

Hyperion Focus - London 2014

Provisional Agenda



Tuesday 9th September – Perspective on Technology Pavilion Stand (Oval end)			
08h30 – 09h15	Coffee and registration Alcock Room		
09h:20 – 09h30	Welcome & Overview Long Room		
09h30 - 10:h00	Guest Speaker- Kate Fletcher former England hockey player and board member at Britvic Long Room		
10h10 – 10h45	Oracle Hyperion Roadmap & Update Rich Wilkie - VP Oracle Product Development Long Room		
10:h45 – 11h10	Refreshment Break Alcock Room		
	Prince of Wales Room	Captains Room	Long Room
11h15 – 11h55	Integrating SAP with Hyperion Peter Day - EPM FastTrack	Build a Hyperion Center of Excellence with an Automated Help Desk & Knowledge Base Rob Poirier – Accelatis	A look at an alternative HFM Reporting and Analysis solution Simon Martyn - MerlinXL
12h 00 – 12h45	Make Transfer Pricing a reality Christian Kobel - HTP	Hyperion Planning in the Cloud Kevin McCarthy - Oracle	Support simplified Stuart Lothian – AMOSCA
12:45 – 13h45	Lunch Alcock Room		
13h45 – 14h45	QMR User Group Host – Rich Wilkie, Oracle	Accelatis User Group Host – Rob Poirier / Steve Knowles	Merlin XL User Group Host – Simon Martyn / Matthew Prior
14h 50 – 15h50	Effective Insight for Hyperion with Web-Based and Mobile Reporting Mark Armstrong - CXO Cockpit	Report Authority User Group Host - Michael Grieger	EPM Maestro User Group Host – Noel Gorvett
15h55 – 16h15	Refreshment Break Alcock Room		
16h15 – 17h00	EPM - Sharing the insights with OBIEE John Baker - Oracle	Stress Testing EPM: Is it worth it? Alan Lord - Infratects	Room Set-up
17h30 – 19h30	Reception and Social evening Long Room		

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Wednesday 10th September – Perspective on Business

OCS Stand (Vauxhall end)

08h30 – 09h30	Coffee and registration India Room		
09h30 – 09h40	Welcome & Overview India Room		
09h40 – 10h20	Streamlining the Financial Close Rich Wilkie – Oracle India Room		
	India Room	Pakistan Room	Executive box #44
10:20 – 11:00	A Hyperion focus on Regulatory Reporting Steen Christiansen, Saxo Bank	Migration to FMEE Marcus Hemy, Keyteach	Private, Cloud or On-Premise Frank Wessels, Infratects
11:05 – 11:50	Integrated Reporting: the drive for change in corporate reporting Jyoti Baneerjee, International Integrated Reporting Council (IIRC)		Available for Meetings
11:15 – 11:45	Refreshment Break India room		
11:45 – 12:30	The Hyperion Journey at Travis Perkins Jeremy Askew, Travis Perkins	HPCM: A Bird's Eye View Simon Beesley, Keyteach	Available for Meetings
12:15 – 1:15	Lunch India Room & terrace		
1:20 – 2:20	FP&A Emerging Practices - Delivering Best-in-Class Performance Management Nuno Fonseca – EY	DRM Demystified Simon Beesley & Marcus Hemy, Keyteach	Available for Meetings
14h:25 – 15h25	The Hyperion Journey at Brightstar 20:20 Rob Choyce, Brightstar 20:20		Available for Meetings
3:30 – 4:00	Refreshment Break		
4:05 – 5:00	India Room Roundtable 1 Regulatory and Compliance Reporting Requirements Host - Michael Grieger	India Room Roundtable 2 The 11.1.2.3 Experience Host – Peter Wilson	India Room Roundtable 3 Governance and process with an EPM focus
5:00 - 5:15	Close		

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Session Abstracts

Tuesday 09h30-10h00	Keynote Speaker Kate Fletcher	Long Room
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Kate is an experienced board level executive with 20 years general management and sales & marketing leadership experience in some of the world's leading FTSE100 & 250 fast moving consumer goods businesses. Most recently Kate was Commercial Director on the GB Board of Britvic Soft Drinks PLC and previously at GlaxoSmithKline PLC, United Biscuits Ltd and Nestle PLC. Kate has a proven track record of leading performance transformations, turnarounds and startups within big businesses.

Outside work Kate is passionate about sport and connects her leadership and team learnings from sport back to business. In sailing she competed as an amateur in the Round the World Yacht Race and played England junior hockey and English National League hockey for 12 years.

Kate left corporate life 1 year ago after the birth of her second child, and is now Group Chairman with Vistage, where she chairs CEO peer group advisory boards and coaches and mentors CEO's and business owners.

