



## Hyperion Focus – a Hyperion EPM update

OAC – Oracle Analytics Cloud  
“Essbase in the Cloud”

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# OAC, Smart Analytics for Everyone

## Oracle Analytics Cloud

### Business Analytics

A proven platform for creating powerful business intelligence applications, enabling users from the workgroup to the enterprise



### Data Visualization

Get instant clarity with stunningly visual analysis and self-service discovery. Fast, fluid insights for the entire organization



### Essbase

Flexible platform for the creation of departmental or enterprise-wide custom analytic applications and management reporting



## Smart Analytics for Everyone



### ANALYSTS

- Faster time to insights
- Share, collaborate and maximize community's wisdom



### BUSINESS LEADERS

- Easy, timely, proactive business insights
- Empower to go beyond consuming others' findings



### DEVELOPERS

- Develop and deploy analytic applications for people to customize and personalize
- Embed analytics in any application context



# Beautiful, rich and customizable visualisations

## Extensive Visualization Capabilities

- Rich palette of chart types with **35** built-in chart types, **20+** downloadable add one, **100's** of 3<sup>rd</sup> party options with D3 and Google Charts
- Trellising for every visualization
- Customizable global color palette
- Brushing – highlight correlations within data across visualizations, all auto-wired to work/update in unison, leveraging in-memory cache/execution layer
- One click access to common statistical functions – outliers, trend lines, forecasts for N periods, others
- Define every chart as a filter for interactive exploration





# Explore Data, Blend sources with OAC

## Explore and Understand Unfamiliar Data

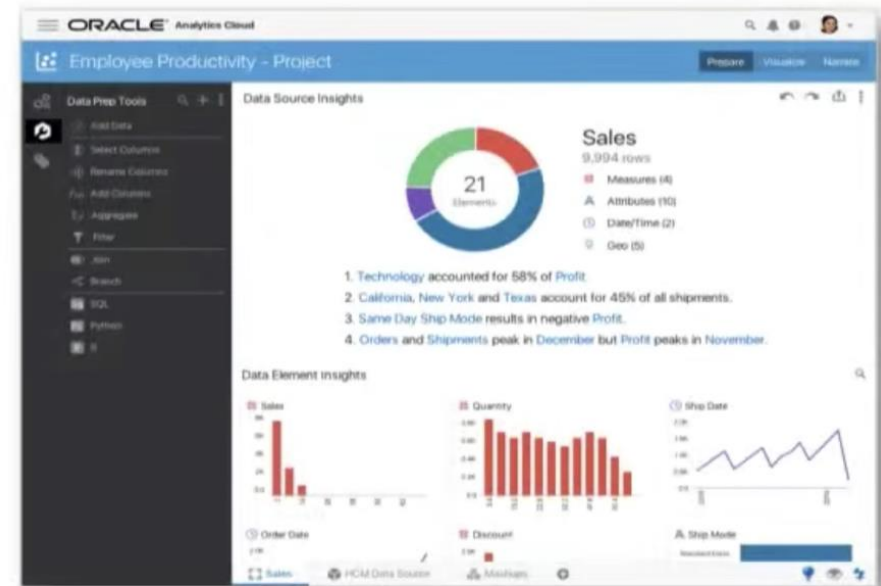
- Automatic detection of data pattern
- Guide users towards strongest correlated factors and variances from norm

## Auto-blending, intelligent visualizations

- Easy blending of data sets with the most appropriate handling to avoid double counting (fan-trap, chasm-trap)
- Auto-default to the appropriate visualization for a given data set

## Search enablement everywhere

- Powers the BI ASK experience
- Type ahead in expression editor, data set browser etc.





