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The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.





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Agenda

- Enterprise Performance Management Vision
- Focus on Customer Success
- Product Integration Milestones
- Oracle's Enterprise Performance Management System
- Q & A



Oracle's EPM Vision

- Integrated Enterprise Performance Management System
 - Unifies Intelligence from Transaction, Business Intelligence, and Financial Management Systems
- To Drive Business Performance Improvement
 - Better Strategy, Better Plans, Better Decisions, Better Results with Less Cost & Complexity



Enterprise Performance Management System

Integrates Transaction, Intelligence, Financial Systems



Modeling



Planning & Budgeting



Financial Management



Financial & Statutory Reporting



Metrics & Scorecards

Financial Performance Management

Enterprise
Performance
Management
System

Transactional Systems



Sales & CRM



Financials



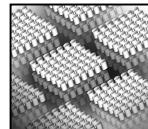
Supply Chain



HR



Procurement



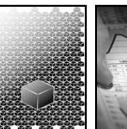
Data Warehouse



Data Integration



Query & Analysis



OLAP



Dashboards



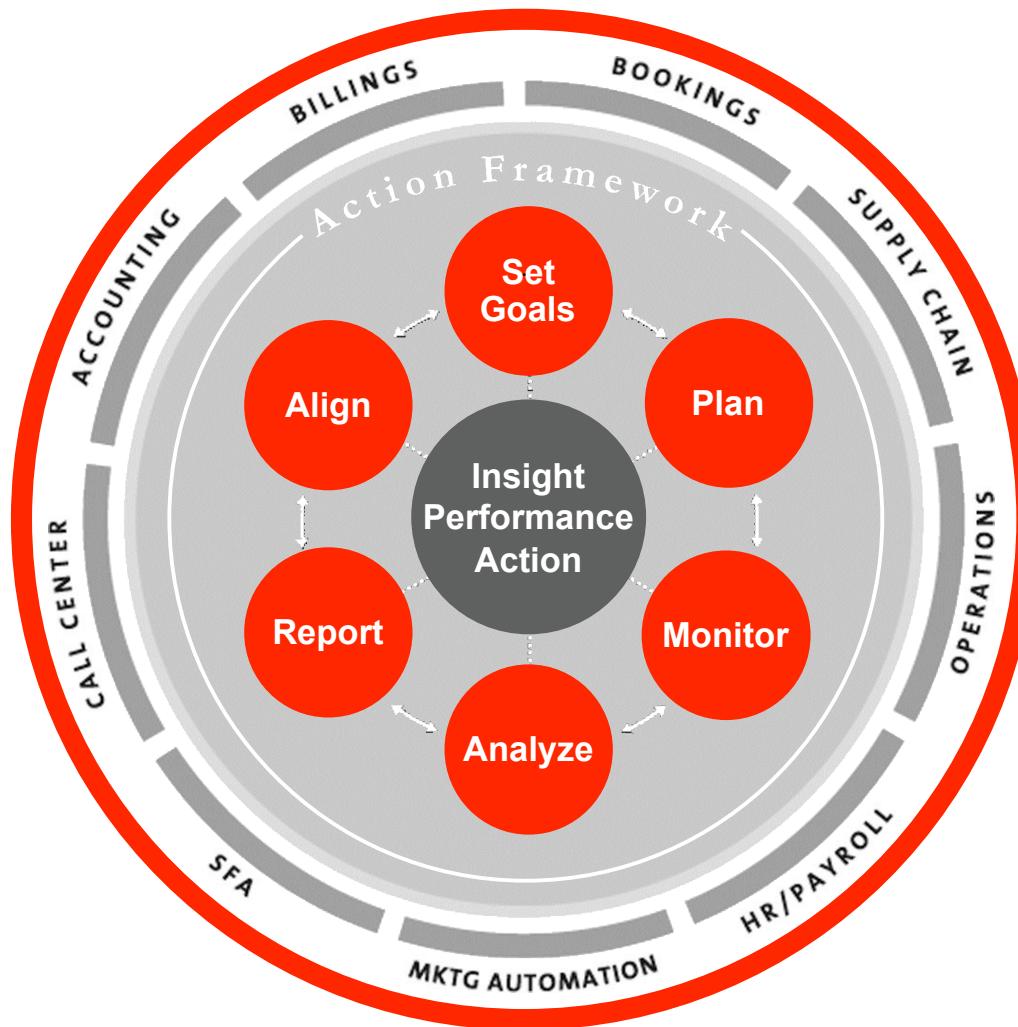
Enterprise/
Operational
Reporting



Alerts &
Workflow

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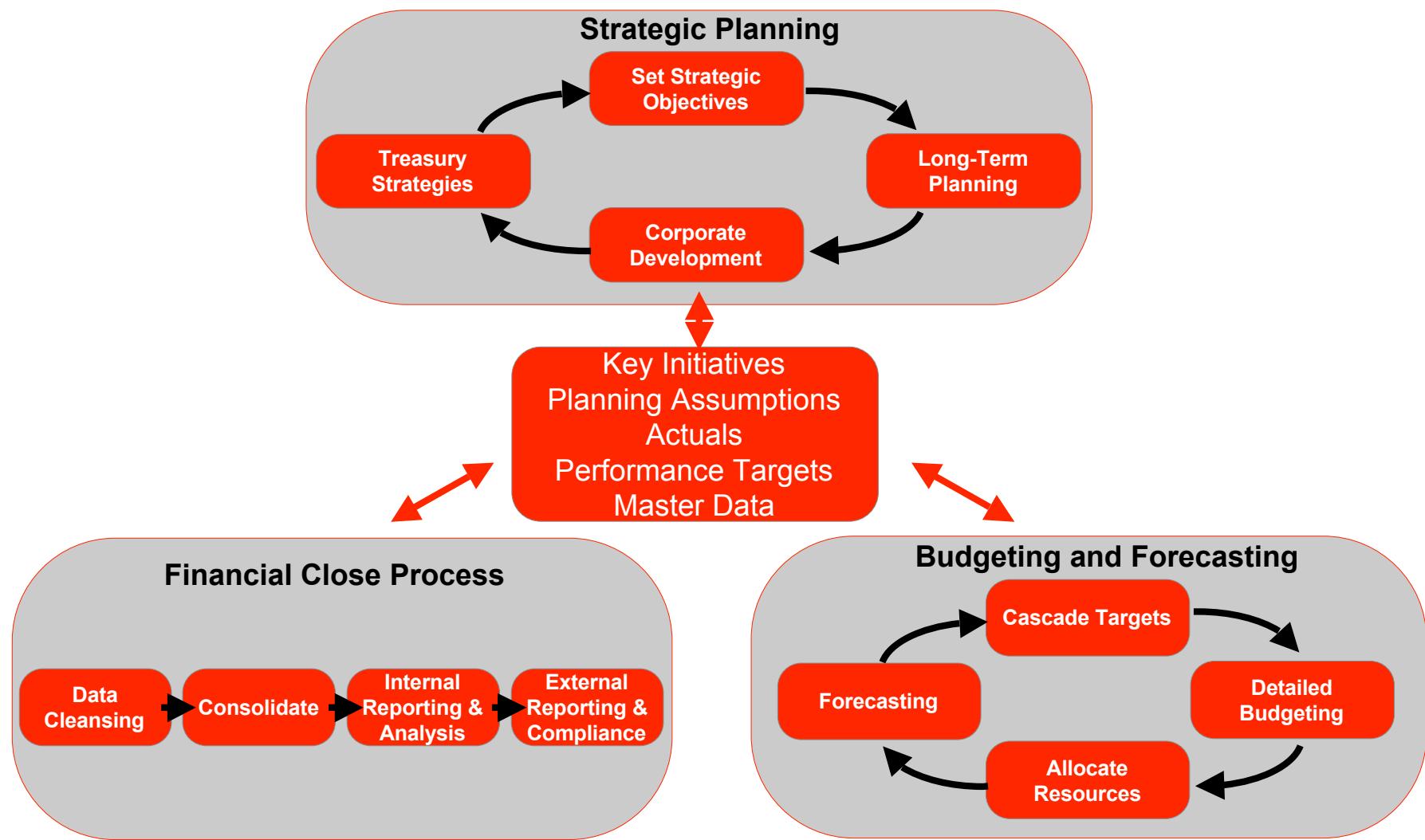
Industry's First Enterprise Performance Management System