Tuesday 10h10-10h45	Oracle Hyperion Roadmap & Update Rich Wilkie, Oracle	Long Room
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Wondering what plans Oracle have for EPM & BI technologies. Rich has been working (as a client, then for Hyperion, and now Oracle) with Hyperion technologies since Micro Control.

An overview of the plans, thoughts, ideas, and reality of the products and solutions that are in the focus of the Hyperion community.

Tuesday 11h15-11h55	Integrating SAP with Hyperion Peter Day, AMOSCA	Prince of Wales Room
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This session will present EPM FastTrack, a toolset developed to facilitate the extraction of data from SAP into the Hyperion EPM product suite. The presentation will outline the features and functionality of EPM FastTrack and the benefits that have been derived from its deployment at companies such as Stanley Black & Decker (for example, reducing the closing and reconciliation process by 17 man-days each period end, minimising the reconciliation effort required and facilitating analysis of the Hyperion numbers down to SAP transaction level).

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Tuesday 11h15 – 11h55	Build a Hyperion Center of Excellence with an Automated Help Desk & Knowledge Base Rob Poirier, Accelatis	Captains Room
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This session will walk through how the Help Desk can be leveraged to simplify and expedite the support cycle. We'll also explore tools and methodologies for building a Hyperion Help Desk. Lastly, we'll look at how several Hyperion clients have developed Help Desks of varying complexities. We'll show details on the effort that went into developing the Help Desk process as well as the benefits they've received. We'll also discuss how Accelatis software for Oracle Hyperion can also help streamline the support process.

Tuesday 11h15 – 11h55	A look at an alternative HFM Reporting and Analysis solution Simon Martyn, MerlinXL	Long Room
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A discussion and demonstration of an alternative to the standard HFM reporting tools of Smart View and Hyperion Reports. See how MerlinXL adds functionality to the areas the standard reporting tools do not address including Intercompany matching and journals. We also show you how MerlinXL functionality can be added to your existing Smart View reports.

Tuesday 12h00 – 12h45	Make Transfer Pricing a reality Christian Kobel, HTP	Prince of Wales Room
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With Intercompany trade making more than 50% of worldwide trade, learn in this session how Hyperion Transfer Pricing-HTP fully integrated with Oracle Hyperion Financial management builds upon it using same data automating the transfer pricing calculation process. HTP will monitor, simulate, adjust and report your intercompany trade. Pragmatic examples will round-up the presentation and demonstrate the journey toward operational transfer pricing with Hyperion.

Tuesday 12h00 – 12h45	Hyperion Planning in the Cloud Kevin McCarthy, Oracle	Captains Room
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Tuesday 12h00 – 12h45	Support Simplified Stuart Lothian & Noel Gorvett, AMOSCA	Long Room
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Tuesday 14h50 – 15h50	Effective Insight for Hyperion with Web-Based and Mobile Reporting Mark Armstrong, CXO Cockpit	Prince of Wales Room
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CXO-Cockpit delivers web-based and mobile dashboard solutions for Hyperion HFM, Hyperion Essbase, and Hyperion Enterprise EPM systems. The finance-owned suite of reporting tools offers cost-effective, quick-to-implement, and Excel-like functionality that enable effective decision making. During our presentation, the powerful reporting and dashboard functionality of the CXO-Cockpit will be demonstrated to you live. CXO-Cockpit serves a fast-growing user community of over 2,000 financial professionals and more than 60 leading multinationals globally.

Tuesday 14h50 – 15h50	Report Authority User Group Michael Grieger, AMOSCA	Long Room
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This forum is to be held for all users of Report Authority or those interested in understanding how report Authority could be used for producing free and fixed format regulatory reports. We will be discussing changes made in the most recent version of Report Authority and will talk about what to expect in the future.

Come and meet fellow users and share any tips or recommendations on any part of your regulatory reporting process which involves the use of Report Authority.

Tuesday 16h15 – 17h00	EPM - Sharing the insights with OBIEE John Baker, Oracle	Prince of Wales Room
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Your EPM world is not an island – the information within needs sharing throughout the Enterprise; it needs to be reported in conjunction with other enterprise data; it needs to be delivered in a variety of formats; it needs to support multiple visualization techniques; it needs to be secure.

The Oracle Business Intelligence Foundation enables all this and more. This introduction will give you an insight into Oracle's strategic information delivery platform working in conjunction with the Hyperion product suite.

Tuesday 16h15 – 17h00	Stress Testing EPM: Is it worth it? Alan Lord, Infratecs	Long Room
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You've upgraded to a new release; or are currently experiencing performance issues; or may have just built a brand new shiny EPM 11.1.2.3.500 production environment for your 500 global users.