# Access any data source

## Easy access to a variety of data sources

Comprehensive data sources available now

Few clicks to setup and use

Will expand coverage to enable access to every industry-specific source via native connectors or developer community





# Prebuilt visualisation content

## Pre-built data visualization content

- Included with Oracle Data Visualization Platform
- Extends OTBI insights with pre-built data visualization sample content
- Targets specific line-of-business personas
- Identifies difficult-to-spot business opportunities, innovations and patterns
- Blends data across business functions, lines of business and applications
- Quick ad-hoc exploration of OTBI and other data with intuitive business user interface
- Near real-time access to data from OTBI and other Oracle application sources

**Finance Manager**

- Revenue Overview
- Revenue and Headcount Analysis
- Cost Management



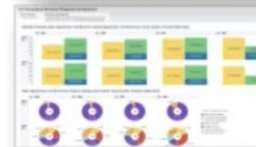
**Project Manager**

- Campaign performance
- Campaign cost



**Sales VP**

- Top deals in Play
- Sales review
- Pipeline trend
- Revenue trend



**Marketing Analyst**

- Campaign performance
- Campaign cost



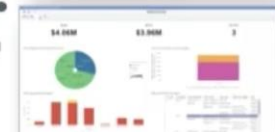
**Payables Manager**

- AP Balances
- AP Holds
- AP Overdues



**Grants Manager**

- Budget vs. Actual
- Award Cost Details
- Award Encumbrance Details



**Sales Manager**

- Team performance
- Quota attainment
- Pipeline review
- Demand generation



**Service Manager**

- Open incidents
- Closed incidents
- Team performance





# Business Analytics on the go

## Day-By Day: Anticipates needs through self-learning

- Infuse data-based insights into daily activities
- Use your device's voice capabilities to obtain answers
- Anticipate what users need and deliver appropriate information to help them make better informed decisions throughout the day

## Synopsis: Process any Excel/CSV file on mobile devices

- Data on the device is automatically turned into visual representations that the user can modify
- 100% on device analytics – no connection required
- Native device interactions with the ability to handle large data sets in visualizations





# Data Preparation capabilities

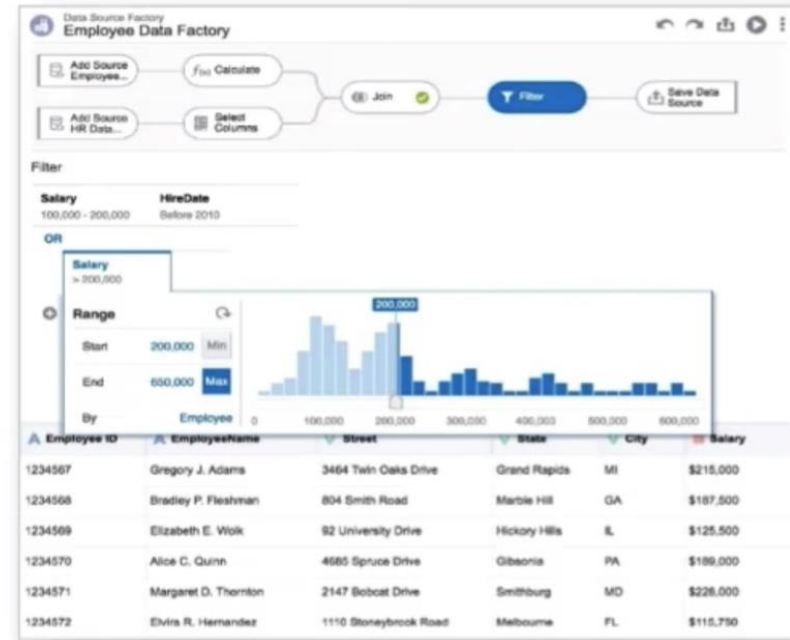
## Accessible to non-technical Business Users

- Traceable business transformation
- Group values, join data sets, sub-select rows/columns, aggregate, calculated fields etc.
- Back-end SQL processing - function shipping via smart code generation, compensate with in-memory execution

## Function extensibility via R and Python

- Full R and Python grammar for statistical, Machine Learning, textual models
- Reach-in to data sources' specific routines (e.g. Machine Learning in Spark, custom functions) while operating on a single data abstraction

