ORACLE FINANCIAL ANALYTICS

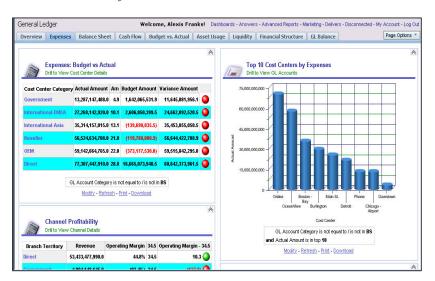## KEY FEATURES AND BENEFITS

FOR BUSINESS USERS

- Receive intra-period information on income statement, cash flow, and balance sheet condition without having to perform consolidations or wait for books to close
- Drive financial accountability to department managers by providing timely information to help better
- Increase cash flow and working capital through more effective receivables, payables, and inventory management
- Provide each user with timely and in-context financial and cost information to improve decision-making
- Drive budget accountability down to departmental managers and provide them daily visibility into budget versus actual performance

FOR IT

- Accelerate deployment of financial data warehouse
- Integrate data from multiple sources to provide business users with a complete view of the customer and business operations
- Tailor analytics to specific financial functions, including regulatory reporting functions
- Adapt to changing external and internal needs by leveraging, not replacing, existing investments
- Comprehensive user self-service capabilities reduce the burden on IT resources Oracle Financial Analytics intelligence dashboards provide key financial information.

Oracle Financial Analytics provides organizations with better visibility into the factors that drive revenues, costs, and shareholder value. Oracle BI Applications are powerful, prebuilt solutions that enable organizations to implement more quickly, with less risk and at a fraction of the cost required to build traditional business intelligence solutions. Oracle Financial Analytics is also tightly integrated with other applications in the Oracle BI Applications family to deliver robust financial information across the company value chain to enhance customer, supplier, and workforce analysis. Oracle Financial Analytics enables better insight into the General Ledger, allows other functional units to better understand product or customer profitability, and highlights how staffing costs and employee or supplier performance correlate with increased revenue and customer satisfaction.

Integrated and Actionable Financial Insight

Companies are facing increasing pressure to grow revenues and increase profitability. In addition, legislation such as Sarbanes-Oxley has placed increased demands on publicly traded companies to demonstrate compliance. Today's business challenges demand timely financial information that enables executives, managers, and front-line employees to make better decisions, take action, and correct problems before they affect the company's financial performance. Achieving better business performance requires more than just improving process efficiency or

better financial reporting. Rather, it requires improving effectiveness by leveraging advanced analytics that integrate data from across the organization and providing insight to the people who can impact business performance. To fully understand the factors driving the business requires timely financial information combined with data from across the company value chain. Frequently, the answers don't reside solely in the company's financial reporting systems. Rather, to get the most complete picture requires integrating information from the company's human resources, supply chain, customer relationship management (CRM) and financial management systems—and turning it into integrated and actionable insight.

However, most organizations struggle to obtain timely and relevant data from their enterprise systems. The reasons are twofold. First, there is the explosion in both the volume and complexity of enterprise data, which is often fragmented across many disparate systems and departments. Second, the traditional business intelligence systems used by many organizations cannot provide the timely insight needed nor deliver it to large numbers of front-line users where it has the greatest effect. Traditional systems also require considerable development effort, take too long to deploy, and involve significant cost and risk. Oracle Financial Analytics is the part of the Oracle BI Applications product family that integrates critical data from across the enterprise value chain and transforms it into timely, actionable information, enabling organizations to optimize performance.

Product Overview

Oracle Financial Analytics provides organizations with better visibility into the factors that drive revenues, costs, and shareholder value. The solution is also tightly integrated with other applications in the Oracle BI Applications family to deliver robust financial information across the company value chain to enhance customer, supplier, and workforce analysis. For example, Oracle Financial Analytics enables other functional units to better understand customer profitability or how staffing costs and employee or supplier performance correlate with increased revenue and customer satisfaction.

Through intelligence dashboards, Oracle Financial Analytics provides hundreds of powerful financial metrics, alerts, reports, and dashboards to financial professionals and line of business managers, enabling them to gain insight and take appropriate actions. Moreover, Oracle Financial Analytics helps reduce the time it takes to generate reports for regulatory compliance (for example, Sarbanes-Oxley) or periodic financial statements. Oracle Financial Analytics provides more detailed reporting at a greater frequency and to a broader range of users. Managers and front-line professionals also receive timely information on costs and revenue at levels of detail such as by product, geography, region, and customer that allows them to fine-tune strategy and improve performance. Traditional solutions require managers to wait days or even weeks for specific reports. In many cases, they have to wait until the books close to determine how their business performed.