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The specs tick all the boxes, your apps and reports have been developed and are ready to go; but how will the system cope at month end? At year end? Stress testing offers peace of mind; the ability to locate and troubleshoot potential and current issues; as well as the opportunity to benchmark your system's performance. We will discuss the approach, requirements, benefits and difficulties of Load Testing EPM, and whether it should be an integral part of any new deployment.

Wednesday 10h20 – 11h00	A Hyperion focus on Regulatory Reporting Steen Christensen	India Room
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Steen Christensen from Saxo Bank will be discussing the increased burden of regulatory reporting and how their suite of Hyperion EPM products are used to address each area. A specific case study will be presented outlining the recent requirement for submitting CRD IV (COREP and FINREP) data to the European Banking Authority via their local banking supervisor, the Finanstilsynet in XBRL format. The decisions made, approach adopted, challenges faced and ultimate solution (which includes Oracle FDM, Planning, Essbase, HFM, OBIEE and AMOSCA's Report Authority) will be discussed.

Wednesday 10h20 – 11h50	Migration to FDMEE Marcus Hemy	Pakistan Room
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Get a hands-on appreciation of the various approaches and techniques required for migration from FDM Classic to FDMEE. Discover what can be reused and explore new features such as multidimensional mapping and how scripting is impacted by the new platform.

Wednesday 10h20 – 11h00	Private, Cloud or On-Premise Frank Wessels	Executive Box
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When implementing Hyperion prior 2010, making choices for Infrastructure were pretty straight forward. The general consensus was to install Financial Data in the company's own Datacentre or with the overall IT provider.

These days we are confronted with a variety of choices, where numerous suppliers deliver a lot of flavors when it comes to Hosting, Cloud or Managed Services. What are the differences and what information do you need to gather to make a well balanced choice?

Wednesday 11h05 – 11h50	Integrated Reporting: the drive for change in corporate reporting Jyoti Banerjee	India Room
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Three years after the launch of the International Integrated Reporting Council's (IIRC) Pilot Programme which now has over 100 businesses around the globe, and nearly a year since the

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release of the International <IR> Framework, the momentum for change in corporate reporting is accelerating. In this talk, Jyoti Banerjee, project director at the IIRC and head of the <IR> Technology Initiative, will be reflecting on the state of the International <IR> Framework globally and locally. In particular, he will be exploring the role of value creation in corporate reporting as the focal point for obtaining a richer understanding of the working of the business, inside and outside the enterprise.

Wednesday 11h45 – 12h30	The Hyperion Journey at Travis Perkins Jeremy Askew, Travis Perkins	India Room
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A presentation of the Travis Perkins journey in selecting and then implementing Oracle Hyperion HFM and Essbase. Giving an insight into the motivation behind the decisions made and providing advice on issues to consider for a smooth and trouble free implementation.

Wednesday 11h45 – 12h30	HPCM: A Bird's Eye View Simon Beesley	Pakistan Room
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HPCM enables organisations to understand cost and profitability lines within their business to improve resource alignment, increase margins and ensure profitability. In this session attendees will get a hands-on appreciation of the software and an overview of the drivers and assignments required to model and report on data with HPCM.

Wednesday 11h45 – 12h30	FP&A Emerging Practices - Delivering Best-in-Class Performance Management Nuno Fonseca	Executive Box
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Growing volatility in the business environment, cost pressures, and a new focus on enterprise performance management has generated a renewed interest in FP&A operating model.

This session will provide insight on the latest FP&A trends in the Financial Services industry. We will explore the integration of Risk and the link to KPIs and metrics in the FP&A process as well as the use of Scenario Modelling and Event driven forecasting.

Mr. Fonseca is a Senior Manager in the EMEIA Financial Services organisation at EY. Based in London he has more than 15 years' experience working in the design and implementation of finance transformation programmes across different industries. He has experience defining the Financial Planning and Analysis (FP&A) and Group FP&A strategic future state vision having led transformation projects across Europe and the Americas.

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Wednesday 11h45 – 12h30	The Hyperion Journey at Brightstar 20:20 Rob Choyce, Brightstar 20:20	India Room
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The implementation of HFM at Brightstar 20:20 was commenced in the face of particularly tight deadlines and involved multiple geographies and stakeholder communities. Rob Choyce will describe how Brightstar have adopted a phased approach to the implementation, starting initially with the collection of high level numbers for EMEA and subsequently expanding into a deeper reporting model with an interface to the HFM implementation at the USA parent company.

Wednesday 1:20 – 3:25	DRM Demystified Simon Beesley and Marcus Hemy, Keyteach	Pakistan Room
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Many customers are using EPMA to manage metadata hierarchies within Hyperion applications and FDM to manage data integration. For those with a variety of Hyperion software solutions, there are also many advantages in implementing DRM to manage master data in combination with EPMA and FDM. Get a hands-on overview of DRM and an understanding of how it complements existing EPM solutions to provide seamless data and metadata integration.