Roadmap



## Visualization SDK (JAVA)

- Develop custom visualizations
- 100% functional, LCM parity with native visualizations

## Function extensibility (R, Python)

- Extend the expression library with custom functions (e.g., stats, machine learning or textual functions)

## Data source extensibility (JAVA)

- Add data connectors to non-native sources

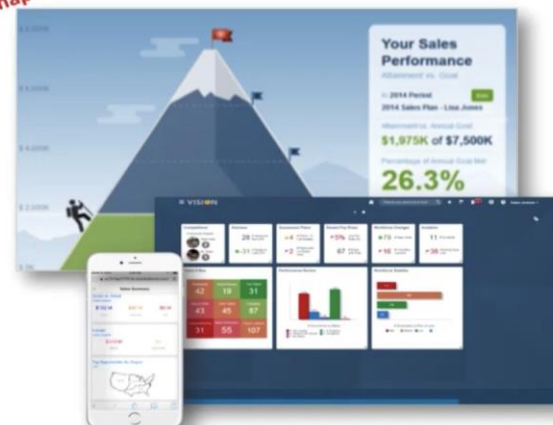
## Seamless UI embedding (Java Script)

- Context propagation, skinning flexibility, seamless bi-directional navigation, well-defined REST endpoints

## REST APIs

- Use the Oracle Analytics Cloud as an Analytics platform

Roadmap





# Scenario Modelling with OAC Essbase

## Iterative Scenario Analysis

- Modernized architecture for cloud
- Personal to enterprise business modeling
- Sandbox for scenario analysis/what-if
- Next generation Excel integration includes cube design, dimension modeling and KPI's
- Wide-range of business modeling and management reporting applications
- Integration with Data Visualization Cloud Service

The screenshot displays the Oracle Essbase Cloud Service interface. The top portion shows a PivotTable with columns for Sales, COGS, Margin, Margin %, Profit %, and Profit per Ounce. The data is categorized by Region (New York, Massachusetts, Florida, Connecticut, New Hampshire). Below the PivotTable, there are navigation icons for Applications, Jobs, Files, Structures, and Connectors. The bottom portion of the screenshot shows a 'Jobs' table with columns for ID, Application, Database, User, Type, Script, and Date.

Region	Sales	COGS	Margin	Margin %	Profit %	Profit per Ounce
New York	-	-	-	8%	8%	-
Massachusetts	-	-	-	8%	8%	-
Florida	423	229	363	86%	84%	133.7
Connecticut	-	-	-	8%	8%	-
New Hampshire	-	-	-	8%	8%	-
<b>Total</b>	<b>423</b>	<b>229</b>	<b>363</b>	<b>86%</b>	<b>84%</b>	<b>133.7</b>

ID	Application	Database	User	Type	Script	Date
1000	Sample	Basic	Kumar	Data Load	data.rpt	01/01/10
1001	Demo	Basic	Victor	Dev Build	product.rpt	01/01/10
1002	DBX	Basic	Suresh	Dev Build	product.rpt	01/01/10
1003	Sample	Basic	Digi	Dev Build	product.rpt	01/01/10
1004	Sample	Basic	Chirag	Dev Build	product.rpt	01/01/10
1005	Demo	Basic	Ankita	Dev Build	product.rpt	01/01/10
1006	DBX	Basic	Gabby	Dev Build	product.rpt	01/01/10



