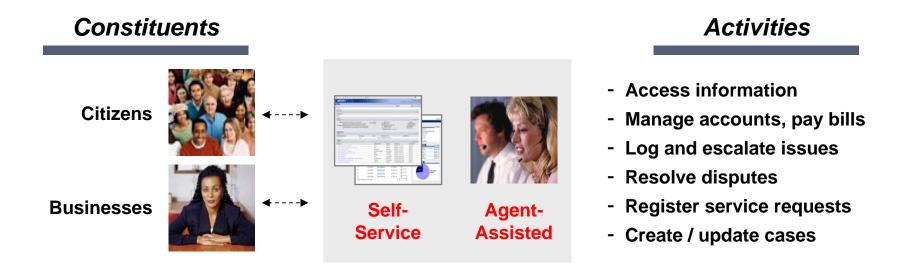
Capture Cross-Agency Information in Single Location



Provide All Constituents and Agencies a Single Version of "The Truth"

# **Multi-Channel Constituent Access**

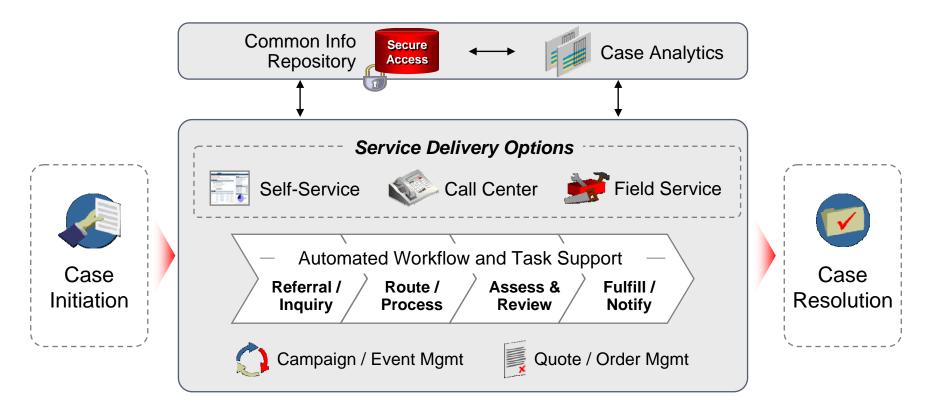
Enable Personalized Interaction with Government Agencies



- Efficiently deliver government services and respond to citizen needs
- Reduce costs by enabling self-management of routine processes
- Facilitate transition from self-service to assisted mode at any time
- Support very high volume interactions, both web-based and phone-based

# **Unified Case Management**

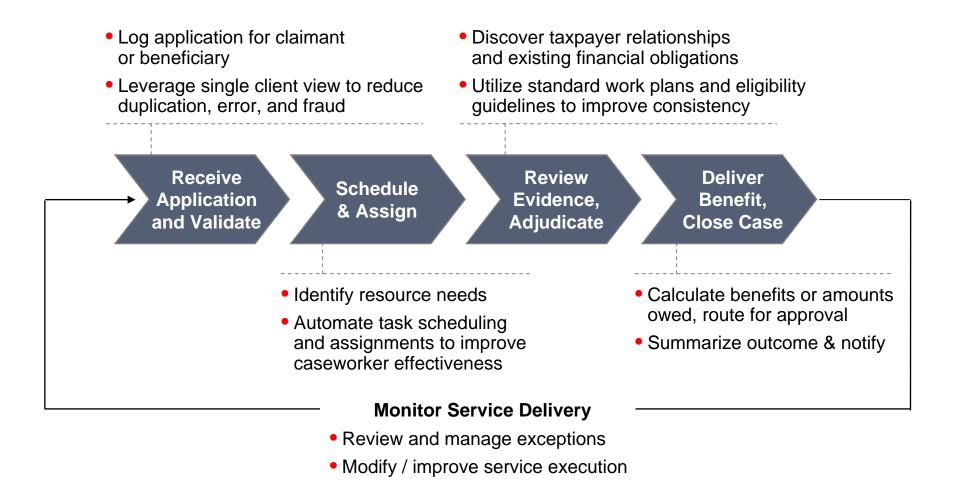
Enable Intelligent and Rapid Outcome



- Enable a single view of the case, client or suspect across departments
- Convert manual processes with automated, streamlined workflow
- Analyze key processes to improve effectiveness and improve outcomes

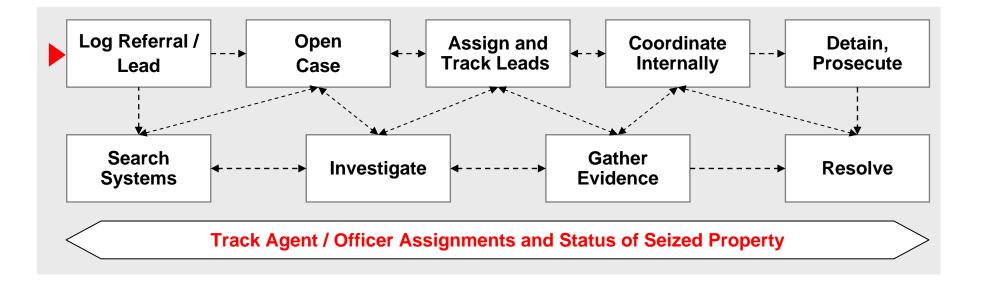
# **Example:** Benefits / Revenue Case Mgmt

Reduce Case Processing Time and Improve Accuracy



# **Example:** Investigative Case Mgmt

Support Situational (Ad Hoc) and Iterative Processes



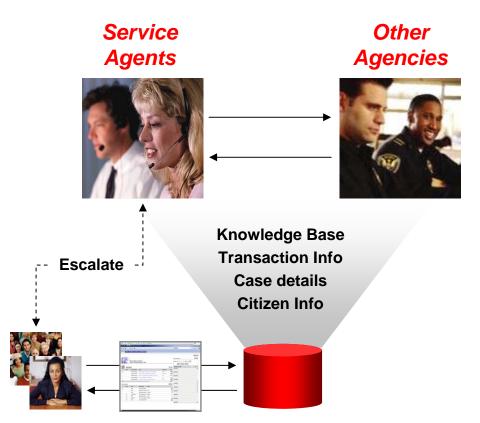
- Automate tasks to increase investigator efficiency
- Streamline processes to shorten investigation time and increase percentage of successful prosecutions or law enforcement actions
- Provide a single view of case and individuals via a shared repository of suspects, groups, and known associations

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# **Interdepartmental Collaboration**

Automate Manual Processes and Share Information



- Intelligently route workflow requests / approvals, assign activities, and track audit trail
- Conveniently and securely access case details and affected party relationships
- Efficiently manage case work, associated documents, and knowledge base
- Make informed decisions based on an accurate, single source of data

# **Case Management Analytics**

Continuously Improve Processes to Speed Resolution

### Evaluate incoming case load and plan support resources based on goals

 Perform outcome modeling to discover relationships between services delivered, population and case resolution

### **Conduct process reviews**

 Compare performance across the organization and against targets

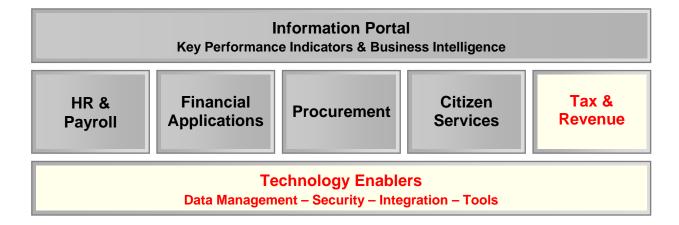
# Identify bottlenecks and analyze "root-cause"

 Address process problems and make adjustments as you learn from interactions





### Oracle National & Local Government Solutions

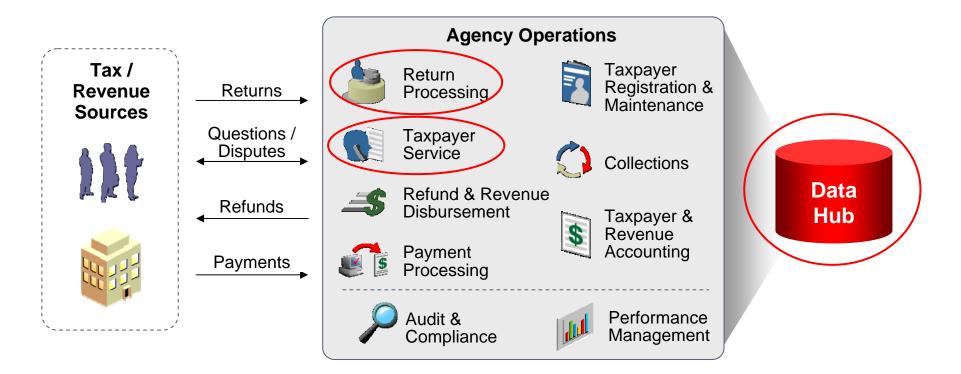


### **O** Increase Efficiency and Transparency

- Human Capital Management
- Financial Management
- Sourcing and Procurement
- **O** Collaborate to Deliver Citizen Services
- Improve Revenue Generation and Tracking

### **Comprehensive Tax & Revenue Management**

Drive Increased Revenue While Reducing Costs



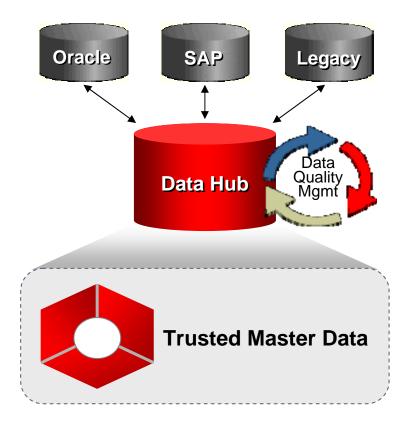
- Support a broad range of tax & revenue agency operations
- Manage multiple revenue sources

- ✓ Single integrated solution
- Multiple deployment options
- Highly configurable COTS solution

### **Master Data Management**

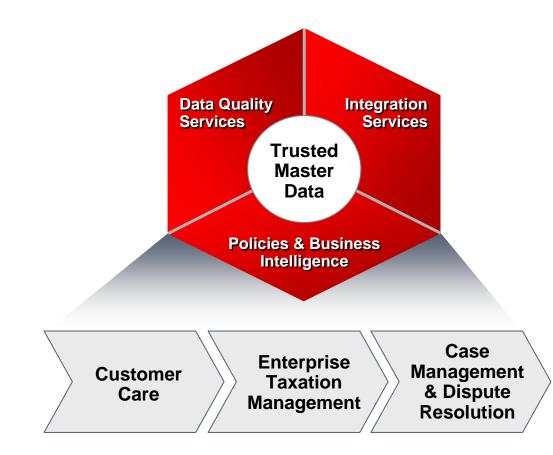
Consolidate Constituent Data From Across the Organization

- Consolidate taxpayer, business, and agency data from multiple systems into a central location
- Create & maintain a unique, complete, and accurate master of information across the entire agency
- Manage the data quality lifecycle and fully automate the organization's data governance processes



### Master Data Management (cont'd)

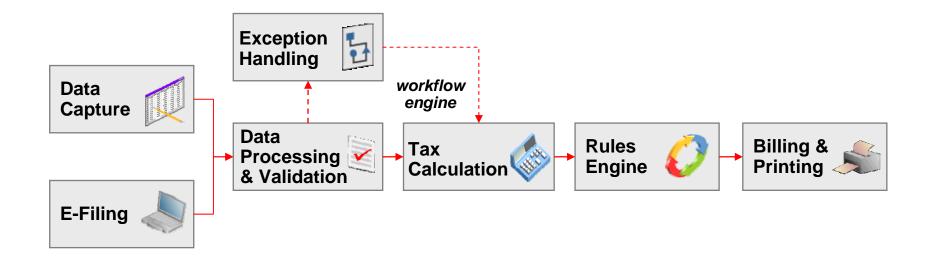
Leverage Accurate Information for a Consolidated Taxpayer View



- Deploy a 360-degree view of all master objects and related information
- Distribute master data as a single point of truth to all operational and analytical applications in real-time
- Increase speed and efficiency of every interaction

### **Streamlined Return Processing**

Eliminate Inefficient Manual Tasks via Automation



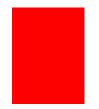
- Adapt to changing local rules, regulations, and practices with rules-based configuration tables
- ✓ Rapidly resolve exception processing
- Ensure consistent returns auditing via integrated rules engine

# Efficient, Multi-Channel Taxpayer Service

Provide Constituents with Fast and Accurate Responses



- Align constituents and agents based on business rules and policies
- Support any service need such as information requests, bills, disputes, etc.
- Automatically flow contextual information to agent for more effective interactions
- Provide accurate and knowledgeable service via integrated knowledge base
- Support efficient guided interactions with comprehensive scripting



# Integrated Systems Drive Better Decision Making



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# **Deliver Actionable Business Intelligence**

Timely, Accurate, Relevant

What are my **current labor costs** per department / agency?

Which personnel and departments have completed **required training**? How well am I adhering to my **budget** this month?

How much have we **spent** on maintenance services this period?