- Comprehensive
- Pervasive
- Hot Pluggable

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Most Comprehensive Suite of Financial Performance Management Applications



Most Comprehensive Suite of Operational BI Applications



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:

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PeopleSoft.

SIEBEL

SAP

Other Operational & Analytic Sources

Oracle BI Suite Enterprise Edition

Pervasive Information Access Through a Unified BI Foundation



Common Enterprise Information Model

Integrated Security, User Management, Personalization

Multidimensional Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services



OLTP & ODS
Systems



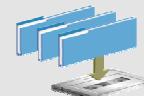
Data Warehouse
Data Mart



Essbase



SAP, Oracle
PeopleSoft, Siebel,
Custom Apps



Files
Excel
XML



Business
Process

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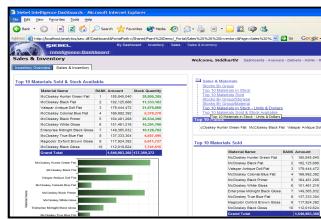
Hot-Pluggable With Existing IT Investments

Portals



Any JSR 168 Portal

Data Mining



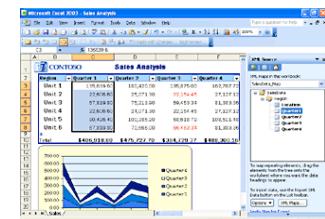
Oracle Data Mining,
SPSS, SAS

Applications



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

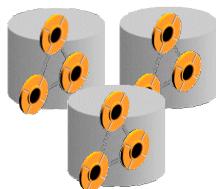
Desktop Tools



Excel, Outlook,
Lotus Notes ..

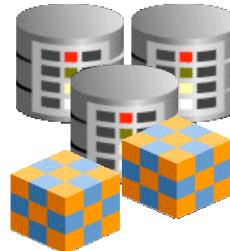
Oracle Enterprise Performance Management System Oracle Business Intelligence Foundation

Security



Oracle
Kerberos
iPlanet
MSFT AD
Novell
Custom
Others ..

Data Access



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

Data Integration



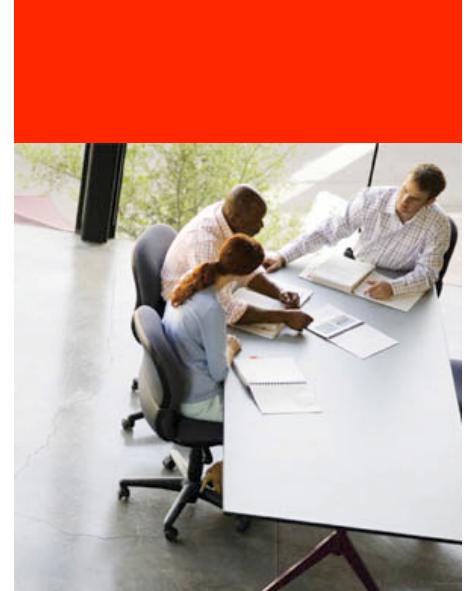
Oracle Data Integrator
(Sunopsis)
Oracle Warehouse Builder
Informatica
Ascential
Others ..

Customer Benefits

- Aligns Decisions with Strategic Goals
- Drive Insight to Action
- Compare Operational Results to Plans in Real Time
- Faster Close & Financial Planning Cycles
- With Lower Cost & Less Complexity



Focus on Customer Success



Integrated Organization

- Integrated Development Organization
- Integrated Sales Organization with Specialization
- Integrated Channels Organization
- Integrated Support & Consulting Organizations
- Hyperion Organization Integrated Smoothly



New EPM Global Business Unit

Focused on Driving Customer Success

Focus

We drive **customer success** by connecting customers, partners, analysts and academics and trade associations and by **promoting best practices** and Oracle solutions.

Value

- **Market Leading Expertise in:**
 - Integrated Business Planning
 - Financial Consolidation
 - Balanced Scorecard
 - Six Sigma
 - Predictive Modeling
 - OLAP & BI Technology
 - Data Integration
- **Alliance for Performance Leadership**
- **Academic Alliances**

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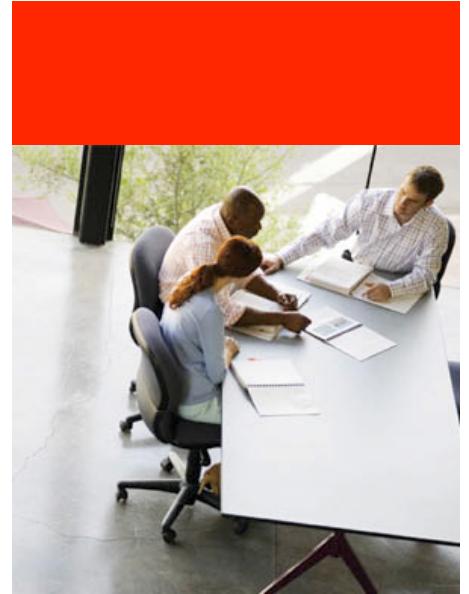
Oracle Commitment to Hyperion Customers

Enhance Value of Existing Investments

- **Protect**
 - Hyperion Products will follow standard Oracle Lifetime Support Policies
- **Extend**
 - Continued Investment in Hyperion Products and further integration with Oracle Products
- **Evolve**
 - Deliver the industry's first Complete and Integrated Enterprise Performance Management System

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Phased Integration Plan



Product Integration Milestones

1

Align and Certify

2

Unify and Integrate

3

Extend and Evolve

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Product Integration Milestones

- Align browser, JDK, OS, Processor Coverage
- Align Language Support & Internationalization
- Align License Keys to Oracle Practices
- Align Security & 802.11 Compliance
- Certify with 11gR1 Database
- Certify with 10gR3 Fusion Middleware
- Re-brand GUI and Documentation