# Models creations (Essbase Cubes) made easy

## Auto Analyze Data and Create Cubes

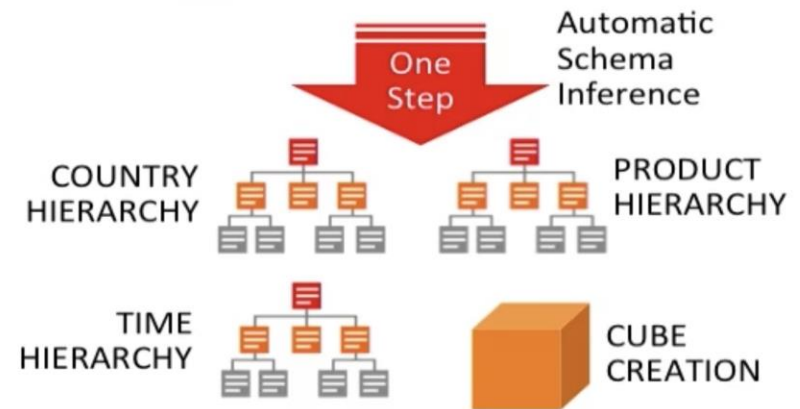
- Enjoy new cooperative ways to capitalize on all the work and expertise in Excel
- Tool-less approach for faster deployments
  - One click provisioning and deployment
- Automatic schema inference on load
  - Excel to Cloud in seconds
  - Uploading a spreadsheet creates a business model
- Zero learning curve, no Essbase skills needed
  - Modify the cube design can also be done from Excel

## Integrated with Data Visualization

- Ability to create cubes directly from DV Data Flows

Sales Data

DATE	CITY	STATE	COUNTRY	ITEM	PROD. TYPE	PROD. FAMILY	AMOUNT





# Essbase Innovations in OAC

## Essbase on-premise

- Access to Essbase capabilities
  - » BSO/ASO/Hybrid databases
  - » Flexible dimensionality
  - » Dynamic formulas
  - » Calc scripts
  - » Data uploads
- SmartView connectivity
- Powerful Admin Functions

## + Cloud only features and Innovation

- **Browser based UI**
  - » Web based administration
- **Cloud Only features**
  - » Sandboxing, Scenario management
  - » Design by Example templates
  - » Excel Import/Export
- **DVCS Dashboards**
- **Ability to merge different sources into Data Set**
- **Machine Learning**



# OAC is generally used for

- **Reporting**
  - » Actuals Reporting
  - » EPM Financial & Operational Reporting
  - » BI Datawarehouse / Datamart Reporting
  - » Exception and outlier reporting
- Creating ad hoc data sets for "**on the fly**" reporting
- **Planning**, Budgeting and Forecasting
- **What if analysis** and Scenario Modelling
- **Profitability** and cost analysis
- Data exploration and **data mining**
- Data manipulation
  - » Conforming data sets to build extended reporting **data sets**
  - » Leveraging from multiple live ERP & EPM data sources
- Pretty much any **data modelling** or reporting requirement !



# Use case: OAC for Planning Budgeting & Forecasting

## Example 1 – AMOSCA OAC proof of concepts

- Client – Automotive industry
  - » 19 subsidiaries, each has their own Essbase Application (11.1.2.2)
  - » 26 applications, 45 databases / cubes
  - » 110 users
  - » As a proof of concept, we have migrated TFS on premise Essbase applications for Poland into OAC (Metadata and Data)

ORACLE Analytics Cloud - Essbase

TBP.Tbpgl -- Outline

Name	CO	Data Storage Type	Formula	Description
Measures	+ (Add)	Store Data		
Income Statement	+ (Add)	Store Data		
Net (Income) Loss	+ (Add)	Store Data		
Balance Sheet	-- (Ignore)	Store Data		
TFSC Income Statement	-- (Ignore)	Store Data		
TFSC Balance Sheet	-- (Ignore)	Store Data		
TMC Income Statement	-- (Ignore)	Store Data		*** NEW TFSC GL ACCOU...
TMC Balance Sheet	-- (Ignore)	Store Data		*** RENAMED AND DELE...
TMC S/S Sheet	-- (Ignore)	Store Data		*** AMENDED TFSC MAP...
TMC Footnote	-- (Ignore)	Store Data		
Treasury Funding Plan	-- (Ignore)	Store Data		
KPI Calculations	-- (Ignore)	Store Data		
Core Profit Calculations	-- (Ignore)	Never Share		
Miscellaneous	-- (Ignore)	Label Only		
BS Related	-- (Ignore)	Label Only		
PL Related	-- (Ignore)	Label Only		
Memo Items	-- (Ignore)	Store Data		
Organization	+ (Add)	Store Data		
TBP Consolidated	+ (Add)	Store Data		
Scenario	+ (Add)	Label Only		
Reporting Method	+ (Add)	Label Only		
KPI Reporting	+ (Add)	Store Data		
FEM Reporting	+ (Add)	Store Data		
KPI Adjustments	+ (Add)	Store Data		
AllTime	+ (Add)	Store Data		
FiscalYR	+ (Add)	Store Data		