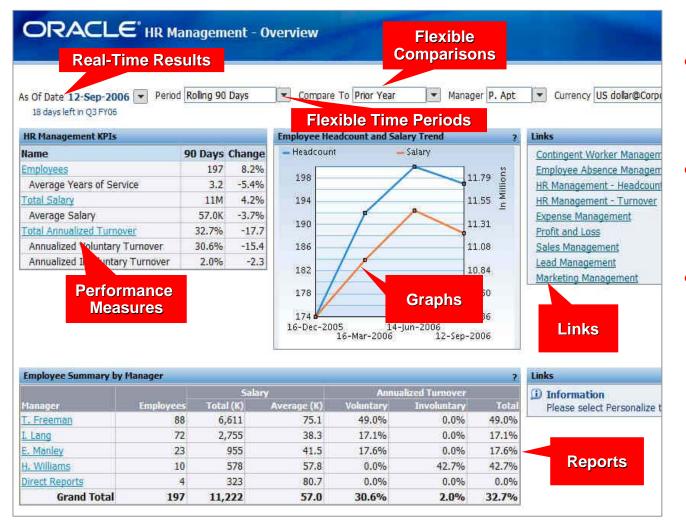
Who are my **top suppliers** by commodity and how are they performing?

What are my contract **utilization and leakage** rates?

	<ul> <li>Objective: Set institutional targets</li> </ul>					
Manage By	<ul> <li>Fact: Provide performance-based metrics</li> </ul>					
	<ul> <li>Exception: Continuously evaluate performance</li> </ul>					

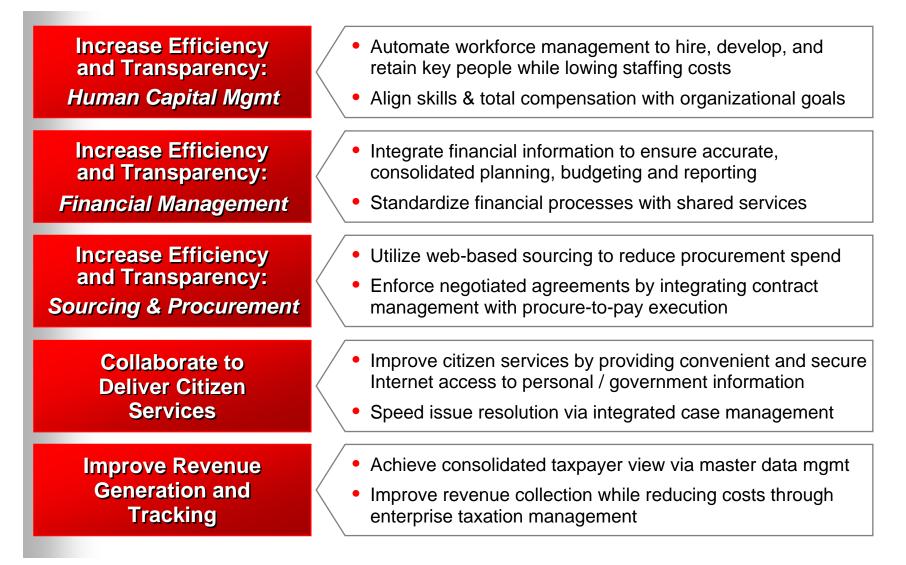
# **Deliver Actionable Business Intelligence**

Better, Faster Decision Making at Dramatically Lower Cost



- Out-of-the-box management reporting system
- Summary information with intuitive drill down
- Role-based views:
  - Human Resources
  - Purchasing
  - Finance
  - Asset Mgmt
  - Project Mgmt
  - Logistics

### **Oracle National and Local Gov't Solutions**



### ...With Integrated Business Intelligence & Management Oversight

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### **Oracle In Government**

Tailored to Meet Key Needs of the Public Sector



TA	5		Ø	$\langle$		3		
Customer/Citizen Provider Relationshi			Case Manag	ement Field	Service	Contact	t Cent	er Outreach
Analytics			Governmen	t Functions				
CRM/Call Center Case Management Supply Chain Human Resources Financials		Citizen Service G-C, G-B, G-G Social Services		Utility Billing			Investigative Case Management	
		Eligibility/ Assessment	Case Management	Management Permits & Compliance			Transportation Other Program Offices	
		Corrective Act Litigation Cas	tion & e Management					
Back Office Admini	stration							
CPM Financials		Procurement		Facilities Management		ent	Supply Chain / Logistics	
Human Capital Management Projects /		/ Grants	Managen	nent HSPD 12	Hel	p Desk		
Infrastructure								
Product Hub					Universal Customer Master			
Integration Framewo	ork (e.g.BPE	L)						

ORACLE

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### City of Los Angeles

#### OVERVIEW

- 2nd largest city in the U.S. with population of 4 million
- 40 separate agencies comprising \$800M in annual spend with 10,000 suppliers

### **CHALLENGES / OPPORTUNITIES**

- Improve procurement analysis capabilities for users
- Reduce reduce procure-to-pay cycle time and annual purchasing costs

### SOLUTIONS

Live on PeopleSoft Enterprise

- eProcurement
- Strategic Sourcing
- eSupplier Connection

### **CUSTOMER PERSPECTIVE**

"With the system two years into production, it has met the evaluation team's assessment of PeopleSoft Enterprise very well. The integrated functions between purchasing, receiving and accounts payable have given users much improved procurement analysis capabilities and greatly reduced the procureto-pay cycle time."

-- Flora Chang, Dir of General Svcs Dept

#### RESULTS

- Achieved savings of \$76M in annual spend
- Earns \$4M annual savings from early payment discounts
- Cut the number of purchasing contracts by over 50% (from 2,000 to 900), resulting in 9.5% average savings
- Reduced average payment time from 42 days to 7 days and earned early payment discounts on 92% of all invoices



#### **OVERVIEW**

- New Zealand's postal service based in Wellington, NZ
- Revenue US\$680M with 10,000 employees (including 2,500 contractors)
- Government-owned, but privately operated enterprise in a deregulated market

#### **CHALLENGES / OPPORTUNITIES**

- Consolidate and validate financial information from 30 separate business units (and disparate data sources) for period close processing
- Improve supplier visibility and consolidate spending to fewer suppliers

### SOLUTIONS

Live on PeopleSoft Enterprise:

- General Ledger
- Payables
- Asset Mgmt
- Projects
- Purchasing

- eProcurement
  - Human Capital Mgmt
  - Performance Mgmt
  - Government Portal

### **CUSTOMER PERSPECTIVE**

"With PeopleSoft Enterprise, our procure to pay process gives us real-time, accurate information -- Who raised that requisition? Who approved it? Where did the process fail? And because it's linked to finance, it strengthens our internal controls."

-- Nigel Prince, CIO

#### RESULTS

- Reduced financial period close time by 50%
- Saved about US\$2.5M through improved supplier management
- Cut infrastructure costs by approximately US\$6.8M
- Analyzes real-time financial information for improved performance management
- Centrally manages procurement via automated procure-to-pay processes



#### OVERVIEW

- City of Winnipeg, Manitoba, Canada
- \$700M operating budget with 8,000 employees

#### **CHALLENGES / OPPORTUNITIES**

- Perform position & employee budgeting across 15 different departments
- Enforce budgets at various levels including branch, division and departmental
- Adhere to collective bargaining agreements with eight different labor unions

#### SOLUTIONS

Live on PeopleSoft Enterprise:

- Human Capital Mgmt
- Financial Mgmt
- Enterprise Performance Mgmt

#### **CUSTOMER PERSPECTIVE**

"Our elected officials are judged in terms of the services they deliver to taxpayers, not on what our departments do. Using PeopleSoft Enterprise budgeting, we can show taxpayers exactly how much is being spent on critical public services."

-- Bob Gannon, CFO

#### RESULTS

- Anticipates financial payback in about seven years with a net present value benefit of \$19M over 12 years
- Performs budgeting using data from integrated payroll and human resource systems
- Views financial data at department, division, account, and program level
- Utilizes "Commitment Control" to enforce budgets to prevent spending overrun



### US Department of Transportation

### OVERVIEW

- Cabinet-level department of the U.S. dedicated to ensuring fast, safe, efficient, accessible and convenient transportation
- \$58.4B Annual Budget
- Comprised of 13 autonomous agencies

### **CHALLENGES / OPPORTUNITIES**

- Unite the various agencies' financial systems onto a common, web-enabled infrastructure based on "commercial off-the-shelf" software
- Centralize and standardize core business processes across the DOT & provide shared services to other smaller agencies

### SOLUTIONS

Live on Oracle E-Business Suite:

- U.S. Federal Financials
- Asset Mgmt
- Project Billing/Costing
- Order Mgmt
- Financial Analyzer

### **CUSTOMER PERSPECTIVE**

"Our elected officials are judged in terms of the services they deliver to taxpayers, not on what our departments do. Using PeopleSoft Enterprise budgeting, we can show taxpayers exactly how much is being spent on critical public services."

-- Bob Gannon, CFO

### RESULTS

- Achieved annual savings of \$20+ million since 2003
- Anticipate 78% ROI in five years (post implementation)
- Reduced year-end close time from 15 days to less than 1 to meet OMB requirement
- Enables DOT compliance with requirements of the FMFIA1 including standard general ledger (SGL) regulations and JFMIP2 guidelines



### NEW YORK CITY HOUSING AUTHORITY

#### **OVERVIEW**

- Oversees North America's largest public housing program
- Manages over 2,700 buildings
- 420,000 people live in New York City Housing Authority housing developments

#### **CHALLENGES / OPPORTUNITIES**

- Homegrown and vendor legacy systems were expensive and did not meet management's information needs
- Gain tighter visibility and control over spending

### SOLUTIONS

Live on Oracle E-Business Suite:

- iProcurement
- Fixed Assets
- Purchasing
- Inventory
- Financials
- Budgeting

- Grants
- Human Resources
- Order Management
- Cash Management

### **CUSTOMER PERSPECTIVE**

"We have seen increased productivity in warehouse operations, we have eliminated physical inventory, and automated our procurement process. All of which has resulted in significant labor productivity improvement."

-- Natalie Rivers, Deputy GM.

#### RESULTS

- Cut purchasing costs by \$1.5M annually and reduced maverick buying
- Saves estimated \$4.5M annually from improved admin productivity
- Achieved positive project cash flow with estimated \$105M total benefit
- Cut staffing costs by around 30% while complying with new financial-reporting requirements
- Reduced an estimated \$46 million of excess inventory

### ORACLE

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#### **OVERVIEW**

- \$2.3B+ R&D laboratory tasked with ensuring the safety, security, and reliability of the United States' nuclear arsenal
- Division of US Department of Energy with over 8,600 employees

#### **CHALLENGES / OPPORTUNITIES**

- Increase system efficiencies and streamline financial and mfg processes
- Adopt more effective business processes by implementing COTs software

#### SOLUTIONS

Live on Oracle E-Business Suite:

- Procurement
- iSupplier Portal
- Financials
- Projects
- Manufacturing

#### RESULTS

- Over \$11 Million in savings over existing homegrown systems
- Expect additional savings of \$1M per year
- Increased buyer productivity by 83%
- Reduced headcount by three FTEs in AP department; reduced batch process time by 23%
- Consolidated manufacturing data
- Successfully upgraded from 10.7 to 11i, few customizations



#### **OVERVIEW**

- French agency responsible for facilitating the employment and retention of workers with disabilities
- Provides over \$390M in subsidies to over 200,000 citizens annually

#### **CHALLENGES / OPPORTUNITIES**

- Improved citizen satisfaction while increasing internal efficiency
- Streamline grant and benefit processes while improving responsiveness and increasing data accuracy

### SOLUTIONS

Live on Siebel Public Sector:

• Benefits Case Management

#### **CUSTOMER PERSPECTIVE**

"With Siebel, we have streamlined grant and benefit processes, improved our responsiveness, and increased our data accuracy. Best of all, though, we are transforming the service we provide to employees and employers. We have become an agile, citizen-centric agency, focused on helping disabled staff make a valuable contribution to business." -- Yves Nonat, CIO

#### RESULTS

- Reduced time to resolve claims by 40%
- Improved time to notify recipients to 24 hours from 7 days
- Implemented at 18 sites nationwide to provide 280 staff members with a single, multi-channel view of citizens and their employers



### **Dutch Tax Authority**

#### **OVERVIEW**

- Manages tax collection and refund disbursement for the government's 12 million taxpayers
- Processes more than 60 million receivables, 90 million payments and 40 million refunds annually

#### **CHALLENGES / OPPORTUNITIES**

- The "Collection Project" is an initiative to consolidate and standardize individual taxpayer data generated from over 30 separate tax systems across the country.
- Standardize collection procedures

#### SOLUTIONS

 Oracle Enterprise Taxation Management (formerly SPL)

#### **CUSTOMER PERSPECTIVE**

"Our vision is to reorganize and refine our tax collection process to become one of the most efficient and accurate in the world. Not only does Oracle have a functionally robust solution, especially in respect to credit and collections, but just as importantly, they were a vendor who truly listened, understood our business processes and objectives, and demonstrated how they would address our business concerns. "

-- Peter Jongkind, Dutch Tax Authority

#### RESULTS

- Improved internal operational efficiency
- Improved taxpayer compliance with government regulations
- Reduced revenue loss due to bad debts and fraud



### **Oracle National & Local Gov't Solutions**

### ✓ Increase Efficiency and Transparency

- Human Capital Management
- Financial Management
- Sourcing and Procurement
- Collaborate to Deliver Citizen Services
- ✓ Improve Revenue Generation and Tracking

### **Application Solutions**

 Enterprise Resource Planning (ERP) systems integrate (or attempt to integrate) all data and processes of an organization into a unified system. A typical ERP system will use multiple components of computer software and hardware to achieve the integration. A key ingredient of most ERP systems is the use of a unified database to store data for the various system modules.