1

Align and Certify

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Product Integration Milestones

- Common User Interface & Workspace
- Common Identity Management
- Common Application Server
- Common Data Integration
- Common Data Access & Search
- Interoperability across BI Foundation
- Integrated Access to Applications

2

Unify and Integrate

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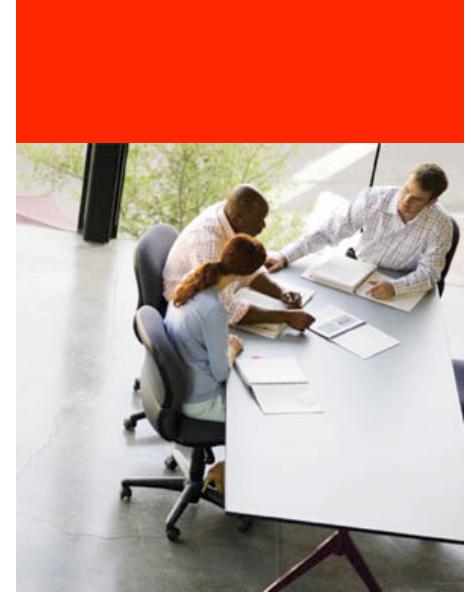
Product Integration Milestones

- Evolve Enterprise Information Model to support Financial Performance Management Applications
- Semantic layer calculation extensibility
- Extend integration between Hyperion Planning and Oracle Operational BI Applications

3 Extend and Evolve

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Oracle's Enterprise Performance Management System



Introducing: Oracle's Enterprise Performance Management System

Web

Office

Desktop

Mobile

Embedded

Financial Performance
Management Applications

Operational BI
Applications

Business Intelligence Foundation

Fusion Middleware



OLTP & ODS
Systems



Data Warehouse
Data Mart



Essbase



SAP, Oracle, Siebel,
PeopleSoft, Custom



Excel
XML



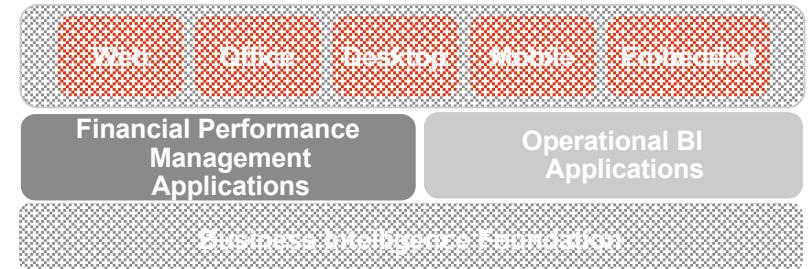
Business
Process

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Financial Performance Management

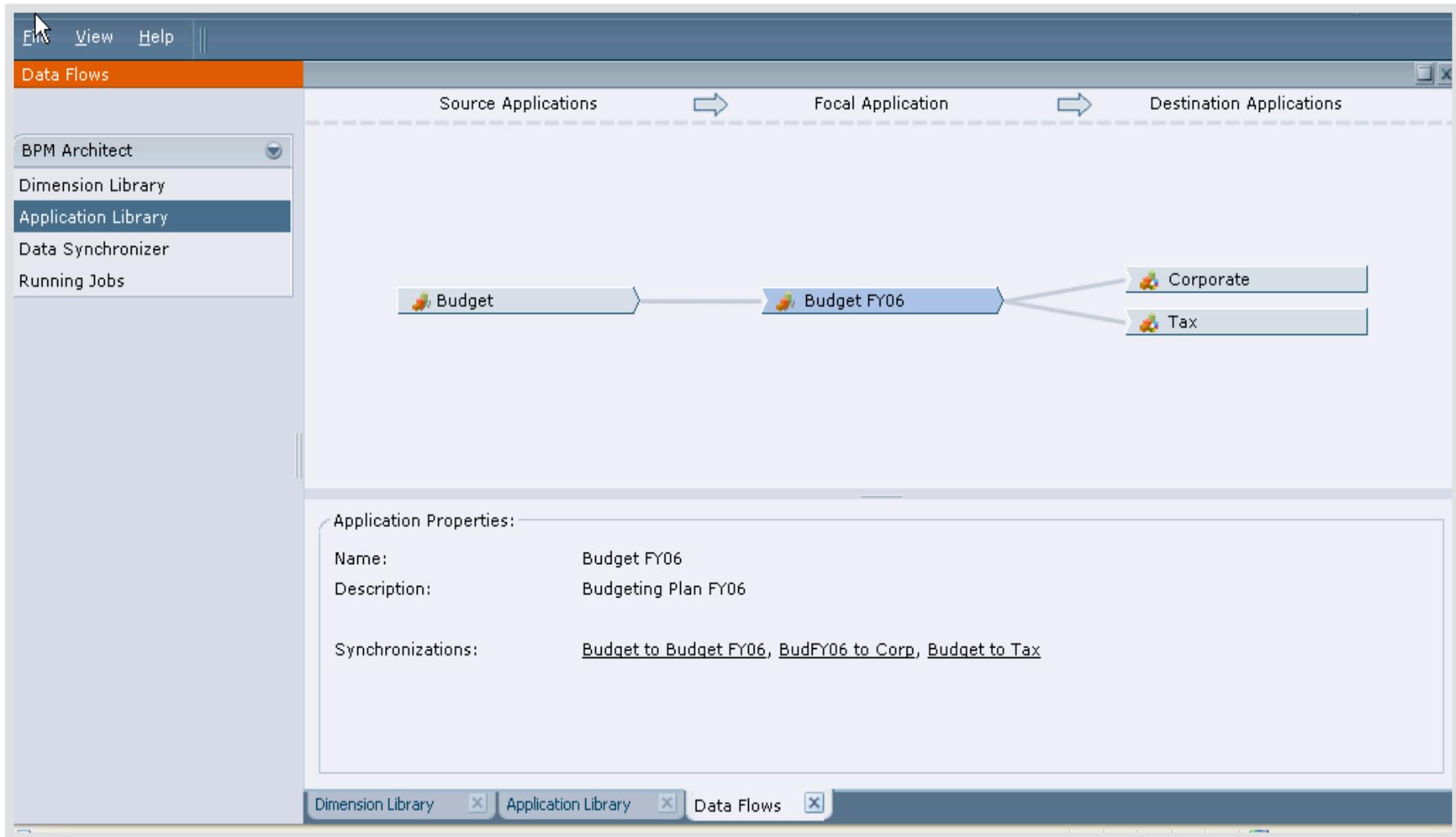
Product Strategy

- Expand EPM System common components
- Continue Hyperion application innovation
- Lower TCO through better integration
 - Oracle platform and applications
 - SAP R/3 and BW
- Introduce new packaged applications
- Support and migrate existing Oracle and PeopleSoft customers