Measures 21 Properties

General

- Active Alias Name
- Currency Conversion: None
- Currency Conversion Category
- Data Storage Type: Store Data
- Description
- Dimension Solve Order: 0
- Dimension Storage Type: Dense
- Dimension Type: Accounts
- Expense: False
- Format String
- Formula
- Member Solve Order: 0
- Time Balance: None
- Time Balance Skip Option: None
- Two-pass Calculation: False
- Type: Numeric

Aliases

10 Children | 5141 Descendants | 1st Generation | 11st Level





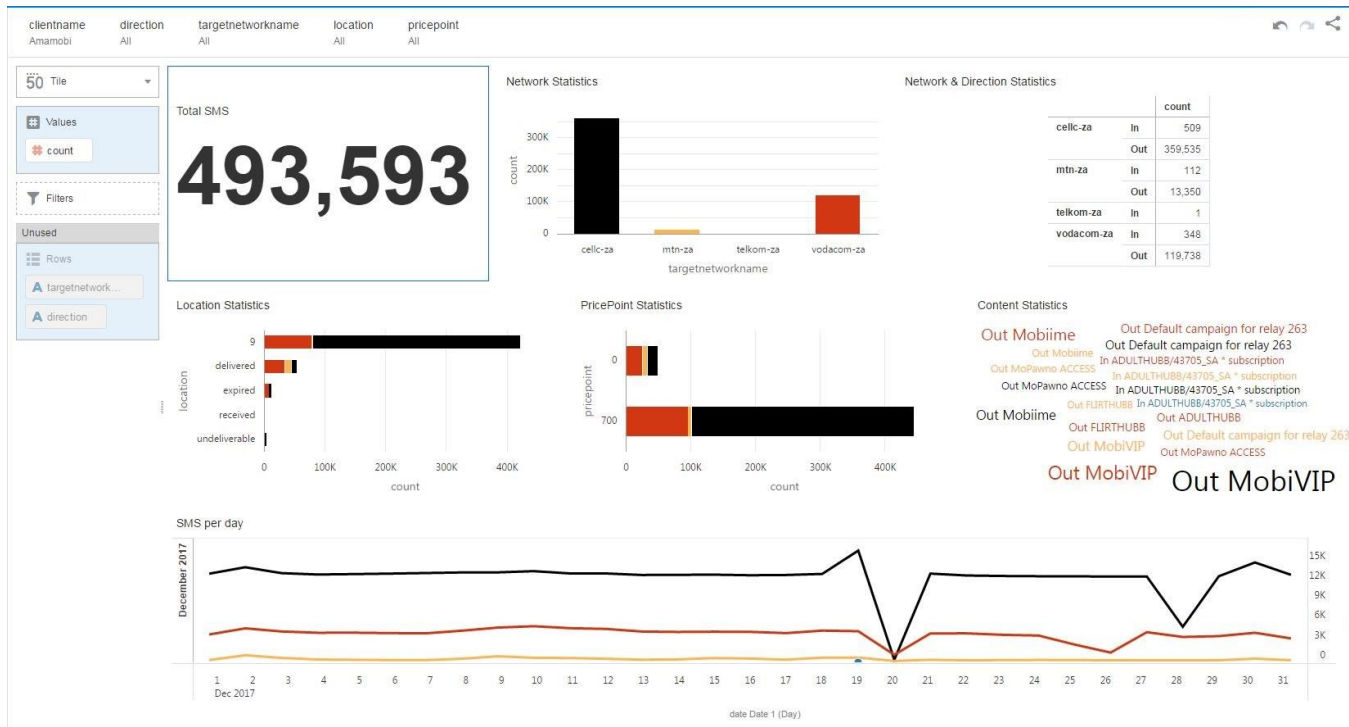
# Use case: OAC to support operational business processes and reporting