### **Globalization Changes Everything**

- R&D: Procter & Gamble to source 50% of new product ideas from global partners by 2010
- **Design:** Boeing designs navigation and landing gear systems in India
- Procurement: Pella sells windows primarily in the US, but sources many parts overseas
- Manufacturing: Sony, Dell, and Apple use China's Quanta Computer for laptop manufacturing
- Shared Services: Citigroup uses a single global HR system to serve all divisions and geographies

"Our strategy is to work with global networks to leverage the best technologies on the planet."

-- HP SVP Dick Conrad



### **Management Challenges**

Globalization creates unique challenges in managing...



### **Compliance Mandates**

Increased and varying regulatory / security requirements exert additional burdens on businesses



#### Competitors

The Internet eliminated borders making all markets global markets



#### Customers & Employees

Manage employees and customers dispersed across geographic and cultural boundaries



#### **Suppliers**

Margin pressures force companies to search for goods & services anywhere in the world resulting in complex supply networks

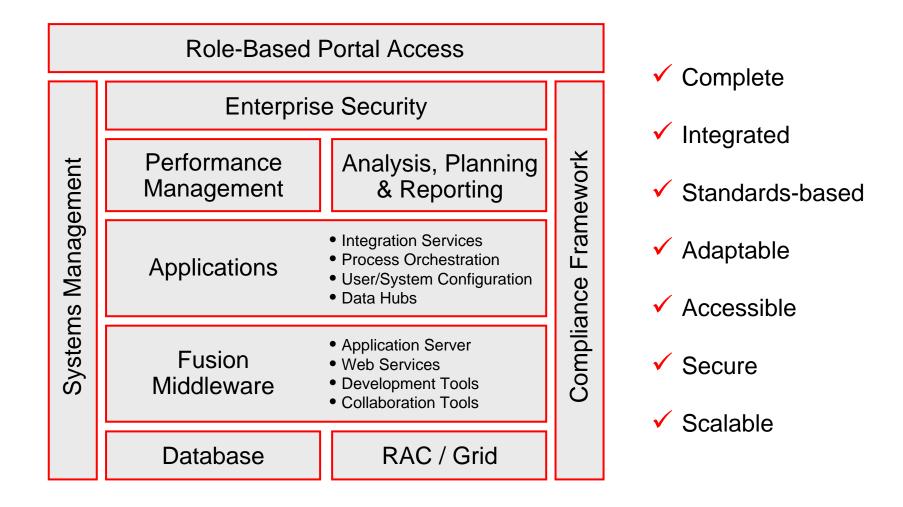
### To Meet These Challenges, Businesses Must...

Think Globally to make the right decisions

- > Work Globally to be more productive
- Manage Systems Globally to lower cost and increase performance



## Flexible Architecture Meets the Needs of Dynamic, Global Businesses

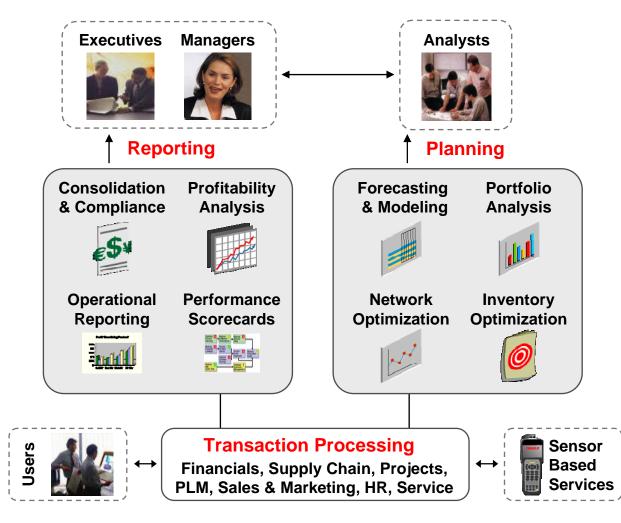


Release 12 Enables You To...

## Think Globally Work Globally Manage Systems Globally

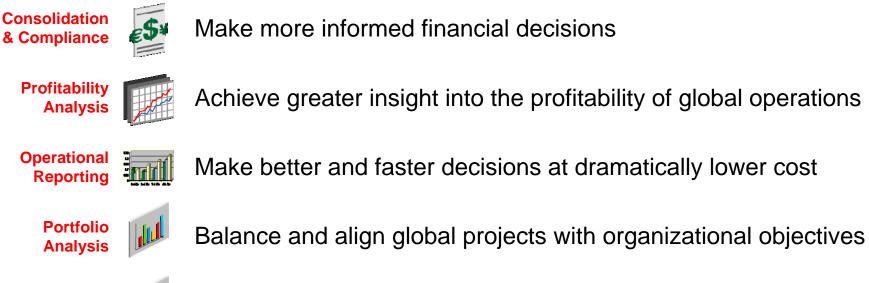
Make more informed and compliant decisions with a global view of customers, suppliers, partners, and operations

### R12 Improves Global Decision Making **Work Manage** by Supporting All Types of Reporting/Analysis



- Make timely decisions with integrated information systems
- Target information delivery with rolebased dashboards
- Protect organizational integrity with secure information delivery

# R12 Improves Global Decision Making Think Work Manage by Supporting All Types of Reporting/Analysis



Network Optimization



Optimize supply chain networks

Inventory Optimization



Optimize global inventory levels and locations

### **Global Financial Consolidation**



Make more informed financial decisions with a single, accurate, global view of financial position

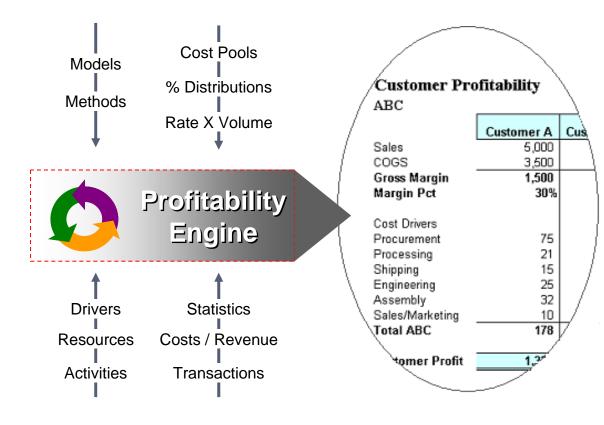
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- Perform true global consolidation by bringing together financial data from any source
- Automate consolidation process to improve speed, consistency, and auditability
- Capture and apply accounting rules to meet local reporting standards worldwide
- Use familiar spreadsheets to build sophisticated financial statements with drilldown links

### **Profitability Analysis**



Achieve greater insight into the profitability of global operations and provide actionable information for driving margin improvement

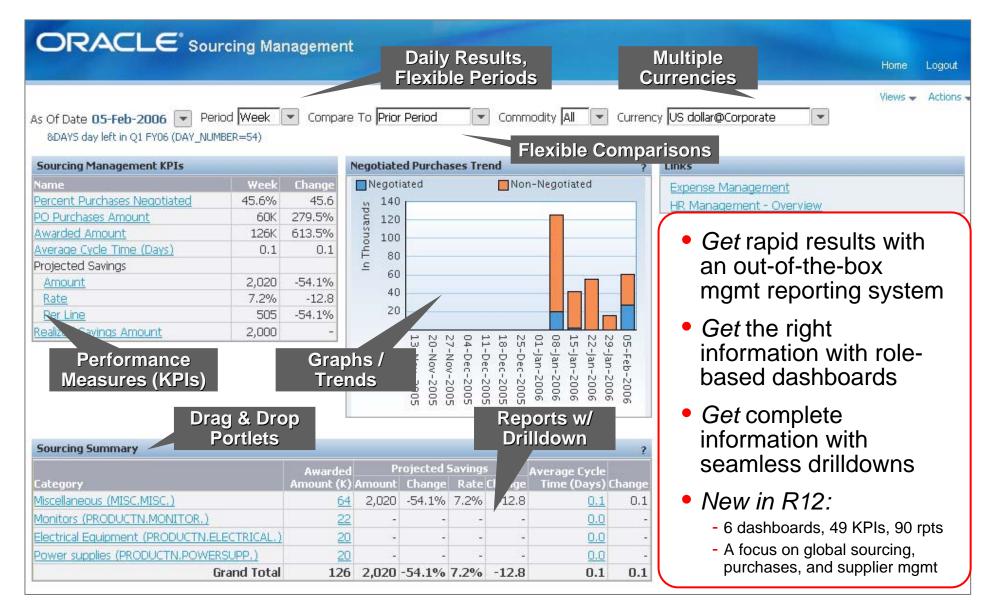


- Achieve global view of profitability from multiple data sources
- Calculate profitability based on user-definable rules and formulas
- Analyze profitability along any dimension including geography, product, channel, segment, customer, organization, etc

### **Real-Time Operational Reporting**



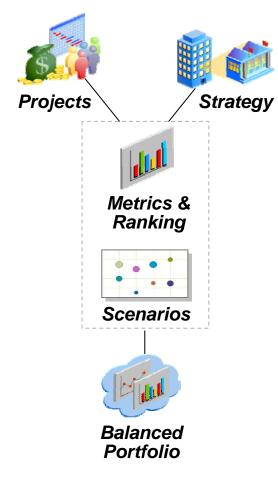
Make better and faster decisions at dramatically lower cost



### **Project Portfolio Analysis**



Balance and align global projects with organizational objectives and strategy

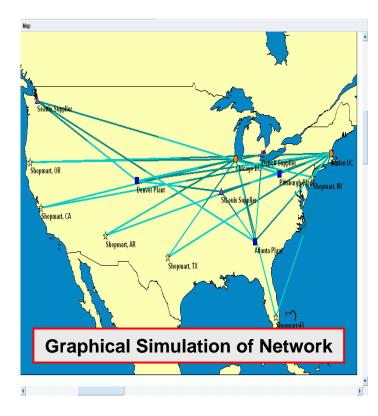


- Define: Build consensus by establishing and communicating a common framework for evaluating projects
- Evaluate: Simulate the impact of business change by evaluating "what-if" scenarios
- Select: Rate and rank portfolios to ensure strategic fit and/or maximize return on investment
- Integrate: Ensure individual project success by seamlessly connecting with Oracle Projects for tracking and planning
- Communicate: Streamline the delivery of project portfolio status and decisions to global stakeholders

### **Strategic Network Optimization**



Create optimal supply chain networks by continuously evaluating the cost and revenue impact of global supply & fulfillment decisions

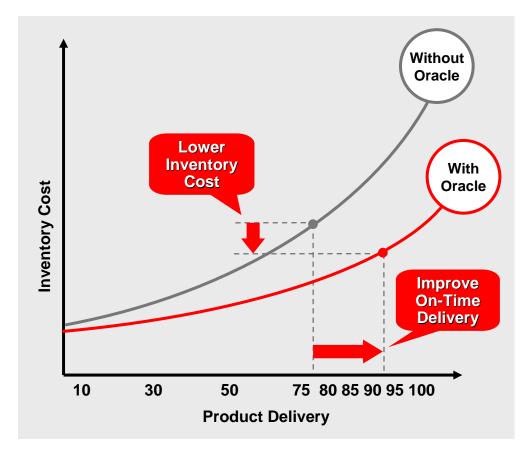


- Increase profits through asset rationalization
  - Model supply chain to determine optimal mix and location of facilities and equipment
  - Analyze scenarios via geographical visualization
- Reduce costs through dynamic sourcing
  - Leverage network plan to improve sourcing, inventory, and replenishment strategies
- Manage global risk more effectively by anticipating supply and demand fluctuations

### **Global Inventory Optimization**



Optimize global inventory levels & locations based on anticipated demand



- Maximize on-time product delivery while minimizing inventory costs
- Improve delivery flexibility by storing common subassemblies which are completed only when an order is placed
  - Account for global demand, supply & lead-time variability
  - Select the best global inventory investment strategy
- Reduce inventory write-offs

Release 12 Enables You To...