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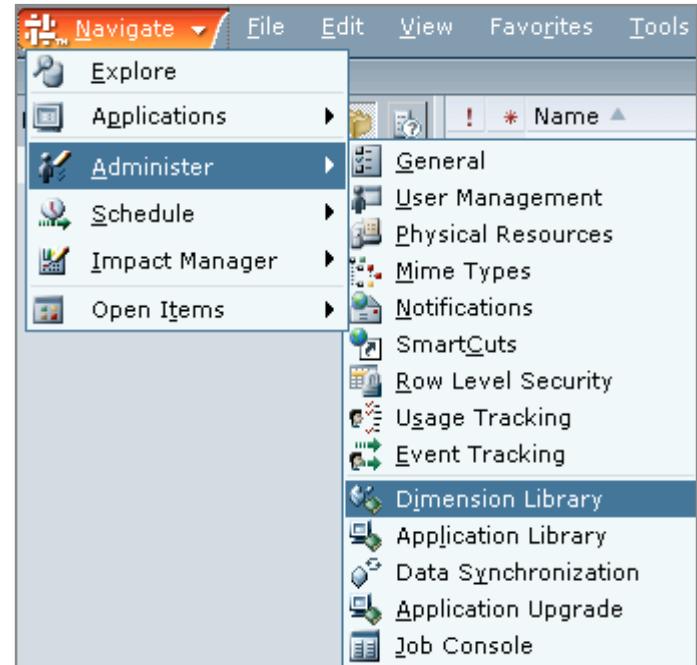
EPM Architect Allow You to Centrally Manage and Synchronize EPM Applications



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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



SmartSpace Gadgets Bring Management Processes to the Desktop

The screenshot shows a window titled "Ranzal Smart Planning Gadget". At the top, there are tabs for "All Alerts", "My Alerts", and "View Alerts", with "All Alerts" being the active tab. Below the tabs is a table with columns: "Scen.", "Vers.", "Entity", and "Desc.". The table contains six rows, each representing a different alert scenario. The rows are color-coded: the first two are light gray, the third is medium gray, the fourth is dark gray, and the last two are light gray again. The "Desc." column provides a brief description for each alert.

Scen.	Vers.	Entity	Desc.
Budget	Working	All	All Rejections
Budget	Working	All	All User3
Budget	Working	All	All Current Date
Budget	Working	All	All Approved
Budget	Working	200	200 Dept
Budget	Working	All	All Alerts

At the bottom of the window, there are buttons for "Add", "Edit", "Remove", "Subscribe", and "Home". A copyright notice "© 2007 Edgewater Technology" is also present.

The screenshot shows a window titled "Cube Freshness...". It displays three icons representing different cubes: "Sales" (red), "Budget" (blue), and "Finance" (green). Below each icon is its name. A callout bubble is pointing to the "Sales" icon, containing a sub-window titled "Sales Cube Details". This sub-window lists various timestamped events related to the sales cube's data processing.

Sales Cube Details

- Data Load Start: 3/29/2007 15:15
- Data Load End: 3/29/2007 16:07
- Recalc Start: 3/29/2007 10:55
- Recalc End: 3/29/2007 10:59
- Outline Update Start: 3/29/2007 16:23
- Outline Update End: 3/29/2007 16:27

The screenshot shows a window titled "TopDown Report Viewer". The title bar includes buttons for "Scenario: Actual", "Year: 2006", "Period: Quarter1", "View: Periodic", and "E". The main area is titled "Geographical - Geographical Consolidation Actual 2006". It features a table with columns for "January", "February", "March", and "Quarter1". The table lists revenue figures for various product categories. At the bottom of the table, there is a summary row for "Total Products".

	January	February	March	Quarter1
Wireless Broadband	1,502,068	1,187,084	1,838,415	4,527,567
Phones and PDAs	1,835,434	1,450,543	2,246,430	5,532,407
Microwave and Satellite	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

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Hyperion Financial Management

#1

Financial
Consolidation,
Reporting &
Analysis

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

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Manage Your Financial Close from a Common EPM Workspace

Hyperion Financial Management 9.3.1

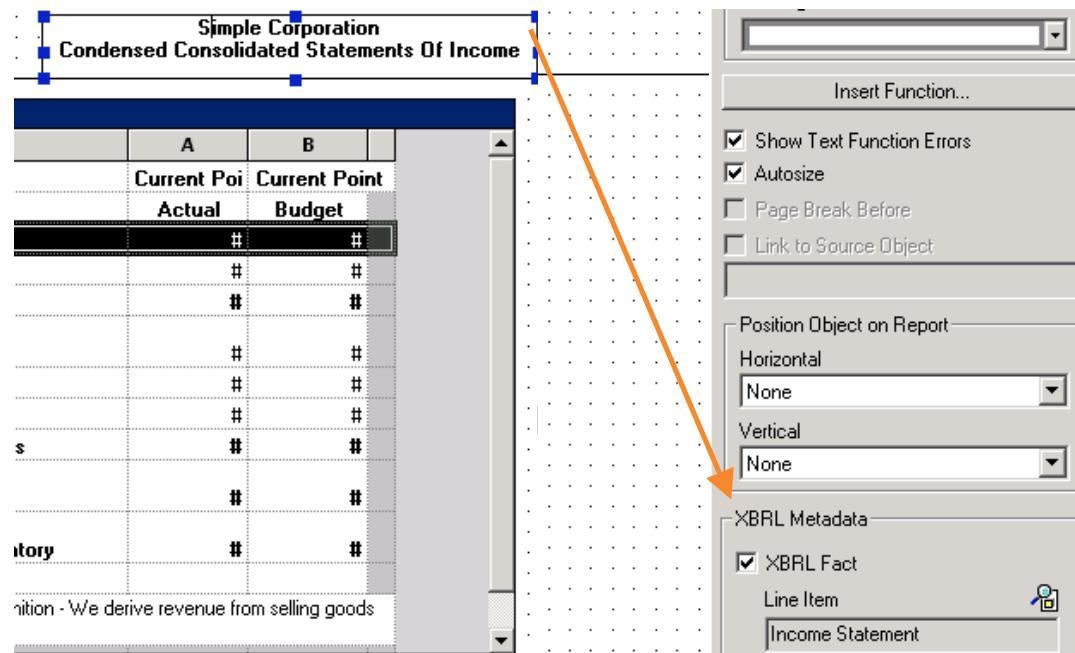
The screenshot shows the Hyperion System 9 Workspace interface. The title bar reads "Hyperion System 9 Workspace - jsmith". The menu bar includes "File", "Edit", "View", "Favorites", "Tools", "Actions", and "Help". The toolbar has various icons for navigation and actions. The left sidebar is titled "Task List" and shows a tree view with "Closing" selected. Under "Closing", the "Process Control" node is expanded, showing "ICP Detail", "IntercoAllEntities", "CCBudget", "Journals", "ConsolidationStatus", "BPM Architect", "Planningform", "PlanningForm2", and "Reporting". The main workspace displays a "View" window for "Scenario:BudV1", "Year:2005", and "Period:April". The "Data View" dropdown is set to "Local" and the "Top Member" dropdown is set to "Geographical". A "Update" button is visible. The data grid shows the following information:

Entity	Review Level	Pass / Fail	Validation	Calc Status
Geographical	Not Started	✗	✓	CN
Geographical.UnitedStates	Not Started	✗	✓	CN
UnitedStates.EastRegion	Not Started	✗	✓	CN
EastRegion.EastSales	Not Started	✗	✓	CH
EastRegion.EastProductio	Not Started	✓	✓	OK SC
EastRegion.EastAdmin	Not Started	✓	✓	OK SC
EastRegion.UKSales	Not Started	✓	✓	OK SC
EastRegion.A	Not Started	✓	✓	NODATA
EastRegion.B	Not Started	✓	✓	NODATA
EastRegion.C	Not Started	✓	✓	NODATA
EastRegion.D	Not Started	✓	✓	NODATA
EastRegion.E	Not Started	✓	✓	NODATA
EastRegion.F	Not Started	✓	✓	NODATA
EastRegion.G	Not Started	✓	✓	NODATA

Improve Finance Productivity and Shorten SEC Filing Process with XBRL

Hyperion Financial Management 9.3.1

- Capabilities
 - Support for XBRL 2.1 Specifications
 - Support for schema, context and units
 - Define any text in report as XBRL fact
- Benefits
 - Improves transparency
 - Eliminates rework and potential for errors
 - Compliance with SEC Voluntary Filing



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Hyperion Planning

#1

Planning &
Budgeting
Applications

FEATURES

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

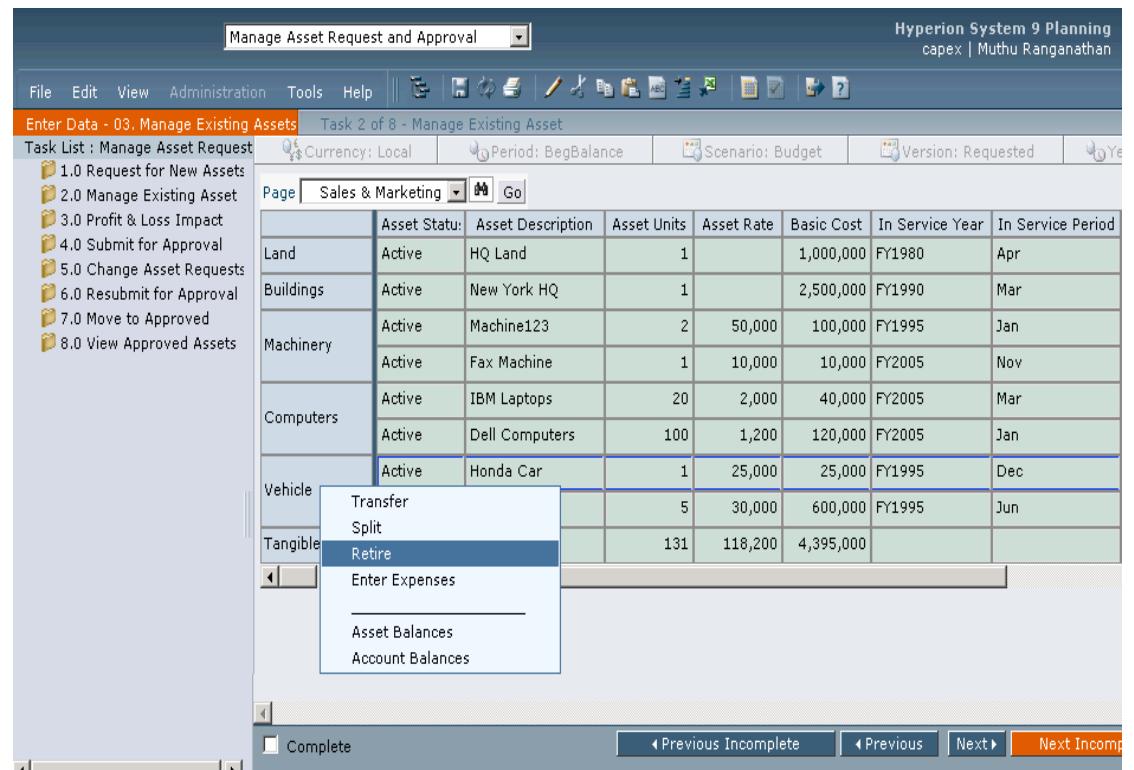
BENEFITS

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

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New Capital Expense Planning Application

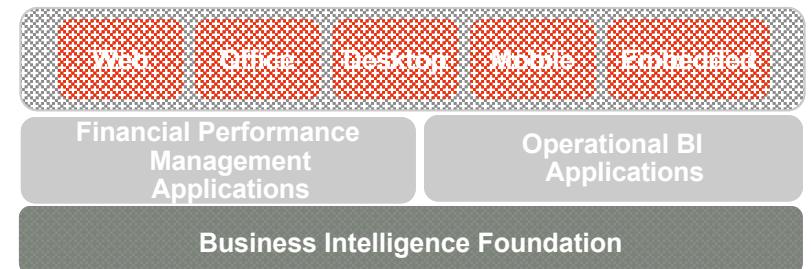
- Packaged application
- Plan for asset purchases and asset related expenses
- Transfer, retire, and improve assets
- Directly linked to main plan
- Interfaces with external systems



Business Intelligence Foundation

Product Strategy

- Comprehensive BI Foundation
 - Common technology for EPM, BI Applications and Data Warehousing
 - Single, integrated platform architecture
 - Unified enterprise information model
- Pervasive Information Delivery Layer
 - Common workspace
 - All styles of reporting and analysis
 - Range of real-time and event-based capabilities
- Hot-Pluggable with Existing IT Investments
 - Transaction systems
 - Database
 - Middleware



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One Solution for Enterprise BI

