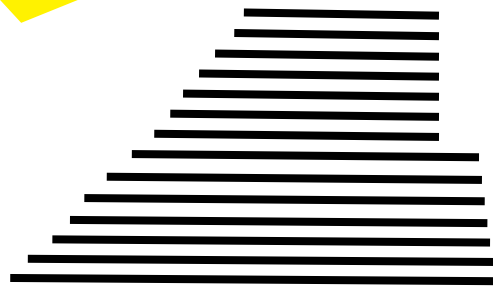


VIP



***EPM FY15***  
***PIT PASS***

**FY15 Source Codes:**

OD Initiative	Campaign Code
Planning for Profitable Growth	NAOD_EPM Planning for Profitable Growth Impact_FY15_Follow Up
Report With Confidence	NAOD_EPM Report With Confidence Impact_FY15_Follow Up
Modern Finance Made Easy	NAOD_EPM PBCS/Cloud Impact_FY15_Follow Up
Pending Events	NAOD_EPM Pending Events Impact_FY15_Follow Up
Subs	NAOD_EPM Subs Impact_FY15_Follow Up



## Conversation Starters:

- How satisfied are your line managers w/ the timeliness and accuracy of information you provide them to support their financial and operational decisions?
- Are you fully leveraging the investment and data generated by your ERP systems?
- How much time is spent gathering data versus doing the analysis on the consolidated data?
- How many employees are involved in your planning process today?
- Do you have the capability to leverage a rolling forecast? If not, do you desire one?

### August 2014

SUN	MON	TUE	WED	THUR	FRI	SAT
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## Description:

Enterprise Wide Planning, Budgeting & Forecasting. A centralized, Microsoft Office and Web-based planning, budgeting and forecasting solution that integrates financial and operational planning processes and improves business predictability.

## Customer Pains:

- Disconnected spreadsheets or planning platform resulting in inflexible and unreliable plans
- Long budget cycles due to dependency on inefficient tools & processes, such as spreadsheets
- High organizational cost due to many hours spent collecting and collating data
- Lack of responsiveness and inflexibility in supply chain

## Oracle Game Changers:

- Measure financial impact of business strategies
- Align strategic and operational goals
- Adjust the forecast continuously
- Manage risk and uncertainty
- Increase forecast accuracy with more robust data capture
- Quickly adapt to changing business conditions
- Minimize decision risk with pre-built financial logic and accounting integrity
- Perform more comprehensive financial analysis in less time



## Conversation Starters:

- How do you currently plan for initiatives/projects?
- How do you budget for Projects?
- What are the Key pain points in the current process?
- What is your current business process around projects?
- Do you know that Planning now has Project Financial Planning module?

### September 2014

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## **Description:**

Addresses the process disconnect between project mgmt decisions & financial decisions. Helps Finance Dept to assess the full financial impact of projects: contract, capital & indirect projects.

## **Customer Pains:**

- Projects managed in spreadsheets which aren't integrated into financial planning and approval system
- No way of getting an accurate picture of the full impact of a project.
- No ability to score or rank projects for the approval process

## **Oracle Game Changers:**

- Measure the full financial impact of projects
- Integrate project approvals across the planning process
- Monitor and report on the financial performance of projects compare actual vs plan
- Improve Business Decisions for Finance and Operations
- Scoring, ranking & approving projects



## Conversation Starters:

- Are you able to ensure you have the right amount of workforce staffed?
- How do you plan for Headcount? By person or position? How many employees?
- What is your current HR system? How do you manage transferring/promotion of employees, plan for new hires, reconcile new hire additions?
- Is your workforce planning streamlined w/Financial Planning?

### October 2014

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## **Description:**

A module that enables quick and efficient planning for head count, salary, and compensation across the enterprise.

## **Customer Pains:**

- Days to get HR data in
- Data not dependable, many manual processes, prone to errors
- Additional costs due to people needed to manage manual processes, and over staffing.

## **Oracle Game Changers:**

- Simplify implementation and reduce maintenance requirements with prebuilt functionality
- Address all workforce planning requirements with a fully flexible and open architecture
- Achieve greater accuracy, predictability, and accountability
- Assess real-time impact of salaries and associated workforce expenses





## Conversation Starters:

- How do you handle capital expense (CapEx) planning?
- How do you plan for Capital additions? How do you see the impact to your financial statement?
- What if that functionality were available out of the box and integrated with your Hyperion Environment? Are you familiar with the CapEx Planning Module?

## November 2014

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## **Description:**

A purpose-built module that allows the planning of existing and new capital assets, maintenance, transfers, and depreciation while analyzing their impact on income, balance sheet, and cash flow.

## **Customer Pains:**

- Disconnected process
- Data not dependable, many manual processes, prone to errors and changes
- Data is not seeded from transactional system(s)
- Corporations leveraging spreadsheets or trying to build a custom home grown solution
- Homegrown solutions drain IT resources with test & dev, then integration

## **Oracle Game Changers:**

- Simplify implementation processes and reduce maintenance requirements
- Manage all capital expenses easily
- Assess the immediate impact of capital asset decisions on financial statements
- Achieve greater accuracy, predictability, and accountability by involving operational level planners
- Eliminate manual steps by using a comprehensive planning solution
- Gain security over data, calculations, and global settings



## Conversation Starters:

- How satisfied are your line managers w/ the timeliness and accuracy of information you provide them to support their financial and operational decisions?
- Are you fully leveraging the investment and data generated by your ERP systems?
- How much time is spent gathering data versus doing the analysis on the consolidated data?
- How many employees are involved in your planning process today?
- Do you have the capability to leverage a rolling forecast? If not, do you desire one?
- Do you have to rely heavily on IT for updates to your applications?
- Do you have limited funding for new applications?
- Do you have other SAAS deployments today? Are any Oracle?