Think Globally Work Globally Manage Systems Globally

Increase productivity with global processes that cross applications, divisions, and regions

### A New User Experience for R12



Accelerate global roll-outs with simplified user interface and business flows

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ORACLE <sup>®</sup> Customer Support	ard Home Logout Preferences Personalize Page Diagnostics	
Agent Dashboard > Service Request	and the state of the second state of the secon	
Update Service Request:24470 - KN Test - Incorrect Manuals shipped		
All dates and times are displayed in the America/Los_Angeles time zone. * Indicates a required field. Actions	Assign to Me Go Save Apply	
Request Type Customer Call Create Instance	SERVICE INFORMATION	
Status Working  Category	<ul> <li>NOTE: 'Business World' is an important</li> </ul>	
Problem Type	customer. Please pay close attention to them. Service Request Creation	
Resolution Type	PRIMARY CONTACT	
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Thursday - September 29, 2005 0559 PM To 0654 PM - Carter, Mr. Mike	Critical Customer Service Level	
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Note testing manually <u>Public</u>	*Keywords	
Created Severity: No Value To High Status: No Value To Open Type: No Value To Customer Call Resource Type: No Value To Employee Resource Owner: No Value To Carter, Mr. Mike	KN Test - Incorrect Manuals shipped	
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- Reduced pop-ups and duplicate screens
- Re-designed and streamlined entire workflows
- Reduced the number of steps to complete key tasks
- Improved overall look & feel and visual style
- Increased personalization capabilities

#### Improved Workflow in Targeted Areas

- Campaign Management
- Customer Support
- Collections & Payments
- Loan Management

- Financial Consolidation
- Online Candidate Registration
- Absence Management
- Salary Administration

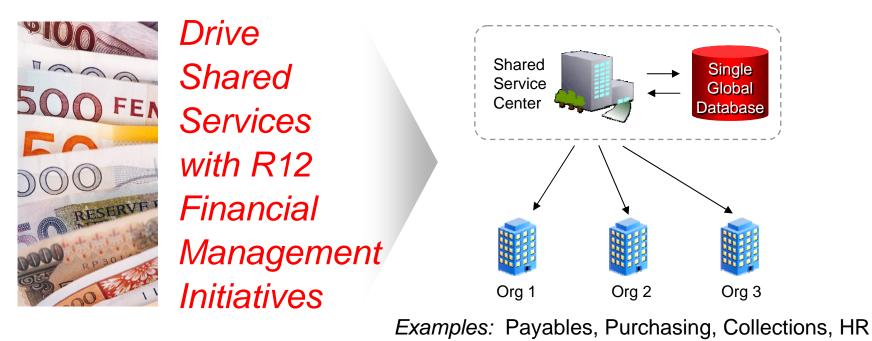
- Self-Service Purchasing
- Sourcing
- Supplier Collaboration
- Business Intelligence

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### **Global Financial Management**





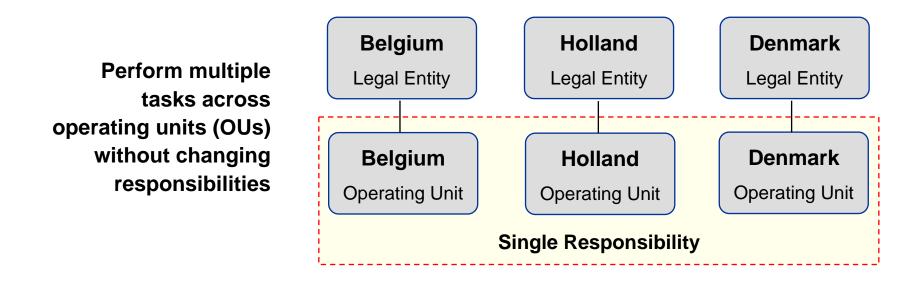
Increase the efficiency of shared services and single database operations

with streamlined processing, reporting, and access across operating units

### Global Financial Mgmt: Multi-Org Access



Increase the efficiency of shared services and single database operations with streamlined **ACCESS**, processing, and reporting across operating units



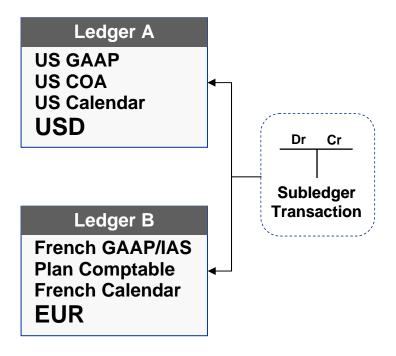
- Define and manage OUs from a central location
  - View and manage customers across OUs
- For Example: -
- Enter and pay invoices across OUs
- Receive goods across any OU
- • Negotiate with suppliers for your enterprise, not just your OU

### Global Financial Mgmt: Subledger Acctg



Increase the efficiency of shared services and single database operations with streamlined access, **PROCESSING**, and reporting across operating units

Single subledger transaction (e.g. invoice, payment) can create multiple accounting entries



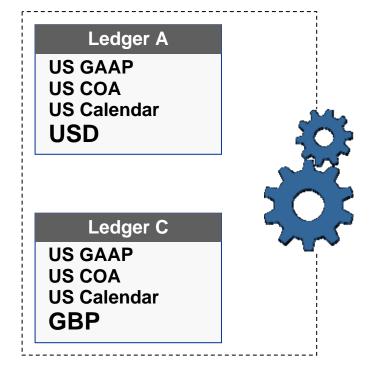
- Ensure both corporate visibility and local compliance by automatically creating accounting for all legal entities
- Simplify inter-account reconciliation for key business flows such as procure-to-pay or order-to-cash
- Streamline reporting and inquiries by leveraging a common and consistent data model across all subledger applications

### Global Financial Mgmt: Ledger Sets



Increase the efficiency of shared services and single database operations with streamlined access, processing, and **REPORTING** across operating units

Allocate, post, and report on many ledgers at the same time



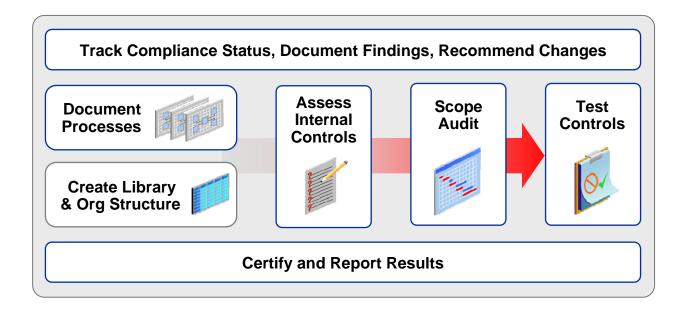
 Provide real-time view of financial position without first performing a consolidation

 Simplify daily ledger operations including accelerating the month end close

### **Corporate Governance**



Document, test, monitor, and certify ongoing compliance with Sarbanes-Oxley Section 404, Basel II, and other global regulations



- Reduce risk by continuously monitoring controls
- Reduce costs through reliable and repeatable compliance processes
- Ensure auditability via secure, change control and history

### **Human Resource Localizations**



Manage all employees within a single system while adhering to local, in-country regulations



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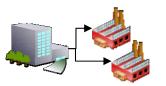
### **Manufacturing Practices for APAC**



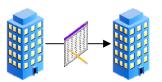
Satisfy local requirements to compete in key outsourcing regions



Asia Pacific is the factory floor for the world



In 2005, China's global trade surplus more than tripled





#### **Golden Tax Support for China**

Provide compliant VAT calculation, invoicing, and tax reporting via China-certified "Golden Tax" software

#### **Chargeable Subcontracting**

Automatically create replenishment orders and track component allocations & inventory for sub-contracted manufacturing (e.g. Shikyu)

#### **Periodic Average Costing**

Support accounting compliance requirements in countries such as China/Taiwan

### Customer Acceptance, Deferred Revenue and COGS

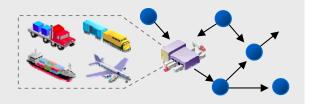
Recognize and account for COGS and revenues in the same proportion, based on flexible contingencies & within the same accounting period

### **Global Transportation Management**

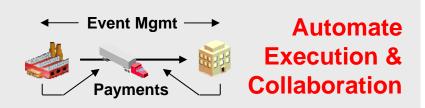


Drive down logistics costs and increase on-time delivery by managing the international movement of goods within a single, scalable system

#### Optimize Modes & Routes



- Plan across multiple legs, tiers, nodes, and modes (truck, air, train, ocean)
- Handle all supplier inbound and customer outbound deliveries
- Display results via intuitive, graphical UI



- Manage internal and 3<sup>rd</sup> party fleets (eg. LSPs) in the same system
- Enable partners to transact and "self-update" (eg. pick-up request)
- Handle exceptions via automated event management notifications

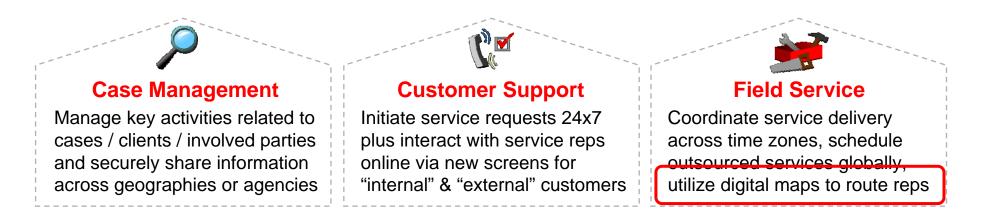
#### Integrated with Shipping, Receiving, Inventory Management, and Purchasing

### **Global Customer Service**



Drive revenue and customer loyalty with superior customer service

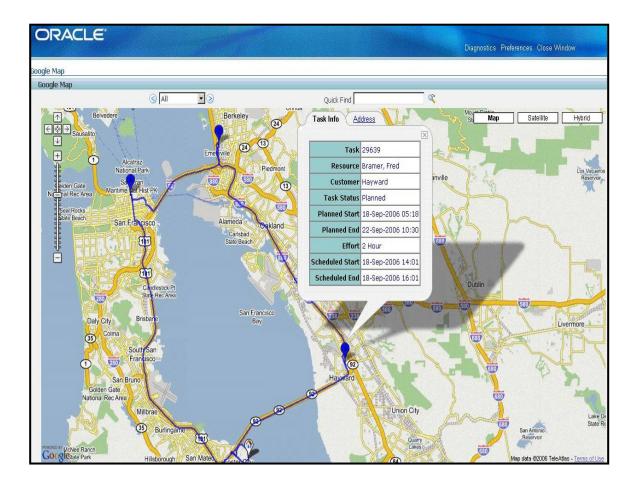
- Efficiently resolve issues at the customer's convenience regardless of geographic location
- Coordinate the delivery of <u>all</u> global services within a <u>single</u> system
  - Self-service & agent-assisted
  - On-site repair
  - In-house repair & refurbishment
- Outsourced / 3rd party services
- Internal issues (help desk)
- Investigations (case mgmt)
- Increase revenues while decreasing contact, research & execution costs



### **Utilize Digital Maps to Route Reps**



Minimize drive time, maximize customer face time



Optimizing street-level routes enables you to:

- Drive service revenue by enabling maximum number of service visits for each service representative
- Drive cost reduction by reducing mileage, travel time, and cost

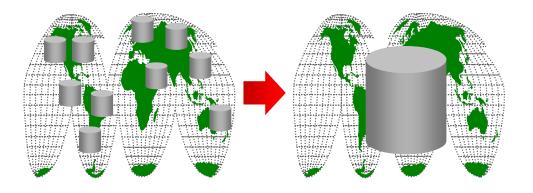
Release 12 Enables You To...

Think Globally Work Globally Manage Systems Globally

Reduce implementation, integration, and management costs of global applications



## Dramatically Lower IT Costs through System Consolidation



Only Oracle...

- Supports all languages and localizations in same database
- Scales to very large volumes via RAC and Grid Computing

### Lower Cost

- Consolidate data centers
- Administer fewer systems
- For each new flow, leverage existing setups and reference data

### **Better Automation**

- Standardize, document, and audit processes
- Integrated crossapplication business flows

### **Better Information**

- All detail available for drilldown
- Deploy DBI in weeks vs. quarters or years for a traditional warehouse

### **Oracle's Single Global Database**



Oracle saves over \$1 billion annually using a single global database



- Merged 40 data centers worldwide into 1 database
- Reduced overall IT cost by 46%
- Reduced cost of expense transactions by 70%
- Increased sales force productivity by 10-20%
- Reduced web support cost per request by 60%
- Consolidated IT infrastructure of acquired companies into Oracle's single global database
- - 6.4 terabytes of data
  - 13.2B rows of data
  - 101 operating units
  - 533 sets of books
- 374,000 people
- 208,000 projects
- 307,000 vendors
- 1.45M customers
- 42.7M AR invoice lines
  - 11M AP invoices
- 4.7M sales orders
- 40.7M sales order lines

### **Secure the Global Enterprise**



Address global security pressures with a comprehensive security portfolio



#### **Risk** Without

Without control of data integrity and access, business risk increases

#### Manageability

Multiple user communities require management (clerical, self-service, customers, suppliers)

### Cost



User provisioning, de-provisioning and re-provisioning are often manual and labor-intensive



Audit & Compliance Government mandated accountability is driving new scrutiny of security

- Provide enterprise-wide, standards-based security
  - Single sign-on
  - Corporate directory
  - Access / identity management
  - Identity federation
- Simplify security administration
  - Decentralized, delegated user admin
  - Automated & self-service provisioning with approvals
  - Extended IT and system admin security with DB tools (e.g. DB Vault)
- Continuously monitor environment
  - Security dashboard / reports
  - Best practice & typical violations

### Configure, Don't Customize



Highly configurable global system lets you tailor the system without programming

- Accelerate systems deployment
- Preserve configurations through upgrades
- Eliminate costly customizations