Hyperion BI

Interactive Reporting
Production Reporting
Financial Reporting
Web Analysis

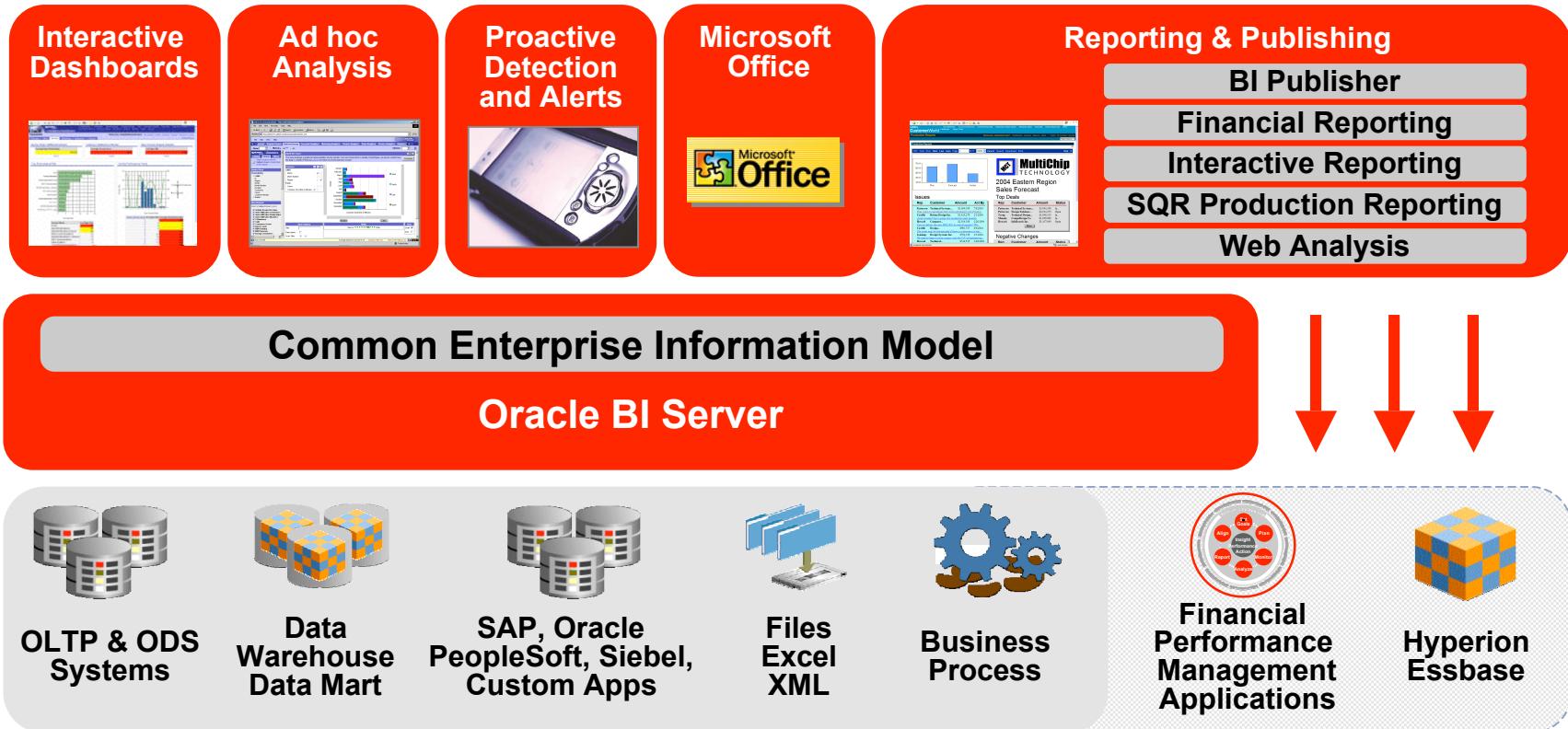
Oracle
BI Suite
Enterprise
Edition
Plus

**Oracle BI Suite
Enterprise
Edition**

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Oracle BI Suite Enterprise Edition Plus

Pervasive Information Delivery



ORACLE

Advanced Excel and PowerPoint Integration

Oracle BI Suite Enterprise Edition 10.1.3.3

BI_Office_10.1.3.3_Mar2007_Complete.ppt [Compatibility Mode] - Microsoft PowerPoint (Trial)

Home Insert Design Animations Slide Show Review View Oracle BI

Logout Presentation Catalog Refresh Refresh All Paste WriteBack Edit Preferences About Oracle BI Oracle BI Help Help

Slides Outline

Product Region Units

CENTRAL REGION EASTERN REGION SOUTHERN REGION WESTERN REGION

15% 21% 38% 26%

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Slide 22 of 34 ORCL_Nov2007

Native PowerPoint Charts

iBook - Microsoft Excel (Trial)

Data Review View Oracle BI Format

Preferences About Oracle BI Oracle BI Help Help

D E F G H

Amount

Region

Units

	Region	Amount
1	CENTRAL REGION	1,493,820
2	SOUTHERN REGION	1,720,495
3	EASTERN REGION	365,343
4	WESTERN REGION	113,733
5		2,092,337
6		2,113,733
7		436,913
8		1,129,734
9		1,487,866
10		209,506
11		951,796
12		943,218
13		142,768

Item Details

Caption Product Region Measures

Path /shared/Paint Demo/Sal...

Created 3/7/2007 10:11:00 PM

Accessed 3/20/2007 2:57:04 PM

Item Details

Caption Product Region Measures

Path /shared/Paint Demo/Sal...

Created 3/7/2007 10:11:00 PM

Accessed 3/20/2007 2:57:04 PM

Oracle BI Task Pane Presentation Catalog

Presentation Catalog:

- Report Prompts
- Sales Summaries
- Brand Analysis
 - Color Ranking by Units
 - flat DataView
 - Chart
 - Color Summary for Current Month
 - Finish Sales Trend for Current Month
 - Finish Sales Trend Target
 - flat DataView
 - Chart
- Product Region Measures
 - flat DataView
 - staticchart1
 - staticchart2
 - staticchart3

Oracle BI Task Pane Presentation Catalog

Presentation Catalog:

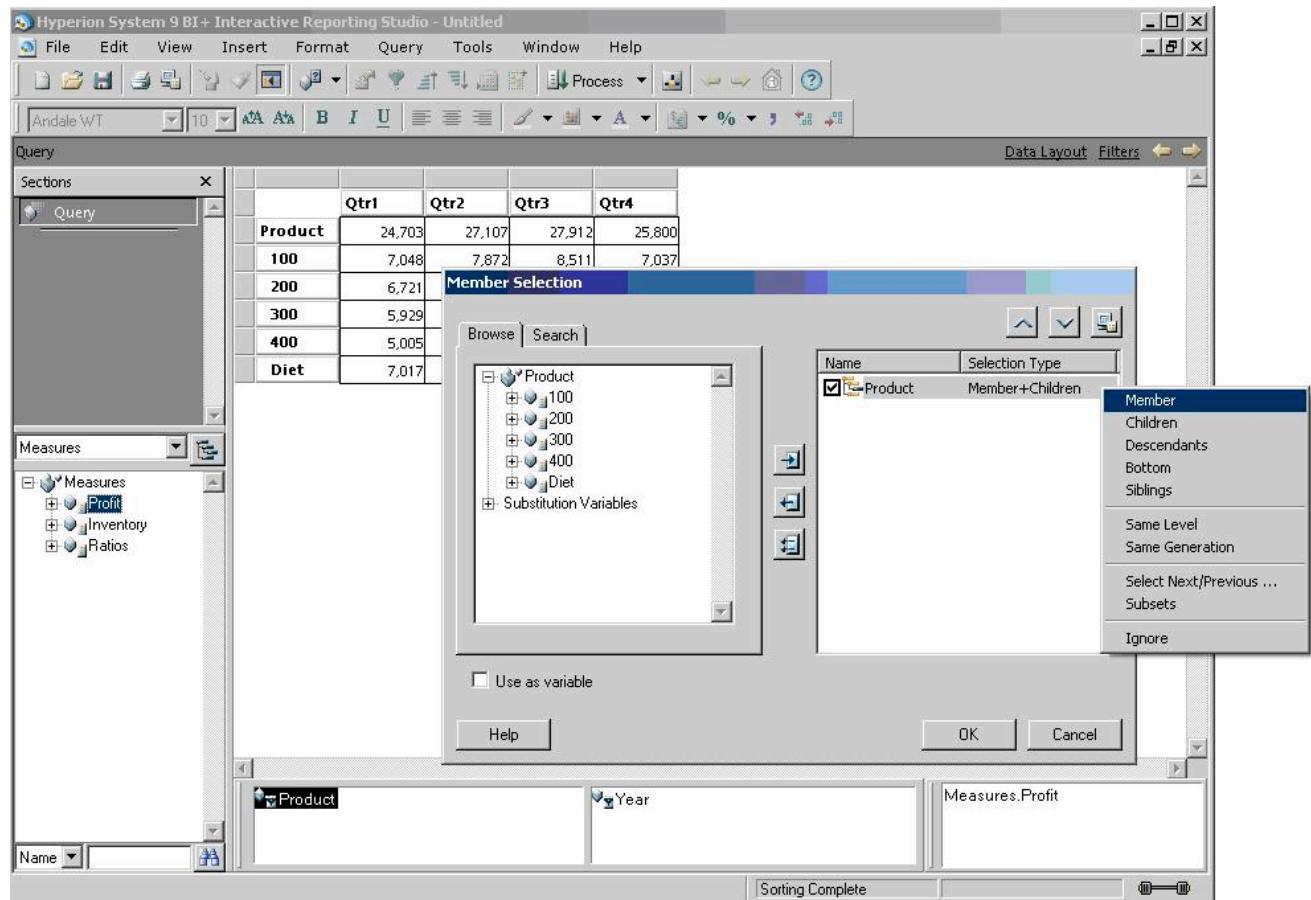
- My Folders
- Shared Folders
- Sales Summaries
- Brand Analysis
 - Color Ranking by Units
 - Color Summary for Current Month
 - Finish Sales Trend for Current Month
 - Finish Sales Trend Target
 - Product Region Measures
 - flat DataView
 - staticchart1
 - staticchart2
 - staticchart3

