Hyperion 솔루션 소개

이 혁 구
Hyperion Korea
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I. Hyperion BPM

II. Sarbanes/Oxley 및 연결재무

III. BI Platform / KPI Dashboard

IV. Hyperion 소개
전략경영관리 통합솔루션

BPM

Business Performance Management
CFO가 느끼는 업무의 중요도

- Cost control, cost structure, cost reduction: 33%
- Sarbanes-Oxley implementation or compliance: 25%
- Capital structure – ready for upturn: 23%
- Growth: 21%
- Strategy: 21%
- New rules & regulations: 19%
- Assuring a controlling environment: 19%

Gartner - CFO Survey 2003
CFO 역할의 변화

Past
- Financial Control & Treasury

Present
- Operations Partner
- Re-emphasis on Assurance
- Strategic Lead

Future
- Strengthen the audit function
- More focus on compliance
- Improving analytics to support operations
- Continued emphasis on cost reduction
- Increased emphasis on strategy
- New emphasis on revenue enhancement
CFO와 전략경영관리

The Compliance CFO
- Planning & Budgeting
- Consolidation & Reporting

The Shareholders’ CFO
- Analysis & Simulation
- KPI Dashboard

The Strategic CFO
- BSC
- Strategic Finance & Treasury
- Planning & Budgeting

The Prudent CFO
- KPI Dashboard
- Consolidation & Reporting

CFO
전략경영관리는 Management Cycle

- Strategies
- Scorecarding
- Dashboards

- Consolidations
- Management
- Financial
- Legal

- Constraints
- Profitability
- Resources
- Revenues

- Variance
- Deviations
- Profitability
- Effectiveness

- Key Performance Indicators
- Benchmarking and Metrics
- Performance and Efficiency

- Cash
- Budgets
- Demand
- Expenses
- Forecasts
- Resources
The image depicts a diagram illustrating the flow of activities between Strategic Management, Operational Management, and Tactical Execution.

**Strategic Management**
- Goals/Strategies
- Financial & operational projections
- Weekly/monthly

**Operational Management**
- Forecasts/variances
- Budgets
- Operating plans
- Resource allocations
- Daily/weekly

**Tactical Execution**
- Targets
- Forecasts
- Activity management
- Hourly/daily

The diagram highlights how these three management levels interact and support each other through the flow of information and tasks.
전략 경영관리 상세모델

 Balanced ScoreCard (EIS / Portal): Communication & Execution

재무 KPI

Business Intelligence

Process Intelligence

시나리오 경영

Cost Profit Value

사용,변경 용이

Profitability Analysis

Business Modeling

Top-down, Bottom-up Forecasting Event Driven Rolling

Planning

Analysis (Cause & Effect)

Modeling

OLTP. ERP(SAP, ORACLE, JDE, Baan). SCM(i2). CRM(Siebel). E-Commerce. D/W
IBM integrated management solution (iAnalytics)
제조기업 모델예시

경영정보시스템 (EIS)

경영계획 및 Rolling
- 판매계획
- 재고계획
- 생산계획
- 비용계획
- 인원계획

구매계획
Simulation

재무 KPI
- 추정
- 실적
- 실적/성과분석

- 대차대조표
- 손익계산서
- 계획 vs. 실적

실적/성과분석
- 주요경영지표 (EVA, ROIC)
- 계획 vs. 실적 분석 ...
- 주요지표 Simulation

배부 & 집계

BSC(균형성과관리)
- 비전
- 고객
- 전략
- 프로세스
- 벤치 마크
- 신제품 학습

통제경비

기준정보

PDM/PLM/BOM ERP SCM CRM HRM DW
Hyperion BPM 구성

경영현황 모니터링 및 의사결정 지원

균형 성과 관리 (Balanced Score Card)

경영계획 예산
관리결산 연결회계
활동기준 원가관리
고객 프로세스 인사

BI Platform

ETL / EAI

Source Data
Sarbanes / Oxley

및

연결재무
지난 20 년간 기업회계 규정의 변화

Global Regulations Timeline

2005
- IAS 2005
  - US GAAP Harmonization

2002
- Sarbanes-Oxley
  - Plus Corresponding International Rules

2001
- Euro
  - Euro Transition

1997
- FAS131/IAS14
  - Segment Reporting

1988
- FAS 95/IAS 7
  - Statement of Cash Flows

1984
- FAS 94/IAS 27
  - Minority Interests

1982
- FAS 52/IAS 29
  - Hyperinflationary Currency Translations

Global Impact
Sarbanes / Oxley 법안이 CEO/CFO에 미치는 영향

- CEO와 CFO 아래 사항에 대하여 책임지고 재무제표에 서명하여야 함
  - 분기와 반기보고서를 철저히 검토하였음
  - 회계보고서 상에 허위사실이 있거나 중요한 사실이 누락 되지 아니함
  - 인지하고 있는 모든 회계정보가 적절히 표시되어 있음
  - 적절한 내부 보고 및 통제 시스템에 대한 책임이 있음
  - 외부 감사인 및 내부 감사(위원회)에게 내부 통제상 문제점 및 핵심인력에 의한 부정행위 등 를 보고 하였음
  - 내부통제와 관련된 중요한 변경내용을 공시하였음.