Flexfields - User definable data key

Folders – User tailorable forms

Workflow – Configurable business process flow

**Custom Library** – Directory for customer extensions (forms)

**OA Framework / Forms Personalization** – Configurable page "look & feel", navigation, tabs, fields, buttons

XML Publisher – Flexible report / document output



### **Comprehensive Integration Repository**



Simplify and accelerate systems connectivity

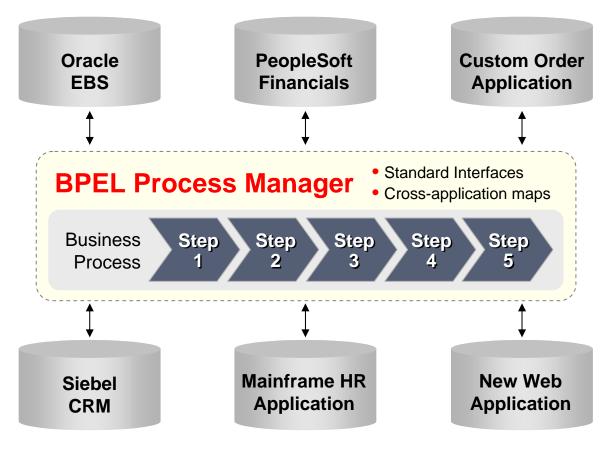
• Web Servi	ces a & PL/SQL A	<ul> <li>S Integration Points</li> <li>Business Events</li> <li>PIs</li> <li>Batch Interfaces</li> </ul>
View Product Family 💌	E-records Evidence Store APIs >	
P Advanced Planning	Get e-record ID	
► Applications Technology		Search Printable Page
℮ Contracts Suite	Internal Name GET_ERECOF Interface EDR ERES E	
⊕ ☐ Discrete Manufacturing	Type PL/SQL	<u>Stope Func</u>
⊕  Exchange Suite	Business Entity E-Records Evi	dence Store
⊕ ☐ Financial Globalizations Suite		
P Financial Payables Suite	Description     This ADI abtains the a record ID for a	n event name and event key combination from a table of ERES events. The updated
P ☐ Financial Receivables Suite		urned. Use this API in conjunction with 'Raise related e-signature events' API only.
P Financials		
P ☐ Human Resources Suite	▶Signature	
℮ ☐ Interaction Center		
P	Parameters	
▶	Name Type	Direction Precision/Size Default Value Description
℮ Circler Management Suite	P_API_VERSION NUMBER	In NULL
Process Manufacturing	P_INIT_MSG_LIST VARCHAR2 X_RETURN_STATUS VARCHAR2	In NULL Out
C E Records	X MSG COUNT NUMBER	Out
E-Records Evidence	X_MSG_DATA VARCHAR2	Out
File Upload Approval	P_EVENTS ERES_EVENT	_TBL_TYPE In
Request	P_EVENT_NAME VARCHAR2	In In
● ○ OPM Financials	P_EVENT_KEY VARCHAR2	ln .
OPM Inventory	X_ERECORD_ID NUMBER	Out
OPM Process Execution		
COPM Process Planning		
DPM Product Development		
⊕ Procurement		
Product Lifecycle Management	l	

- Enable key integration types
  - Business to Business
  - Enterprise Application Integration
  - Business Process Management
  - Business Activity Monitoring
- Support industry-standard messages
- Support standards-based XML documents
- Search and view available interfaces via powerful UI
- Automatically keep in step with source code via standard patching

### Next Gen. Business Process Mgmt



Integrate Oracle, 3rd party & legacy applications to extend process automation



- Quickly integrate heterogeneous applications using an intuitive, graphical UI
- Manage system performance via web with a user-friendly console
- Reduce connectivity headaches with pre-packaged, standard interfaces for applications and legacy systems
- Built on widely adopted industry standard language (BPEL)

### **Apps Management Pack for EBS**



Consolidate and simplify systems management

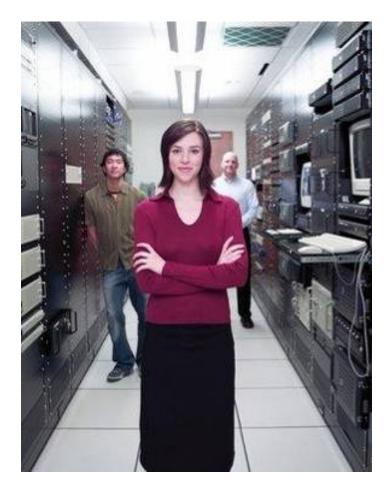
ORACLE Enterprise Manager 10g	Home Targets Deployments Alerts Policies Jobs Reports
Hosts   Databases   Web Applications   Services   Systems   Groups   All	Fargets   Oracle Applications
Oracle Applications Service : VIS:Oracle Applications Service	Service Level Reports Order Management 🕑 🗔
Home Performance Administration Maintenance Diagnostics	Topology
	Page Refreshed Aug 8, 2006 3:19:48 PM 🗟
MS:Oracle : US.A. VIS.C. VIS.Or. VIS.O	
Home Performance Administration Maintenance Diagnostics Related Links	Topology
All Metrics Monitoring Configuration Metric Thresholds Alerts History Target Properties	Oracle Applications Manager End-User Performance: URL Watch List
Home   Targets   Deployments   Alerts   Policies	Jobs   Reports   Setup   Preferences   Help   Logout

- Manage entire systems infrastructure (apps, middleware, DB, H/W) from a single console
- Provide visibility across dev, test, and production systems
- Proactively monitor KPIs and events with alert notifications
- Drive root cause analysis with graphical topology views and config / patch level comparisons
- Accelerate EBS provisioning with automated system cloning
- Open integration with 3<sup>rd</sup> party products and mgmt frameworks

## **E-Business Suite Patching**



Simplify maintenance and minimize system downtime



- Ensure patch compatibility with customer's installation and automatically alert for incompatibility
- Leverage faster programs to analyze patch prerequisites
- Generate custom "read me" instructions based on customerspecific setup and configuration
- Automatically consolidate "read me" instructions for multiple patches and eliminate redundant steps
- Automatically detect patches that have already been downloaded (i.e. maintain download history)

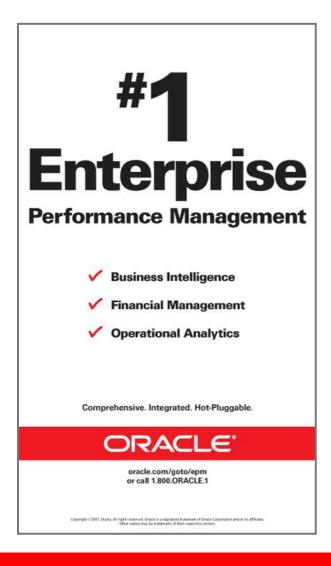


# **Oracle's EPM Strategy**



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# Leader in Key Markets



- Enterprise Performance Management
- Database
- Database Share on Linux
- Supply Chain Management
- CRM
- Retail
- Communications
- Human Capital Management
- Financial Services
- Public Sector
- Professional Services

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## **Oracle Positioned in Leaders Quadrants**

### Magic Quadrant for Business Intelligence Platforms, 1Q07

Magic Quadrant for CPM Suites, 2006 Magic Quadrant for Data Warehouse Database Management Systems, 2007



Magic Quadrant Disclaimer: The Magic Quadrant is copyrighted by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

These Magic Quadrant graphics were published by Gartner, Inc. are part larger research notes and should be evaluated in the context of the entire reports. The Gartner reports are available upon request from Oracle.

Sources: Gartner, Inc., "Magic Quadrant for Business Intelligence Platforms, 1Q07" by Kurt Schlegel, Bill Hostmann, and Andreas Bitterer, 26 January 2007 Gartner, Inc., "Magic Quadrant for CPM Suites, 2006 " by Nigel Rayner, 1 December 2006 Gartner, Inc., "Magic Quadrant for Data Warehouse Database Management Systems, 2007" by Donald Feinberg and Mark A. Beyer, 10 October 2007

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Enterprise Performance Management is Software that Enables Management to:



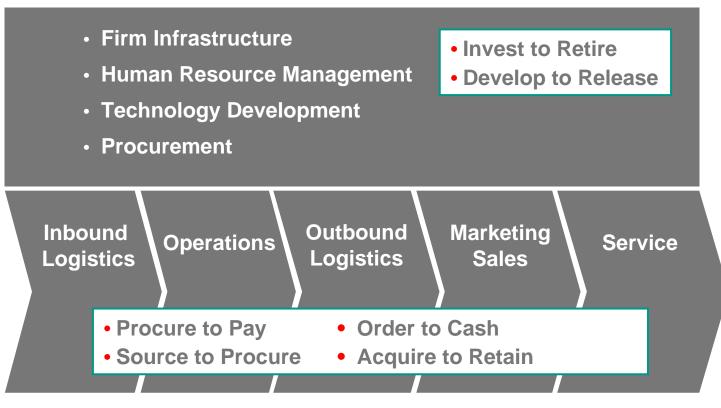
Link strategies to plans and execution,

**Monitor** financial and operational results against goals, and applying analytics to

**Drive** enterprise-wide performance improvement.

## **Operational Processes Are Well Defined**

That's Why You Implemented ERP/CRM/...

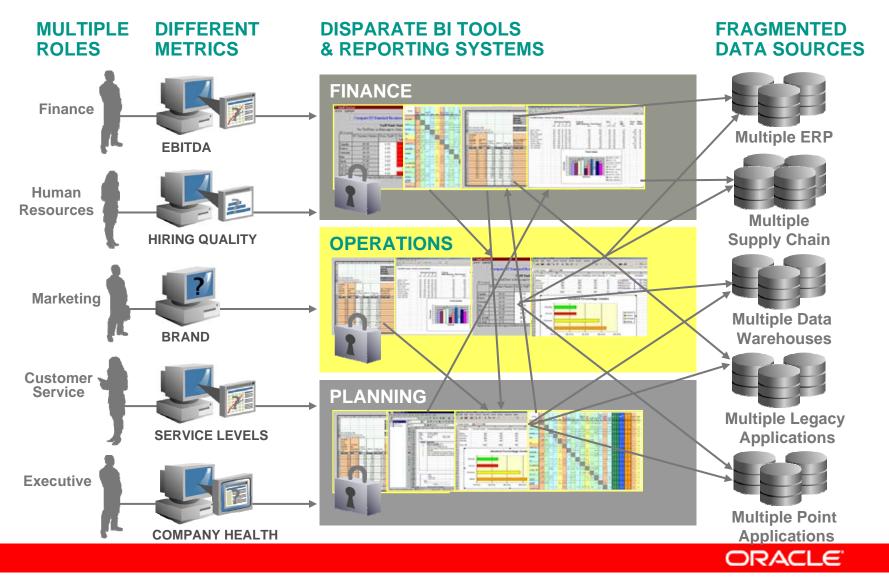


Based on Michael E. Porter's Value Chain

## Today's Reality: Management Processes Are Siloed



## **System Complexity Creates Chaos**



## **Results of Silos**

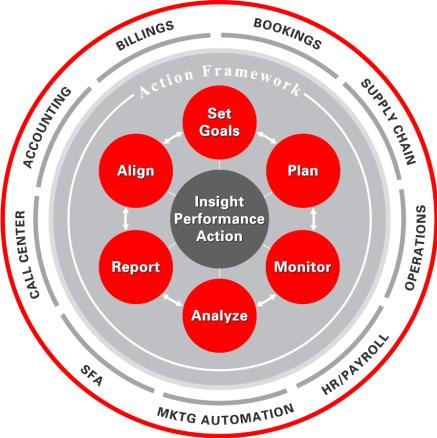
## • Lack of Alignment

- Can't Align Corporate Goals with Plans and Execution
- Low Predictability
  - Not Able to Improve Accuracy in Forecasts and Plans
- Inconsistency
  - Unable to Base Decisions on the Right Information
- Lack of Transparency
  - Not Able to Meet Changing Disclosure Requirements
- Stale Data
  - Data is Out of Date and Irrelevant

# **Oracle's EPM 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 reduce system complexity
- Single version of the truth







# Oracle's Enterprise Performance Management System



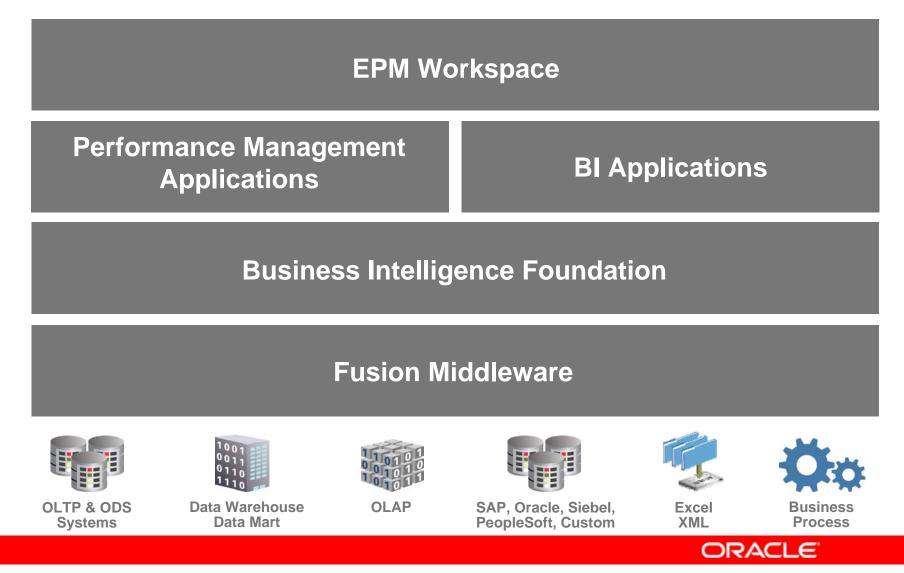
## Leadership Product Strategy

- Industry's First Complete & Integrated End-to-End Enterprise Performance Management System
  - Comprehensive Applications
  - Common Enterprise Information Model
  - Pervasive Information Delivery Layer
  - Powerful Analytic Technology
- Oracle is Defining and Driving the Competitive Agenda
  - Competitors attempting to respond to Oracle's Strategy
  - Competitor revenue declines vs. Oracle's strong growth
- Substantial Change in Oracle's Position in 18 Months

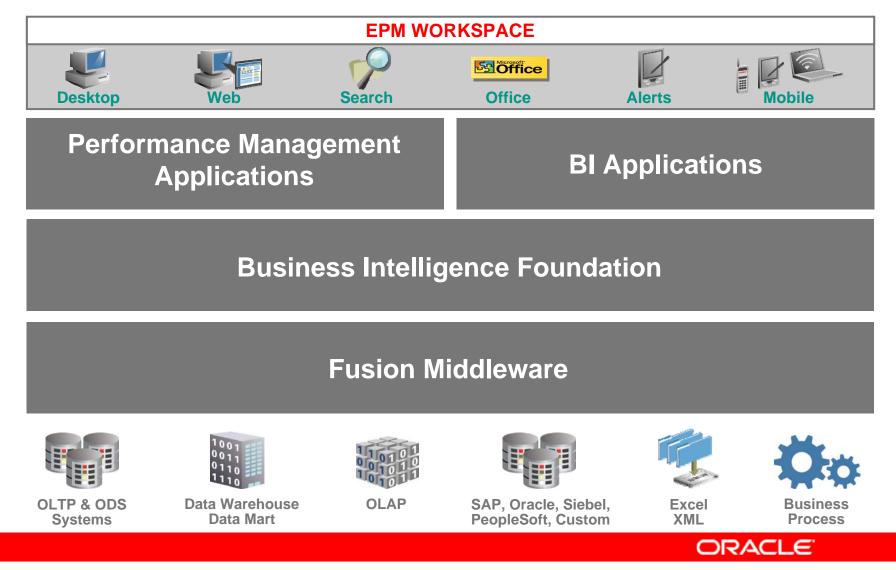


ORACLE

## Oracle's Enterprise Performance Management System



## **Pervasive** Information Access Through a Unified BI Foundation



## **Hot-Pluggable** With Existing IT Investments

### PORTALS

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Builty states	<ul> <li>Expressences</li> <li>Participation Variante</li> </ul>		Annual Annua	

Any JSR 168 Portal

### DATA MINING



Oracle Data Mining, SPSS, SAS

### **APPLICATIONS**



Oracle EBS, Siebel, SAP, PeopleSoft, JD Edwards...