Excel-based Dashboards

Enhanced Hyperion Essbase Integration

Hyperion Interactive Reporting 9.3.1

- Shared members
- Ragged hierarchies
- Attributes
- Server-side ranking, filtering and sorting
- Dynamic time series
- Advanced member selection
- Duplicate member names



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Essbase is a Core to Oracle's BI Foundation

Powerful Analytics

- Best Office Integration
- Most complete financial intelligence
- Most complex calculations

Forward Looking

- Only multi-user read/write
- Best scenario analysis
- Only integrated predictive analytics

Premium Performance

- Highest user concurrency
- Most optimized storage
- Best query performance

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Hyperion Essbase

Product Strategy

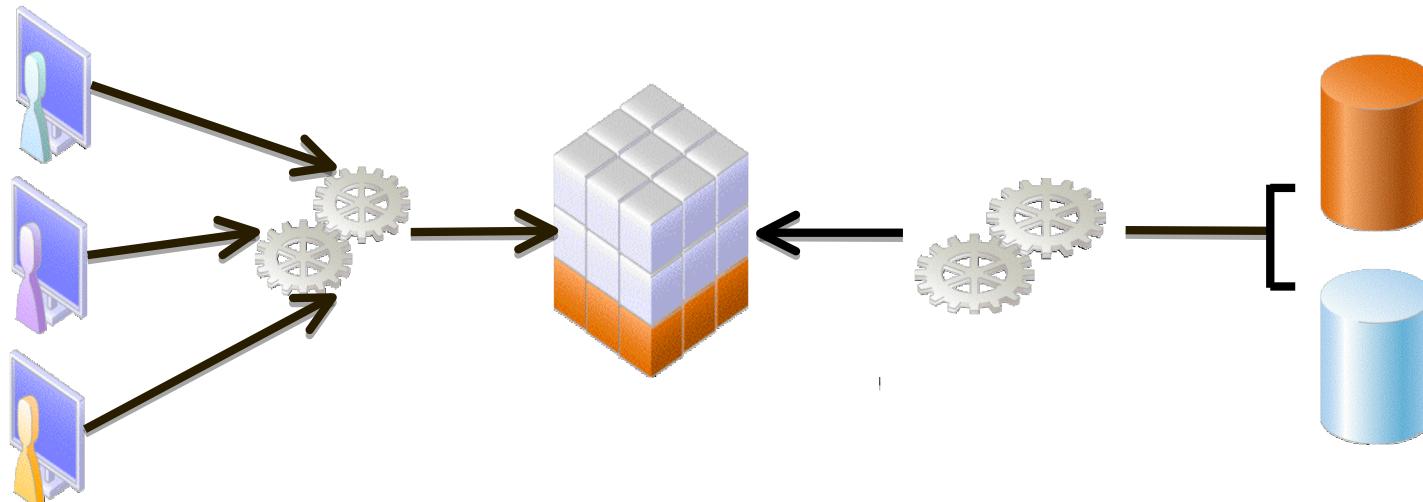
- Enable EPM System
- Foundation for new EPM Applications
- Best Microsoft Office Integration
- Near real-time applications
- Expanded calculation power



Near Real Time Essbase Cubes

Hyperion Essbase 9.3.1

- Trickle Feed into a “persisted” ASO cube
 - Disk-based cubes
 - With any and all aggregations
- Cube is online through the process
 - Read & Write can co-exist with trickle feed