단순히 서명하는 것은 쉽지만 많은 책임과 의무가 따름
Single version of the financial “truth” / book of record
Accuracy and timeliness of close/reporting
Workflow management
Awareness of adjustments
Tracking/visibility to audit trails
Technology supporting the approval/certification process
Internal control visibility at consolidation/reporting level
Monitoring/visibility of overall close/reporting process
### Best Practices in Finance

<table>
<thead>
<tr>
<th>Process</th>
<th>Average</th>
<th>World Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closing cycle</td>
<td>5 – 8 days</td>
<td>&lt; 2 days</td>
</tr>
<tr>
<td>Financial planning</td>
<td>4 months</td>
<td>1 month</td>
</tr>
<tr>
<td>Level of budget detail</td>
<td>230 line items</td>
<td>15 line items</td>
</tr>
<tr>
<td>% of time on forecasting</td>
<td>20%</td>
<td>44%</td>
</tr>
<tr>
<td>Cost of finance</td>
<td>1.15% of rev.</td>
<td>&lt; .53% of rev.</td>
</tr>
<tr>
<td>FTEs per $B</td>
<td>122</td>
<td>&lt; 95</td>
</tr>
</tbody>
</table>

Source: Hackett Group Benchmarking|Solutions Book of Numbers
S/O, Fast Closing을 충족하는 연결시스템 구현 이미지

Application Layer
- 모회사 K-GAAP G/L
- 모회사 US-GAAP Rep
- 모회사 EDW
- 자회사 G/L
- 자회사 D/W

Data Layer
- K-GAAP 연결 Mart
- US-GAAP 연결 Mart

Package Layer
- 거래시스템
  - 내부거래 상계
  - 투자자본 검증
  - 미실현 손익상계

CONSOLIDATION

메뉴
- K-GAAP 연결 Mart
- US-GAAP 연결 Mart

보고서 산출
- 연결 F/S
- 각종보고서

- Sarbanes/Oxley
- XBRL
연결과정의 승인 및 통제 과정 지원

Local
- Monthly/Quarterly Actual Results
  - ERP/GL
- Monthly Forecast
- Annual Budget

Regional
- Input/Load
- Submit
- Validate
- Process
  - Review
  - Approve
  - Adjust
  - Consolidate
- Intercompany
- Currency

Central
- Process
  - Review
  - Approve
  - Adjust
  - Consolidate
- Publish Reports
  - SEC
  - Tax
  - Legal
  - Treasury Management

Publish Reports
- SEC
- Tax
- Legal
- Treasury Management
새로운 리포팅 표준: XBRL
Hyperion 솔루션의 장점

- Hyperion's Market Leadership
- Packaged Financial Intelligence
- Web Architected/Advanced Technology
- “Smart Dimensionality”
- Data Integration, Reporting, Analysis

March 2002 – Hyperion Financial Management Release 2.0 Receives “Excellent Plus” SPEXmark Rating

See www.checkspex.com
Financial consolidation, reporting and analysis market leader since 1981

70% Market share

3,500+ satisfied customers worldwide

Accounting Analytic Application Segments
Source: IDC
- BI Platform
  EIS
  Dashboard
  Portal
재무부문 (BPM)을 포함하는 기업 전반의 인텔리전스 제공

- **HR** – Headcount Reporting, Turnover/Retention Analysis, Labor Utilization
- **Sales** – Pipeline/Forecasting, Territory/Rep Performance, Compensation Modeling
- **Marketing** – Segmentation, Campaign Effectiveness, Customer Churn, Life Time Value
- **Profitability** – Customer, Product, Service, Channel, etc
- **Supply Chain** – Inventory Management, Supplier Analysis, Production Planning, Yield/Defect, Distribution/Routing
- **General Reporting** – Data Warehouse, Transactional Systems
- **Dashboards** – Spanning departments, geographies or business units
쉽고, 편리하고 경제적인 BI 솔루션

웹 환경의 BI

빠르고, 쉽게 구축 및 운영

모든 자원을 활용 가능한 개방형 구조

Consistent Drag & Drop UI
Secure, Scalable Architecture
Common Web-based Foundation
Flexible, Open Data Access

정형화된 리포팅
Ad Hoc 리포팅 및 분석
Metrics 리포팅
개인별 Dashboard

Data Warehouse
Unstructured Data
Application Data
Mainframe Data
기업경영관리를 완벽하게 지원하기 위한 BI Platform