### **DESKTOP TOOLS**



Excel, Outlook, Lotus Notes...

### Oracle Enterprise Performance Management System Oracle Business Intelligence Foundation

### SECURITY



Oracle Kerberos iPlanet

MSFT AD Novell Custom Others...

### DATA ACCESS

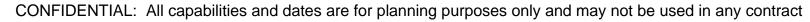


Oracle RDBMS Oracle OLAP Option Microsoft SQL Server Microsoft Analysis Services IBM DB2 Teradata Essbase SAP BW XML, Excel, Text

### DATA INTEGRATION



Oracle Data Integrator (Sunopsis) Oracle Warehouse Builder Informatica Ascential Others...



## **Leverages Fusion Middleware**

EPM Workspace
---------------

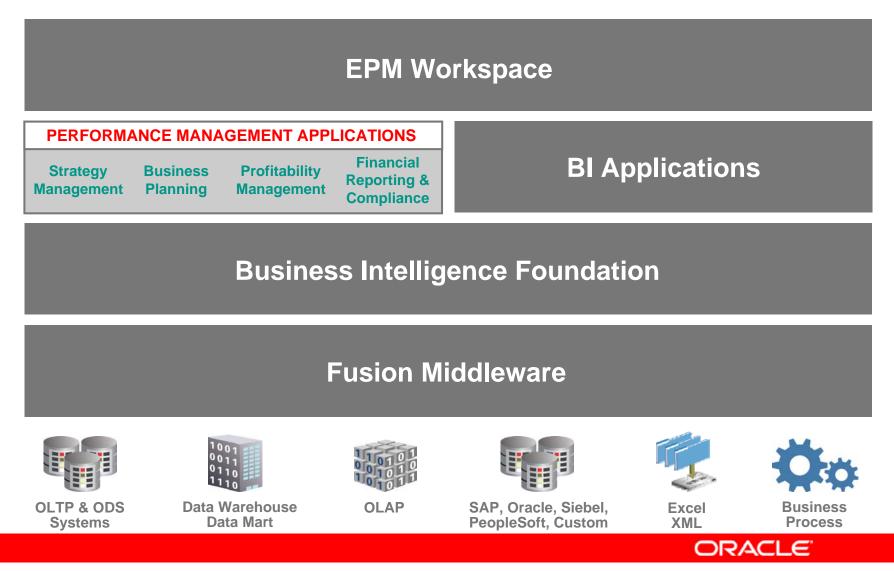
Performance Management Applications

**BI** Applications

## **Business Intelligence Foundation**

FUSION MIDDLEWARE						
SOA	Data Quality	Data Integration	MDM	Identity Management	Content Management	Business Process Management
		001 0011 0110 110				<b>Ø</b> ø
OLTP & ODS Systems		Warehouse Data Mart	OLAP	SAP, Oracle, S PeopleSoft, Cu	iebel, Excel stom XML	Business Process
					c	DRACLE

## Market Leading Performance Management Applications



## **Oracle's Hyperion Financial Management**



## FEATURES

- Simple to Customize
- Easy to Integrate
- Financial Data Quality
- Complete Audit Trails
- Flexible Workflow
- Powerful Reporting
- Finance Owned & Operated

### BENEFITS

- Confidence in the Numbers
- Reduce Cycle Time
- Automate Collection & Validation
- Lower Cost of Compliance
- Speed and Agility

# Financial Reporting Challenges Solved...

CUSTOMER CHALLENGES	RESULTS WITH ORACLE
Complex Financial Closing	5 Days; 585 Legal Entities; 45 BU's
Inconsistent Account Structure	10 Systems; Reduced by 50%
Financial Data Collection Errors	26 Countries
Changing Disclosures	Sustainable Reporting; 150 KPI's
Inefficient Filing Process	17% Productivity Gain in 10-Q's
ROI	67% with 1.5 Year Payback

## Delivering 67% ROI with 1.5 Year Payback

### **Hyperion Financial Management**



Pearson is a \$7.2 billion multi-national that educates, entertains and informs. Financial Times is most international source for business and political news and analysis. Penguin is the world's largest English language book publisher.

### **Before**

- 15+ days to close
- Inconsistent reporting periods
- Inadequate processes
- Divisional applications

### After

- 5 days to close
- Single, centralized system
- 350 users across 60 countries
- Management and statutory reporting

### ORACLE

## First to Report on the Dow Jones



**Hyperion Financial Management** 



The world's leading producer of primary aluminum with \$23.5 billion in revenues with operations in 43 countries and 350 locations. Alcoa has over 131,000 employees.

### **Before**

- 12+ days to close
- Many analytical technologies
- Complex reporting and forecasting processes
- · Hours to create reports

### After

- 5 days to close
- Global consolidation across 58
   lines of business
- Global forecasting and reporting solution for 1,000+ users
- Minutes to access information

### ORACLE

# **Oracle's Hyperion Planning**



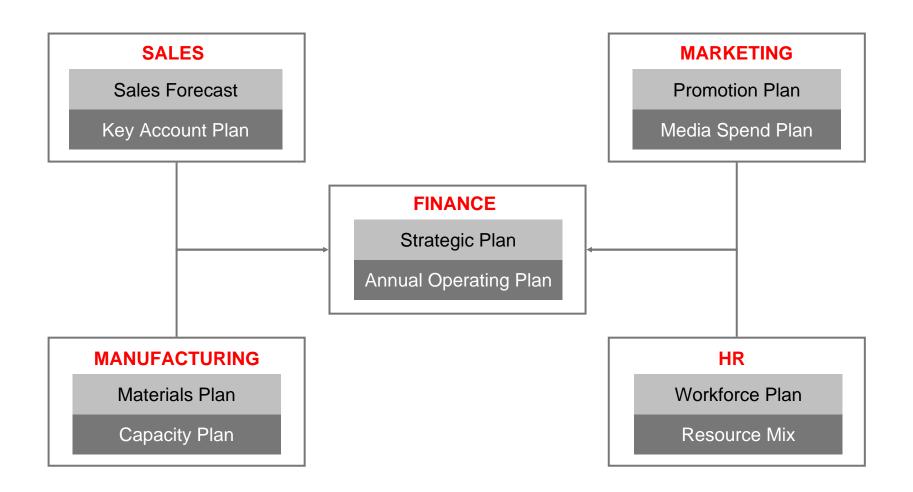
## FEATURES

- Strategic Planning
- Modeling & Simulation
- What-if Analysis
- Excel Integration
- Enterprise Collaboration
- Native Reporting & Analysis

## BENEFITS

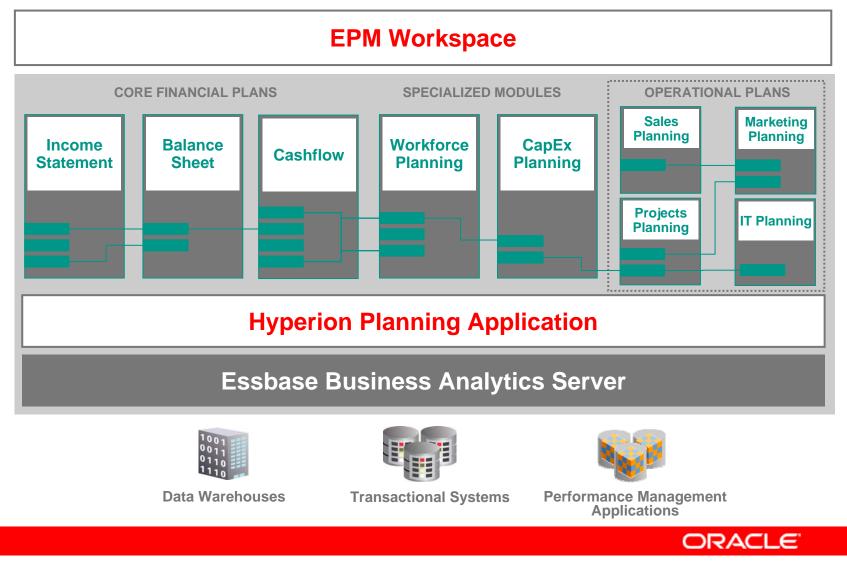
- Speed
- Accuracy
- Align finance and operations
- Accountability
- Visibility to past, current and future business performance

# All Planning Roads Lead to Finance

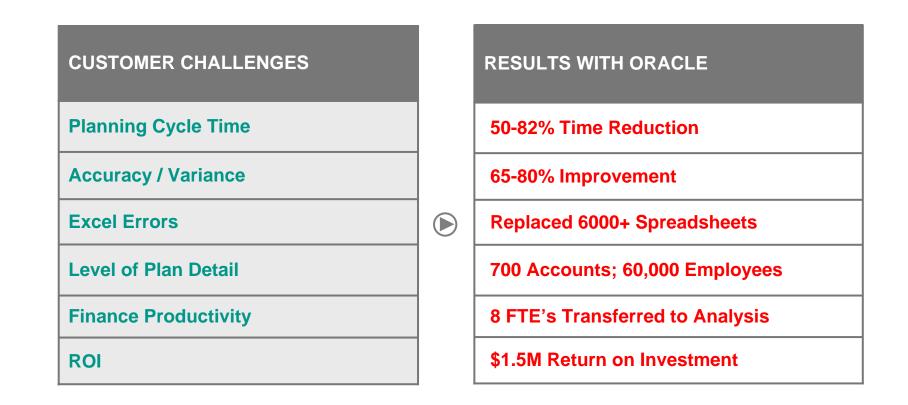


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## **Integrated Business Planning Solution**



## Planning & Forecasting Challenges Solved...



ORACLE

## 700 Accounts for 60,000 Employees Hyperion Planning



Ing Direct is one of the 20 largest financial institutions worldwide with revenues of \$9B and more than 113,000 employees.

### Before

- 8 weeks for first budget iteration
- 10 days to transfer employees
- 4 weeks to create and distribute Excel templates
- Data was not dependable
- Corporate budget group had 9 FTE's to maintain the process

### After

- 4 <sup>1</sup>/<sub>2</sub> weeks for first budget iteration
- Reorganizations down to 24 hours
- Detailed budget to 700 accounts
- Phase 2 budgeted to 60,000 people
- First multidimensional reporting
- Interactive variance analysis

### ORACLE

## **Comprehensive BI Applications**

## **EPM Workspace**

Performance Management Applications

<b>BI APPL</b>	ΙCΔΤΙ	ONS
DIAFFL		

Sales Svcs. Mktg. Contact Order Supply Center Mgmt. Chain HR Finance

## **Business Intelligence Foundation**

## **Fusion Middleware**



## Oracle BI Applications Analytics across the Enterprise

Insight	<ul> <li>Gain timely visibility into business performance</li> <li>Spot performance gaps &amp; take action in time to affect results</li> <li>Identify and replicate best practices to optimize performance</li> </ul>
Alignment	<ul> <li>Achieve single, accurate view of enterprise information</li> <li>Embed best practices by industry and function</li> <li>Drive improved decisions with guided role-based intelligence</li> </ul>
Leverage	<ul> <li>Reduce deployment time, cost &amp; risk with prebuilt applications</li> <li>Increase the value of CRM &amp; ERP through prebuilt integration</li> <li>Leverage open, leading BI foundation to enable packaged and custom solutions in one environment</li> </ul>

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# **Oracle BI Applications**

## **Multi-Source Analytics with Single**

Auto & Me	2.7	consumer Saotor	Financial Services	High Tech		ublic Travel ector & 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. M Other Operational & Analytic Sources						

**Oracle BI Suite Enterprise Edition Plus** 

## **Pre-Built, Pre-Mapped, Pre-Packaged Insights**

3

4

### **Example: Financial Analytics**

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

A/R Activity	A/R Balance	A/R Aging	Budget
			Der: Das Per: Tris biogr Der: G. Aussel
A/P Activity	A/P Balance	A/P Aging	Revenue
Product Profitability	Тах	General Ledger	Customer Profitability

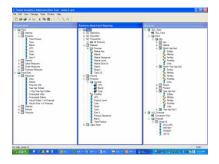
2

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



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

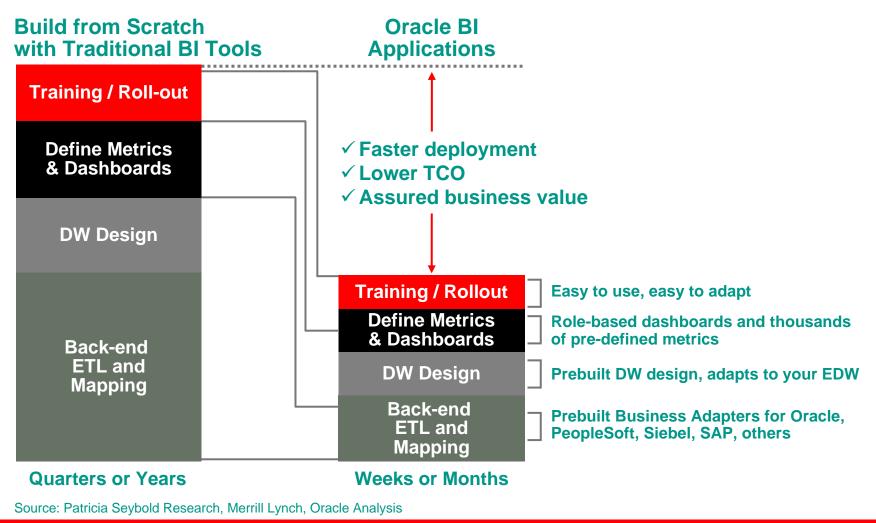
- Presentation Layer
- Logical Business Model
- Physical Sources



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

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## Speeds Time To Value and Lowers TCO Oracle BI Applications



ORACLE



## 1,250 Users; 3 Months; 1 IT Staff Oracle BI Applications



Pitney Bowes is the world's largest producer of postage meters. Implemented Oracle BI Applications (Sales, Service, and Marketing Analytics) to over 1,250 employees.