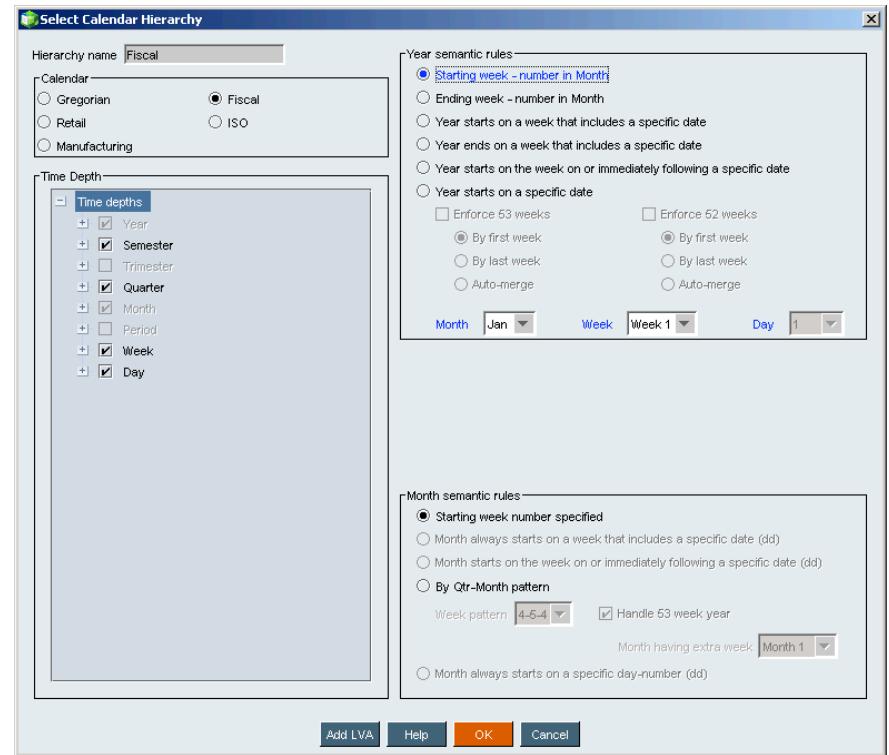


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Complete Time Flexibility

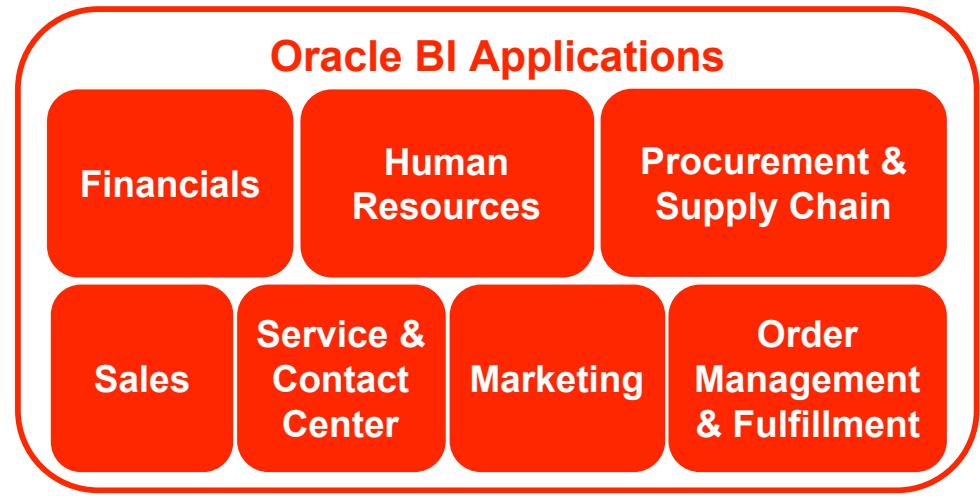
Hyperion Essbase 9.3.1

- Supports Any Calendar
 - Gregorian
 - Retail
 - Manufacturing
 - Promotion
- Fiscal Year Support
- Time intelligent functions
- A variety of time periods:
Day, Week, Month,
Quarter
- Years viewed as 12
months or 13 periods



Oracle BI Applications

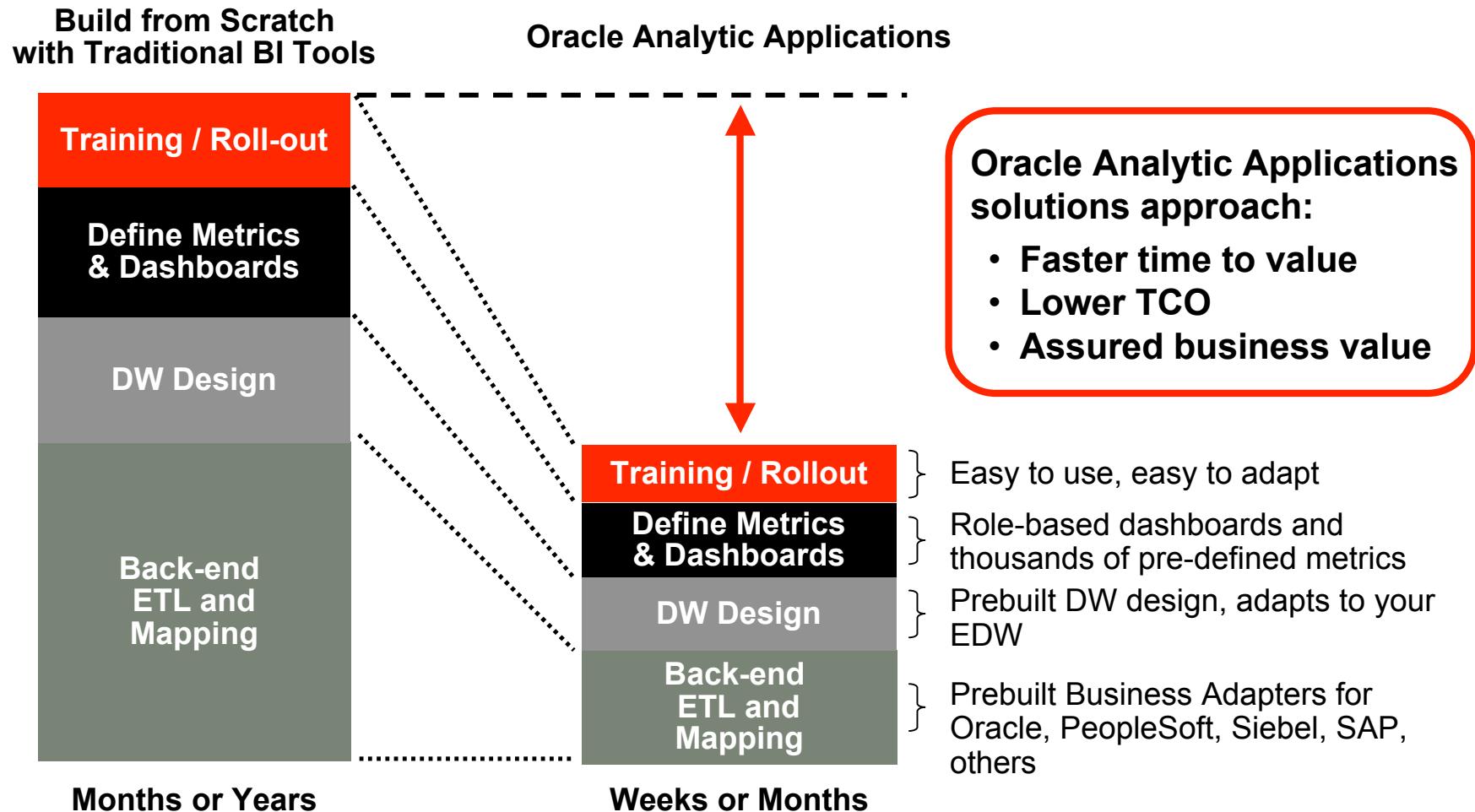
- Add insight to CRM and ERP applications
- Easy to adapt and extend
- Tight integration with OLTP systems
- Works with existing IT environment
- Low TCO



Other Data Sources
IVR, ACD, CTI
Hyperion
MS Excel
Syndicated

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Speeds Time To Value and Lowers TCO



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

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Product Interoperability

- Oracle BI EE Dashboards
 - Access ESSBASE as a Data Source
- ESSBASE
 - Accesses Oracle BI EE as Data Source
- Interactive Reporting
 - Accesses Oracle BI EE as Data Source
- Oracle BI Publisher
 - Accesses ESSBASE as Data Source
- Oracle BI EE Dashboards & BI Publisher
 - Integrated & Accessible from EPM Workspace
- Oracle BI Applications
 - Integrated & Accessible from EPM Workspace



Summary

- Clear vision for Enterprise Performance Management
- Product Integration is well underway
- Delivering on previous commitments
- Committed to your success





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Many Forums to Learn More

- Receive continued support for user group meeting promotion and planning
- Learn from Oracle product experts who will provide product strategy and development updates through a series of road shows this Fall
- Join other Oracle customers at Oracle Open World and COLLABORATE 08, the Technology and Applications Forum for the Oracle Community



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