Finance professionals and managers across the organization can monitor

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performance, analyze specific metrics, and compare them to budgets or performance benchmarks. They can quickly spot deviations and take action to correct them before they become problems. Oracle Financial Analytics enables financial analysts to perform intra-period balance sheet and income statement analyses to determine on a near-real-time basis how the business is performing. They can also more effectively manage cash flow by understanding how billing and collections functions are performing as well as payments and changes in inventory.

Business Performance Benefits

The solution enables companies to more effectively manage their customers and improve business performance by:

- Improving financial performance and more effective expense control through timely monitoring of expense detail, delivered to departmental managers in time to take corrective action and ensure budget compliance

- Optimizing cash flow through detailed accounts receivable, accounts payable, and inventory analysis

- Analyzing detailed, transaction-level data to understand the factors driving revenue, cost, and profitability across business units, geographic locations, sales territories, customers, products, and distribution channels in time to take action

- Reducing time spent compiling, reconciling, and consolidating data from fragmented financial systems, enabling employees to spend more time analyzing, making proactive decisions, and taking action

- Improving cash collections by identifying slow-paying customers or billing issues and reducing days sales outstanding

Next-Generation Business Intelligence Platform

Oracle Financial Analytics is built on the Oracle BI Enterprise Edition Platform, a next-generation analytics platform that fully leverages existing data warehouse and business intelligence investments. It is built using standards-based technology enabling easy integration with existing IT environments and supports all leading RDBMS products. Moreover, Oracle Financial Analytics provides support for large numbers of concurrent users, multi-terabyte data sets, and the largest enterprise implementations.

Proactive Intelligence

Urgent business circumstances demand immediate attention. Oracle BI Applications provide proactive, event-based, and scheduled alerts that automatically detect problems and are delivered directly to users via email, handheld, and other portable devices—or to their personalized dashboard. This places powerful information in the hands of those who have to make daily decisions—not just at the end of the quarter. For example, in accordance with Sarbanes-Oxley compliance, when a material transaction occurs that will impact financial statements, this will trigger an alert that notifies key stakeholders of the event. In another case, when daily margins at a department store fall below a predetermined level, Oracle Financial Analytics can send an alert to the store manager, regional executive, and controller, enabling them

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Oracle BI Applications provide complete, real-time, and enterprisewide insight for all users, enabling fact-based actions and intelligent interaction. Tailored for more than 20 different industries and designed for rapid deployment at a low cost of ownership, Oracle BI Applications are prebuilt solutions that start with the customer, embrace any existing corporate data source, and are seamlessly integrated with Oracle's transactional solutions to increase effectiveness across the entire customer life cycle. All Oracle BI Applications are powered by Oracle BI Enterprise Edition, a high-performance, highly scalable, and highly reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise business intelligence need. Additional information about Oracle BI Applications is available at http://www.oracle.com/goto/obia

Oracle BI Applications include:

Oracle Financial Analytics

Oracle HR Analytics

Oracle Procurement and Spend Analytics

Oracle Supply Chain and Order Management Analytics

Oracle Sales Analytics

Oracle Marketing Analytics

Oracle Service Analytics

Oracle Contact Center Analytics

to quickly diagnose the cause, take corrective action, and restore performance. Traditional business intelligence solutions require users to discover problems manually, and thus the problem may go undetected for days or weeks—too late to react.

Oracle Financial Analytics Applications

General Ledger and Profitability Analytics

Incorporates detail-level general ledger transactions and cash flow analysis across locations, customers, products, sales territories, distribution channels, and business units. Sample metrics and reports include cash-flow analysis, current, quick and working capital ratios, and balance sheet analysis. Also, identifies the customers and transactions that are providing maximum profits by product, location, department, and geographic detail. Sample metrics and reports include, operating profit margin, return-on-asset, and return-on-equity performance.

Payables Analytics

Provides visibility into expense line detail so managers can maximize cash flow and control expenses. Sample metrics and reports include, supplier payment history, outstanding payable balances, and accounts payable turnover analysis.

Receivables Analytics

Monitors collections processes to show what customers buy and how they pay, enabling managers to identify overdue balances and other receivables bottlenecks. Sample metrics and reports include customer payment history, collection performance, bad debt-to-revenue ratio, and accounts receivable turnover.

Summary

Across industries, companies are facing increased pressure to grow revenues while holding costs in check. This means ensuring that money spent on efforts to market, acquire, sell to, and service customers is returning the best possible results. It also means that companies need to manage their business operations as cost-effectively as possible so they meet their revenue and profitability targets. Oracle Financial Analytics creates powerful synergies with other Oracle BI Applications products by ensuring that rich financial insight helps drive all customer, supplier, and workforce decisions, resulting in lower costs, increased revenue, and greater profitability.

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