### Before

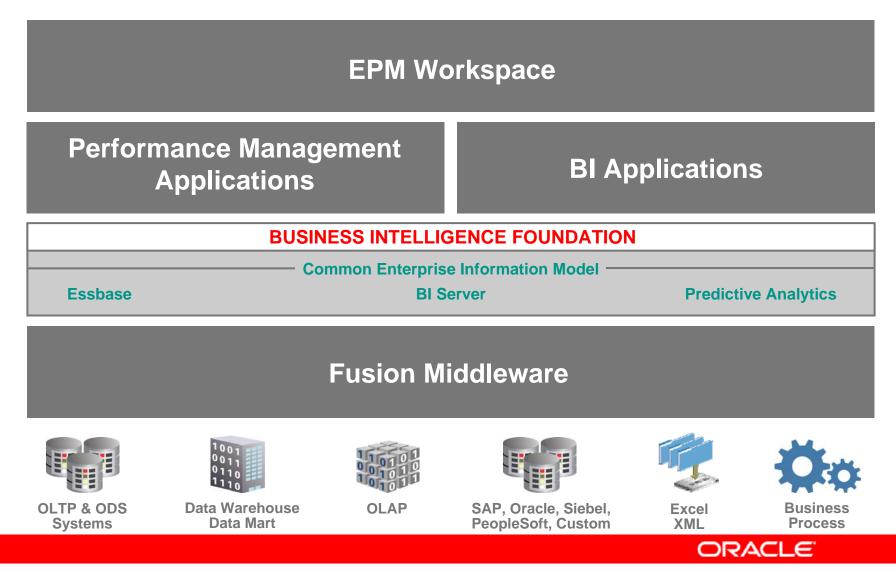
- Poor measurement of employee performance in sales and service
- Lack of customer insight no consistent, real-time view
- Slow "Customer Inquiry Response Time"
- No single source of customer data for segmentation
- High reliance on IT for information

### After

- "Turned the tides" in sales force with better insight into performance
- Enhanced sales productivity with 360° view of customer relationship
- Increased customer responsiveness, leading to greater satisfaction retention
- Unified customer data for better marketing segmentation and targeting
- Customer-facing employees empowered with the information they need

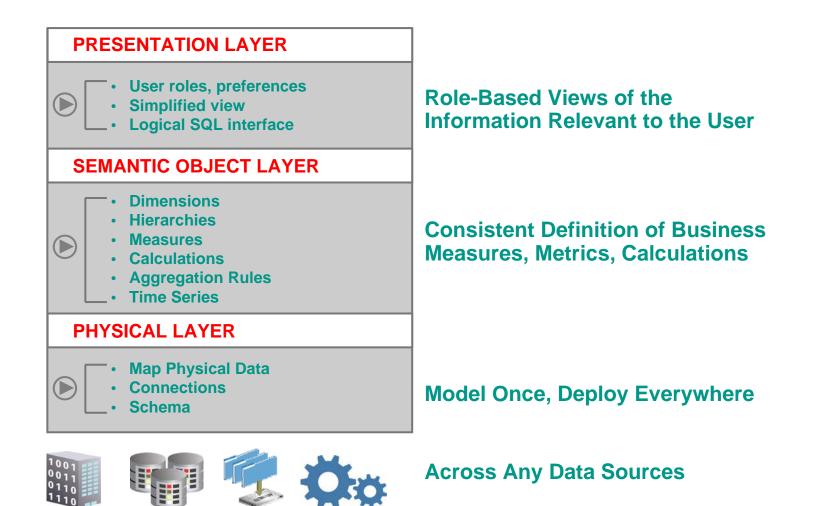
### ORACLE

# **Highly Scalable BI Foundation**



## **Common Enterprise Information Model**

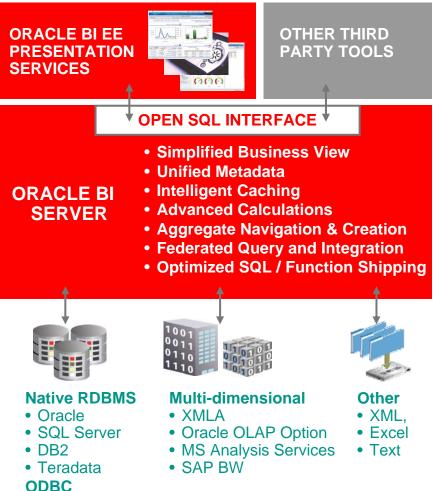
**Enables Consistency, Security, Reuse, Flexibility** 



### ORACLE

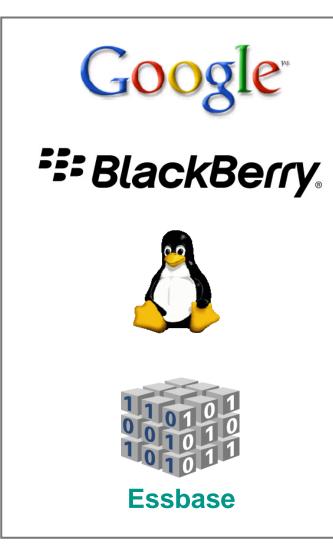
## Oracle BI Server Simplified, Powerful, Intelligence Across Sources

- Simplified Business Model View
- Advanced Calculation and Integration Engine
- Intelligent Request Generation and Optimized, Distributed Data Access
- Mission Critical Scalability and Performance
- Foundation for all OBIEE Presentation Services



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## What Do These Have in Common?



### **Essbase: Top 10 Most** Influential Innovation

### Informatior

### Netscape

1994, Netscape became a household name sending them over an Internet protocol as it kicked off the dot com boom with its rather than the plain old circuit-switched initial nublic offe

### 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 arrival in 1993, and upgrades throughout the pivotal role of search in accessing the ever- decade, Pentium reversed that equation, expanding Internet as founders Larry Page enabling it to storm the engineering and and Sergey Brin.

### Virtualisation

While possible on the mainframe since the 1980s, breaking the link between physical Remember 30-second web page downloads manageability - and made silo a dirty word. key enabler of consumer ecommerce.

### VolP

The browser that started it all. Launched in By breaking up voice calls into packets and 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 oper 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 multimedia workstation markets and create a consumer brand that ranks alongside Nike. ADSL

and logical resources at the storage, server and the 'world wide wait'? The ability to and even chip level has brought clear send data down phone lines ten times faster benefits in terms of efficiency, resilience and than a standard 56k dial-up modem was the

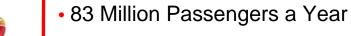
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### Oracle's Hyperion Essbase Speed of Thought Analytics

Richest Business User Experience	<ul> <li>Superior Tools for the Business User</li> <li>Broadest Analytic Functionality</li> <li>"Speed of Thought" Response</li> </ul>
Most Highly Advanced Calculation Engine	<ul> <li>Superior Calculation Power</li> <li>Comprehensive Library of Functions</li> <li>Extensive Financial and Time Intelligence</li> </ul>
Best Custom Analytic Environment	<ul> <li>Optimized Storage</li> <li>Enterprise scale Forward Looking Applications</li> <li>Premium Performance</li> </ul>

### 9/11 Crisis in the Airline Industry **Southwest Airlines Adapts**



- 63 Destinations3300 Flights a Day

#### **Needs**

- Determine how long cash balances of \$1 billion would last immediately
- Develop capital spending plans and • 15 month rolling forecasts in 1 day
- Create business cockpits for • executives and other functional areas to track key metrics

#### After

- Ability to forecast within 2% of outcome, providing top-bottom and bottom-top analysis
- Analysis provided comfort level (no employees laid off; no need for government funding)
- Finance moved to spending 10% accumulating data and 90% analyzing (75% / 25% before)

#### ORACLE

# **Oracle's Differentiators in EPM**

- Comprehensive Solutions and Architecture
  - Most complete performance management applications
  - Broadest coverage of pre-packaged BI applications
  - Most comprehensive semantic layer

### Hot Pluggable into Any Environment

- Open to Oracle and non-Oracle platforms and applications
- Modular system that can plug and play with IT infrastructure
- Leverages Fusion Middleware

### Power Beyond Dashboards

- Most powerful business analytics server
- Only integrated master data management technology
- Easy to use financial and predictive modeling

# APPENDX

# **Oracle Business Suite**

# ORACLE®

#### DATABASE

- Database
- Real Application Clusters
- Partitioning
- Security
- Data Mining
- Spatial
- Oracle Lite
- OLAP
- Times Ten

#### MIDDLEWARE

- Enterprise Performance
   Management
- Application Server
- SOA / Integration
- Business Intelligence
- Content Management
- Identity Management
- Data Hubs
- Collaboration Services
- Java Development Tools

#### APPLICATIONS

- E-Business Suite
- PeopleSoft Enterprise
- Siebel
- JD Edwards
- Oracle Retail
- i-Flex
- Communications Billing
- Utilities
- ProfitLogic
- G-Log

# Increasing the Value of Your Oracle Investments

Acquisitions give Oracle customers access to market leading applications...

#1 Enterprise Performance Management



**#1 Demand Planning** 

**#1 CRM Vendor** 

**#1 Logistics Apps Vendor** 

**#1 Communication Apps Vendor** 

**#1 Banking Apps Vendor** 

**#1 Retail Apps Vendor** 

**#1 HRMS Vendor** 





ORACLE

# **Converging Markets**

### 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

ORACLE

# Leader in Market Share



MARKET SEGMENT	ORACLE POSITION
Business Analytics (Total BI/DW Tools + Apps)	#1
Business Analytics Tools	#1
Data Warehousing Tools	#1
Analytic Applications (Total)	#1
Financial and BPM Analytic Applications	#1
CRM Analytic Applications	#1

Source: IDC; includes Hyperion

# **Oracle Business Intelligence**

40%	Oracle
38%	Microsoft (specific prodcuts)
32%	Business Objects
30%	Cognos
29%	IBM (specific products)
20%	SAP
19%	Hyperion

### #1 Preferred BI Vendor

Source: InformationWeek Survey of IT Professionals

# Speed of Thought Analysis ..... for 30,000 Business Users



- 5,000 Views & Reports
  - Sales
  - HR
  - Purchasing
  - Finance
- 24 x 7 availability
- Maximum Query Time:
  - Less than 4 Seconds

"We realized we needed a powerful OLAP system—one that was highly dimensional and detailed—that could provide speed of thought response for tens of thousands of users. We selected Hyperion because it met our scalability and performance requirements...."



### Delivering 67% ROI with 1.5 Year Payback

#### **Hyperion Financial Management**



Pearson is a \$7.2 billion multi-national that educates, entertains and informs. Financial Times is most international source for business and political news and analysis. Penguin is the world's largest English language book publisher.

#### Before

- 15+ days to close
- Inconsistent reporting periods
- Inadequate processes
- Divisional applications

#### After

- 5 days to close
- Single, centralized system
- 350 users across 60 countries
- Management and statutory reporting

#### ORACLE

## Financial Visibility in 4 Clicks Oracle BI Applications





American Power Conversion (APC) is a \$2 billion producer of uninterruptible power supplies. Deployed full "source to dashboard" Financial Analytics in matter of weeks on top of Oracle EBS, including GL, profitability, AR, and AP dashboards.