## Example 3 – AMOSCA OAC proof of concepts

- Client – Telco industry
  - The client uses a combination of Excel files and outdated Cognos cubes to generate monthly reports for internal analytics and for their clients. The existing Excel based process is manual and time consuming, it requires significant human intervention to edit and map data from source systems and csv files to the Cognos Reporting system. OAC is proposed in replacement.

Monthly Revenue Statement for Amamobi  
For the month ending 31 December 2017

billingsys	network	tariff	approved	billed	failed	income	expenses	incomeTotal	expense Total	Profit/Loss
SPS	vodacom-za	R0.00	24,276	0	0	R0.00	(R0.19)	R0.00	(R4,612.44)	(R4,612.44)
	mtn-za		8,084	0	0	R0.00	(R0.19)	R0.00	(R1,535.96)	(R1,535.96)
	cell-za		15,301	0	0	R0.00	(R0.19)	R0.00	(R3,067.79)	(R3,067.79)
			47,661	0	0	R0.00	(R0.57)	R0.00	(R9,216.20)	(R9,216.20)
	RSMS		47,661	0	0	R0.00	(R0.57)	R0.00	(R9,955.59)	(R9,955.59)
OBS	vodacom-za	R7.00	95,462	17,992	77,470	R4.33	(R0.09)	R78,203.19	(R6,817.36)	R71,465.83
	mtn-za		5,268	3,371	1,897	R3.92	(R0.09)	R4,410.82	(R4,785)	R11,526.07
	cell-za		344,238	1,263	342,975	R3.69	(R0.09)	R4,655.42	(R0.00)	R4,655.42
			444,968	22,626	422,345			R86,949.43	(R16,902.11)	R70,047.32
	ODS		444,968	22,626	422,345			R86,949.43	(R16,902.11)	R70,047.32
PPS	vodacom-za	R0.00	148	0	0	R0.00	R0.00	R0.00	R0.00	R0.00
	mtn-za		112	0	0	R0.00	R0.00	R0.00	R0.00	R0.00
	cell-za		309	0	0	R0.00	R0.00	R0.00	R0.00	R0.00
			600	0	0	R0.00	R0.00	R0.00	R0.00	R0.00
	PPS		600	0	0	R0.00	R0.00	R0.00	R0.00	R0.00
	Summary		68,352	22,626	42,726			R86,949.43	(R16,902.11)	R70,047.32





# Typical OAC use cases

- Reporting use cases
  - » Actuals Reporting
  - » EPM Financial & Operational Reporting
  - » BI Datawarehouse / Datamart Reporting
  - » Highlighting outliers and exceptions from data sets
  - » Leveraging from multiple live ERP & EPM data sources
  - » Ad-hoc reporting & "On-the-fly" datasets analysis
  - » Handling of large volume of data
- Planning, Budgeting and Forecasting
- What if analysis and Scenario Modelling
- Profitability and cost analysis
- Data exploration and data mining
- Any data modelling or reporting requirement !



# OAC – useful links

- Product website
  - » [https://cloud.oracle.com/en\\_US/biz-analytics](https://cloud.oracle.com/en_US/biz-analytics)
- Pricing (Universal Credits)
  - » <http://www.oracle.com/us/corporate/contracts/paas-iaas-universal-credits-3940775.pdf>
- Ongoing Updates & Developments
  - » <https://docs.oracle.com/en/cloud/paas/analytics-cloud/acswn/index.html>
- Datasheet
  - » <http://www.oracle.com/us/solutions/oracle-analytics-cloud-3711629.pdf>



Thank you for your attention & ongoing support