ETL: 데이터 추출 및 Mapping  
EAI: SAP, Oracle 등 ERP, CRM, SCM, RDB 등

비용배분  
계산 및 통계분석  
환율환산  
시뮬레이션  
목표설정 및 할당

EIS  
KPI Dashboard  
Portal  
Excel

리포팅  
분석  
시뮬레이션  
모델링

Data and Information
기술적인 특장점 소개

업계표준지원

<table>
<thead>
<tr>
<th>O/S</th>
<th>Windows, Unix, Linux, AS400, S390</th>
</tr>
</thead>
<tbody>
<tr>
<td>RDMS</td>
<td>Oracle, DB2, SQL Server, Teradata, Sybase</td>
</tr>
<tr>
<td>Security</td>
<td>LDAP, ADS, NTLM</td>
</tr>
<tr>
<td>Metadata</td>
<td>XML, CWM</td>
</tr>
<tr>
<td>Programming</td>
<td>Java, JSP/ASP, C, Visual Basic, DreamWeaver</td>
</tr>
<tr>
<td>Application Servers</td>
<td>Websphere, Weblogic, Tomcat</td>
</tr>
<tr>
<td>Messaging Middleware</td>
<td>JMS, MQ Series, MSMQ</td>
</tr>
</tbody>
</table>

시스템 최적화를 통한 최대 확장성 지원

- Vast Data Volumes
- Extensive Dimensionality
- Fast Query Response
- Multi-User Write Back
- Small Update Windows
- Reduced Data Latency & Redundancy

쉽고 유연한 개발 및 운영환경

Hyperion Platform

- Custom Functions
- Custom Macros
- Third party extensions
- Procedural Calc Scripts
- Stored Procedures
- Database Triggers

정성한 Thin 클라이언트 구현

- Win 32 Clients
- Active X Controls
- Proprietary RPCs
- Runtime Clients
BI Platform 구성도

Web Development
- JSP
- Java Bean
- JavaScript
- Java
- COM/ActiveX
- CORBA

Scalable Repository Support for all Content and Metadata
- Interoperability - Shareable metadata across platform
  - Oracle, DB/2
  - SQL Server
  - MySQL

Built for the Web
- Fully J2EE, Servlet
- WebLogic
- WebSphere
- Tomcat
- HTTP – firewall transparency

Optimized for Multiple Platforms
- NT
- Solaris AIX
- HP-UX
- Linux

Highly Scalable Parallel Analytics Server
- Fully multithreaded for load, calculation, multi user read/write
- Fully server side, zero session overhead
- MOLAP storage ensures speed of thought
- Transparent relational integration

Content Aggregation and Personalization
- Scalable integrated desktop

Hyperion Intelligence Query & Reporting
- Enterprise visibility
- Ease of user
- Scalable

Multiple Server Administration
- Administer via Web
- Scalable J2EE architecture
- Fully functional scripting language MaxL & Perl module

Enterprise Security
- LDAP, NTLM, MSAD
- Plug in Security Modules API
- Role based security

Enterprise Integration
- JMS, MQ Series, MSMQ
- Automation, COM, EJB
- Bi directional
- SAP, JDE, Siebel, PSFT
- Over 60 adaptors

Oracle, DB/2 SQL Server, Teradata, Sybase, Informix

Open Metadata Repository
- XML Exchange for metadata definition ETL integration

Warehouse Integration
- Oracle OCI
- ODBC, Wire Protocol

Open Java API

Data Source Abstraction Layer (ADM)
- ETL integration

Lightweight Spreadsheet Client

PDF, HTML
Zero Client HTML
Applet or Zero Client HTML
PDF, DHTML, HTML, Word, XML

Hyperion Central

Hyperion Reports
Hyperion Application Builder
Hyperion Analyzer
Hyperion Objects
Spreadsheet Services
Hyperion Intelligence

BPM Apps
Essbase Deployment Services

Essbase Analytic Services

Essbase Integration Services

Hyperion Integration Services

Hybrid, Drill Through, TCP/IP

TCP/IP

Inline JRE – external calculations

Open, Native API - C, VB, Java

TCP/IP

TCP/IP

TCP/IP

TCP/IP
Hyperion BI 솔루션의 장점

**Capabilities**
- Rapid web based deployment for dashboards, query and reporting
- Self service environment enables rapid publishing of interactive desktops to the web
- Broad access to relational, multidimensional, ERP/CRM sources
- Provides proactive information delivery to address all classes of user
- Extends reach to offline users

**Benefits**
- Enables rapid query and reporting against a wide range of sources
- Recognized ease of use
- Rich connectivity, content aggregation, easy web publishing
- Proven user scalability

Highest ratings for Ease of Use & Management
EIS - Sample
Dashboard - Sample
- Hyperion 소개
Hyperion 소개

◆ 전략경영관리, 분석 솔루션 (BPM 및 BI)
◆ 국내 약 80 대기업, 금융기관, 공기업, 통신회사 고객
◆ 전세계 약 9,000 고객 (포츈 500기업 중 50%)
◆ 매출규모 : 약 7 억불
◆ 전세계 직원 약 2,800 명
◆ 약 20년 이상 축적된 지식과 다양한 경험 보유

#1 in Business Performance Management Applications (Oct 2003)
#1 in Budgeting & Planning
#1 in OLAP /FCRA
경쟁사 비교 평가

Business Performance Management
METAspectrum® Evaluation

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