### December 2014

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## **Description:**

PBCS is a cloud-based planning, budgeting and forecasting solution that integrates financial and operational planning processes and improves business predictability. It is also fully integrated with Microsoft Office.

## **Customer Pains:**

- Disconnected spreadsheets or planning platform resulting in inflexible and unreliable plans
- Long budget cycles due to dependency on inefficient tools & processes, such as spreadsheets
- High organizational cost due to many hours spent collecting and collating data
- Error prone spreadsheets

## **Oracle Game Changers:**

- Measure financial impact of business strategies
- Reduce time to implement and create budget
- Reduce error prone spreadsheets
- Adjust the forecast continuously
- Easy to learn and easy to use
- Increase forecast accuracy with more robust data capture
- Quickly adapt to changing business conditions
- Minimize decision risk with pre-built financial logic and accounting integrity
- Perform more comprehensive financial analysis in less time



## Chief Information Officer (CIO)

- Responsible for the management, implementation and usability of information and computer technologies

### Duties:

- Analyzes how technologies can benefit the company or improve an existing business process
- Integrates technologies improve processes

### January 2015

SUN	MON	TUE	WED	THUR	FRI	SAT
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## **Chief Financial Officer (CFO)**

- Reports to the president
- Has a major say in the company's capital structure, investments and how the company manages its income and expenses
- Responsible for overseeing the financial activities of an entire company

### **Duties:**

- Financial planning and monitoring cash flow
- Analyzes the company's financial strengths and weaknesses
- Suggests plans for improvement
- Responsible for overseeing the accounting and finance departments
- Ensures the company's financial reports are accurate and completed on time



## **Controller:**

- Responsible for all accounting-related activities within a firm
- The controller is the top managerial and financial accountant

## **Duties:**

- Supervises the accounting department and assists management in interpreting and utilizing managerial accounting information
- May distribute some of the financial management responsibilities between a controller and a treasurer
- Functions of the controller include:
  - Financial accounting - the preparation of financial statements
  - Cost accounting - the preparation of the firm's operating budgets
  - Taxes - the preparation of reports that the firm must file with local, state & federal agencies
  - Data processing - of corporate accounting and payroll activities
- Also called "comptroller."

### **February 2015**

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## **Chief Technology Officer (CTO):**

- Responsible for the management of an organization's research and development (R&D) and technological needs]
- Reports directly the chief executive officer (CEO) of the firm.

### **Duties:**

- Examines the short- and long-term needs of an organization
- Utilizes capital to make investments designed to help the organization reach its objectives





## VP/Director/Manager of Financial Planning & Analysis:

### Duties:

- Responsible for oversight of the development and maintenance of the methodologies used for organizational reporting to ensure the overall integrity of data.
- Responsible for the oversight of non-standard management reports, operational analysis, statistical studies, and developing recommended courses of action for all operational area
- Analyzes and develops current and future financial systems and reporting tools & formats for management

### March 2015

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## **Treasurer:**

- Acts as an information and reference point for the Chair and other committee members

## **Duties:**

- Clarifies financial implications of proposals
- Confirms legal requirements
- Outlines the current financial status and retrieving relevant documentation.



## VP/Director/Manager of Tax:

### Duties:

- Responsible for accurately and efficiently managing tax reporting and planning
- Ensure compliance of tax laws for the company or client.
- Position requires expertise with tax laws and regulations at the international, federal, state, and local levels

### April 2015

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## **VP/Director/Manager of Financial Reporting & Consolidations:**

### **Duties:**

- Responsible for providing a comprehensive view of the financial position of both the parent company and its subsidiaries.

**Targets: VP/Director/Manager of  
Financial Reporting & Consolidations:**



## EPM By The Numbers

**30+**  
Years of Company  
Experience

Global Market Share  
Leader



Photo Credit

**7** Years As the  
Leader in  
Gartner CPM  
Magic Quadrant

**1000's**  
of Global Partners

**8000+**  
Customers

### May 2015

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## VP/Director/Manager of Finance:

### Duties:

Role description varies significantly. The generic nature of the job title can be misleading as the level and scope of the responsibilities involved in any role can differ enormously.

**Example:** Large companies: the role is more concerned with strategic analysis. Smaller organizations: financial manager may be responsible for the collection and preparation of accounts.



## Conversation Starters: Hyperion Planning Expansion, Project Financial Planning, Capital Asset & Workforce

“Many customers I speak to are trying to streamline their budget process and get away from Excel spreadsheets. Are any of these currently a challenge for you? If not what is?”

### June 2015

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## Top EPM Trends of 2014

**75%**

of companies currently use or will consider deploying EPM in the cloud

**10%**

The amount finance departments need to shorten financial close cycles.

**57%**

of organizations will use integrated packaged applications for enterprise data governance by the end of 2014.

**10x**

Tenfold-The amount of companies that plan to add mobility to at least half of their EPM processes has increased by this much.

More than **half** of those surveyed expect to leverage big data in their planning and forecasting processes.

**1/2**



**Two-thirds** of respondents plan to start or are already drilling down into **detailed costs** at the customer level.





## Conversation Starters: Hyperion Planning Expansion, Project Financial Planning, Capital Asset & Workforce

“Many of the companies that I speak with like yours are happy with the improved cycle time on their budget process with Hyperion Planning. However some of the HR and Capital Asset needs tend to bog down the system. Is this true with your environment?”

### July 2015

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