#### **Before**

- Unable to achieve timely visibility into financial data for execs and managers
- Lack of data and information quality: Garbage in, Garbage out
- Time and effort to manually gather data from Excel spreadsheets and other data sources

#### After

- Up-to-date, reliable source of financial truth for effective decision making
- Better visibility into business
   processes
- Ability to go from global view to detail view in 4 mouse clicks
- Proactively track and manage key drivers of revenue, cost, and shareholder value

#### ORACLE

# Alcon Labs **Global Business Forecasting**

- Surgical, Pharmaceutical, Consumer Vision Care
- Alcon<sup>°</sup>
   13,000 Employees Worldwide
   \$US 5 Billion in 2006 Sales

#### **Needs**

- Worldwide global forecasting to the SKU level
- Retention of previous forecast versions
- Inclusion of marketing oriented statistics (market size, share)
- Integration of 3<sup>rd</sup> party competitor info from Nielsen, IDC, and others
- Inclusion of foreign currency metrics such as Price/Volume Exchange

#### After

- Comparison of forecast versions to target variance over time
- Forecasting by key or non-key product within a geography
  - Perform trend analysis for measures like PVE, Conversion Factor, Coverage Factor, Average Sales Price. Market Share
- Sales viewed in either USD or base currency

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 $(\blacktriangleright)$ 

# Papa John's Financial Performance and Service Quality



- Third Largest Pizza Chain in the US
- 3000 Locations Worldwide
- \$1 Billion in Sales (2006)

#### Before

- Excel cumbersome, manually maintained (store managers phoned in results)
- Data discrepancies, low confidence in the numbers
- No standard set of performance measures, lack of detail for analysis
- Operators and managers spent a lot of time gathering data, less on running the business

#### After

- Improved availability of data (from hours to 30 mins)
- Standard set of measures
- Improved quality of service (order completeness improved, "out the door" time reduced 10%, higher customer satisfaction scores)
- Faster identification and reaction to theft issues

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# Oracle EPM Leverages Fusion Middleware Lowering System



**Development Tools** 

Unified SOA Development Tool & Framework



Web 2.0 Portal, Rich Internet Apps, Mobile, Search, Desktop, Presence, VoIP

#### Enterprise Performance Management

Planning, Budgeting, Financial Management & Reporting, Scorecards

Data Integration, Query & Analysis, OLAP, Dashboards, Reports, Alerts, Real-Time







**Business Intelligence** 

Web Content, Documents, Digital Assets Imaging, Records, Information Rights

#### SOA & Process Management

ESB, BPEL PM, Workflow, BAM, Rules, B2B, MDM, Registry, SOA Governance

#### **Application Server**

Java EE, Web Services, Complex Event Processing, XTP, RFID & Sensors, SIP

#### **Grid Infrastructure**

Application Clusters, In-Memory Data Grid, Common Metadata Services



**Enterprise Management** 

Provisioning, Diagnostics, Tuning, Configuration Management



#### Identity Management

Provisioning, Access Management, Federation, Audit, Directory



### Oracle's Hyperion Financial Management Market-Leading Financial Consolidation and Reporting Application

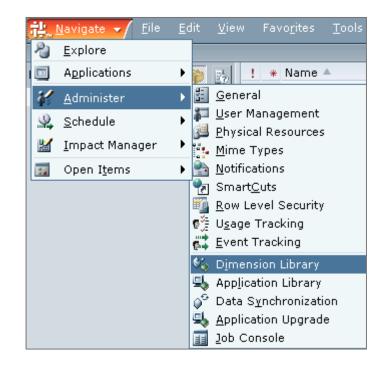
- Patented financial consolidation and reporting features
- Complete audit trails, workflow, and validations
- Flexible "what if" scenario management features
- Powerful, reporting, and analysis tools
- Full integration with ERP and other transaction systems

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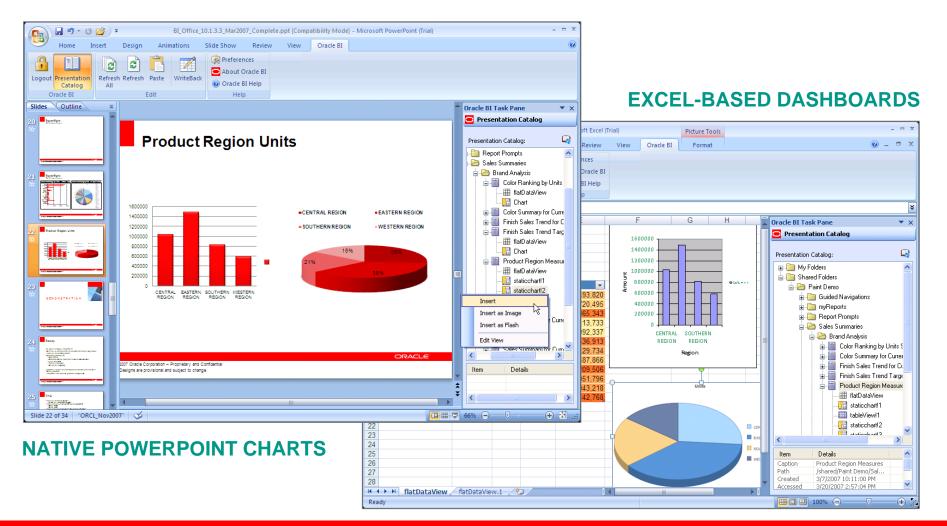
### **EPM Workspace**

### Integrates Management Processes into a Common Environment

- Single sign on
- Planning and HFM process integration
- User interface filtered by security
- Tabbed view of content
- One place for applications, reporting and administrative content

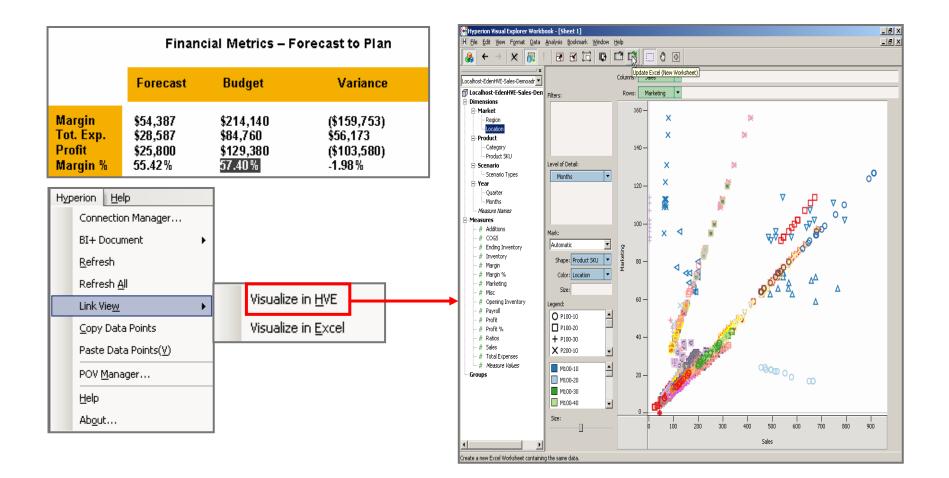


### **Microsoft Office Integration The Management Process Brought to Office**



ORACLE

### Oracle's Hyperion Visual Explorer Best-in-Class Visualization



#### ORACLE

# Oracle's Hyperion Financial Data Quality Management

A packaged application for finance users that includes:

- Guided web-based workflow user interface for developing standardized financial data management processes
- Data preparation server for collecting, mapping, verifying and moving financial data from any source system
- EPM Adapters for Hyperion Financial Management, Hyperion Planning and Hyperion Essbase to reduce the data integration costs and data mapping complexities.

### Oracle EPM SmartSpace Brings Management Processes to the Desktop

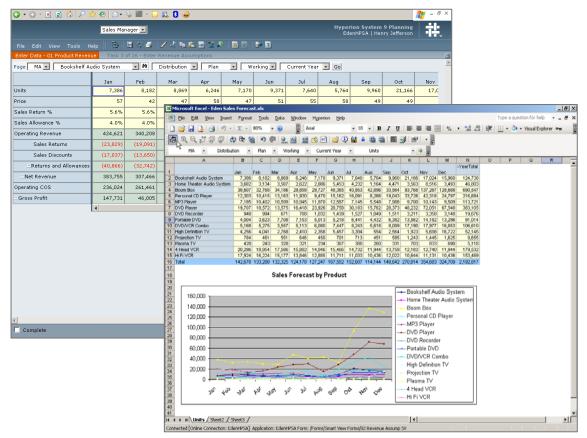
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Microwave and 9	atellite	1,253,162	990,374	1,533,774	3,777,311
Wireless Set-top	Receivers	1,251,965	989,428	1,532,308	3,773,701
Total Products		5,842,630	4,617,429	7,150,927	17,610,986



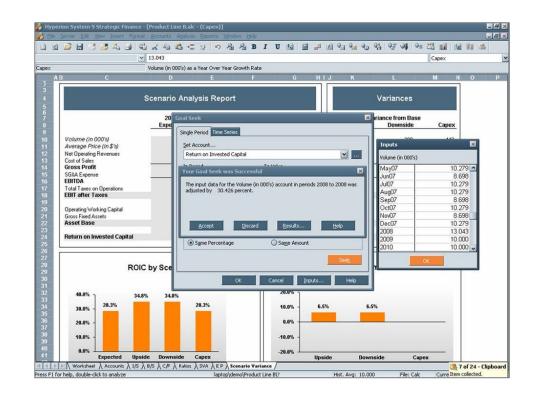
### Oracle's Hyperion Planning Shortens Planning Cycles and Manages Integrated Planning Processes

- Powerful workflow and process management
- Flexible modeling
- Intuitive interface
- Powerful reporting and analysis
- Scalable Web infrastructure

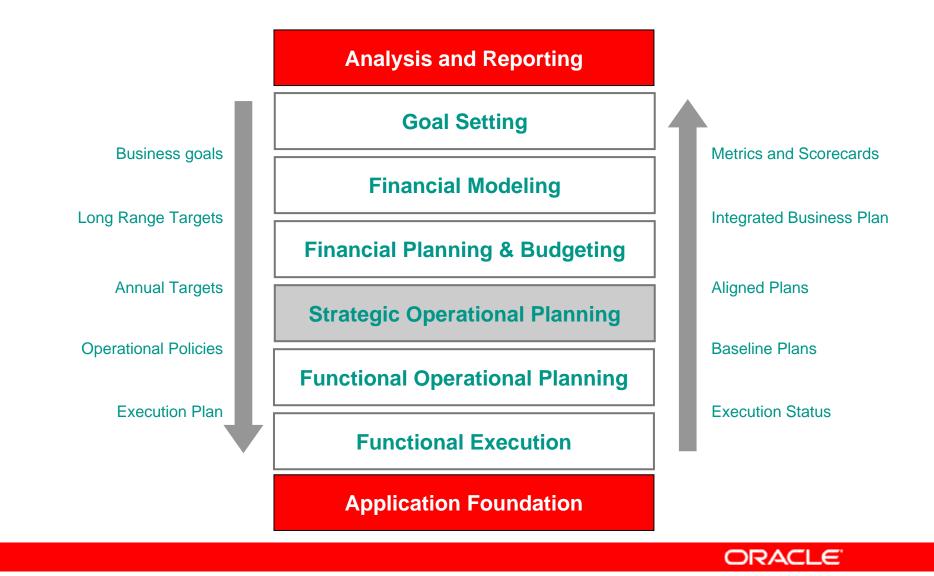


### Hyperion Strategic Finance Extensive Strategic Financial Modeling in One Environment

- Funding Options
- Debt Scheduler
- "What If" Analysis Toolkit
- "Deal Period" Functionality
- Analyze Trail Feature
- Freestyle Reporting



### Expanding our Business Planning Footprint Oracle Buys Interlace Systems



### EPM Architect Centrally Manage and Synchronize EPM Applications

Ein View Help		
Data Flows		
	Source Applications 📫 Focal Application 📫 Destination Applications	
BPM Architect		
Dimension Library		
Application Library		
Data Synchronizer		i.
Running Jobs		]
	💰 Tax	
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	Name: Budget FY06	
	Description: Budgeting Plan FY06	
	Synchronizations: <u>Budget to Budget FY06</u> , <u>BudFY06 to Corp</u> , <u>Budget to Tax</u>	
	Dimension Library 🛛 Application Library 🔄 Data Flows 🗵	
(		

ORACLE

### **Oracle BI Enterprise Edition Plus Best in Class, Business User Tools**



#### **COMMON ENTERPRISE INFORMATION MODEL**

- Integrated Security, User Management, Personalization
- Multidimensional Calculation and Integration Engine
- Intelligent Request Generation and Optimized Data Access Services



### Crystal Ball Taking Simulation To The Next Level: Understanding Risk and Uncertainty

### 1. MODEL

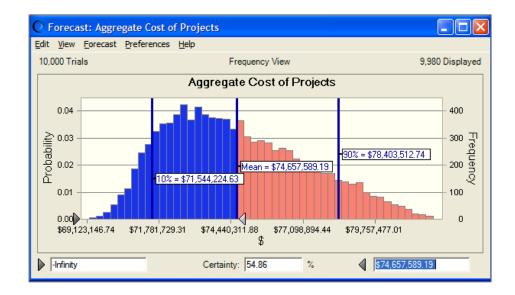
- Specify the range of input assumptions
- Simulate possible outcomes (Monte Carlo)

### 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



### **BI Publisher High-Fidelity Reporting**

#### **One Solution for All Document Needs**

- ✓ Purchase Orders
- ✓ Labels / Bar Codes
- ✓ Collateral
- ✓ Employee Forms
- ✓ Government Forms
- ✓ Order Forms
- ✓ Invoices
- ✓ Operational Reports
- ✓ Correspondence
- ✓ Financial Statements
- ✓ Checks

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### **Oracle's Hyperion Data Relationship Management**

### **Centrally Manage Structures and Hierarchies**

- Focuses on managing change in master data across enterprise systems
- Operated by business users; IT maintains control
- Complements data warehouses and reference data management tools in transactional systems
- Integrates with existing data integration processes and technologies (e.g. ETL & ELT, EII, EAI)

