Oracle CPM

2004. 10. 16

(Bokyong.Moon@oracle.com)

Oracle Korea
Agenda

- SEM - CPM
- CPM
- Oracle CPM
<table>
<thead>
<tr>
<th>Value Proposition (Message)</th>
<th>SEM</th>
<th>CPM</th>
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<tbody>
<tr>
<td><strong>Smarter Business</strong></td>
<td>• “半”半</td>
<td>• A single source of truth</td>
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<tr>
<td><strong>Managing for Value</strong></td>
<td>- • “半”半</td>
<td>- Regain control of the business</td>
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<tr>
<td>- Set Corporate Goals and Objectives</td>
<td>- Realtime</td>
<td>- Increase organizational credibility</td>
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<td>- Links Strategy to Operational Execution</td>
<td>- Role-Based</td>
<td>- Remove barriers throughout the enterprise</td>
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<td>- Drives Customer &amp; Product Profitability</td>
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<td>- Focus on Value Creation</td>
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<thead>
<tr>
<th>Player</th>
<th>OBSC/ABM/(SF)/(VBM)</th>
<th>GL-COA/Cost Mgt/ABM/PA/OBSC/OFA/OLAP/DBI</th>
<th>OBSC/ABM/PA/OBSC/EPB/OFA/OSA/OLAP/DBI/APS/DP/OICM</th>
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<tbody>
<tr>
<td><strong>Oros/SAP</strong></td>
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<td>• SAP/PeopleSoft</td>
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<tr>
<td><strong>Cognos/Hyperion</strong></td>
<td></td>
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<td>• Biz Object/Hyperion/Cognos</td>
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<td><strong>EIS portal</strong></td>
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<td>• Cartesis, Corvu, Outlooksoft</td>
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**Oracle Korea**
Emerging Pattern

Visibility

- CPM
- BI/aCRM
- Alerting
- BAM
- XML
- Enablement
- Collaborative BI
- BI Web Services
- Adv. Visualization
- Mobile and Wireless BI
- ERP/BI
- Data Mining as Part of BI
- B2B BI Extranets
- B2C BI Extranets
- Financial BI Applications
- OLAP
- BI Platforms
- Thin Client
- EBIS
- Production/Formatted/Web Reporting

Technology Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity

(As of December 2002)
Oracle Approach

- Oracle
- Oracle
- Oracle
- Oracle
- Oracle
- Oracle
- Oracle
- Oracle
- Oracle
- Oracle
- Oracle

Oracle

Real-time

100% internet
• Anytime
• Everywhere
• One Source

Role

Role-Based Solution
• Alert
• Cost

Hybrid

Data
Oracle Korea

Oracle Process

- Process

⑤ SBU Process

⑥ Process

⑦ Process

⑧ Process

- (KPI)

- (PM)

⑨ Process

⑩ Process
"An umbrella term to describes the methodologies, metrics, processes and systems used to monitor and manage the business performance of an enterprise."


"It includes Business Intelligence (BI) products, reporting tools, planning and budgeting applications, analytic applications, incentive management systems, portals, and scorecards, along with data warehouse technology, data models, and integration software."


※ BPM (Business Performance Management) of Meta Group has the same meaning.
※ Business Intelligence, Strategic Enterprise Management
**Methodologies**
- Balanced Scorecard
- EFQM
- Activity-based Costing
- Intangible Asset Management

**Processes**
- Strategy Formulation
- Budgeting and Forecasting
- Goal Setting
- Performance Feedback
- Business Activity Monitoring

**Metrics**
- Financial and Non-financial
- Short-term and Long-term
- Quantitative and Qualitative
- Lagging and Leading
- Aligned

EFQM: European Foundation of Quality Management

Source: Gartner Research, 2001
Corporate Performance Management Processes Model

- Strategy Formulation
- Scenario Analysis
- Activity-Based Management
- Report
- Forecast
- Plan and Budget
- Monitor
- Communicate
- Transaction Reporting
- Business Activity Monitoring

Key:
- Operational Feedback Loop:
- Strategic Feedback Loop:
- Links Between Loops:

Source: Gartner Research
Financial Business Intelligence

Corporate Performance Management

Performance Enterprise

Networked

Data Extraction

Transaction Processing/Reporting

Financial Business Intelligence

Corporate Performance Management

Performance Enterprise

Networked
Why CPM now?

- Oracle Korea

- CPM now

- Why CPM now?
Gartner’s Prediction

- Corporate Performance Management is no longer just a theory
- Adoption and Acceptance will increase throughout 2004 and beyond
- Less than 10 percent of enterprises will have implemented CPM by the end of 2002, but this adoption will move to 40 percent by 2005
- Vendor consolidation and collaboration will be a requirement to meet market demand
- The silo approach to buying and implementing components of CPM will be minimized
- The BSC is the most popular performance management methodology, and this will be the case through 2004
Agenda

- CPM
- Oracle CPM
- OBSC
- OBSC
- Why Oracle?
- 

Oracle Korea
Oracle CPM ¼¬Ç¬½ ±¸¼º

Data Warehouse

External Data

E Biz Suite

Oracle Korea
Regain control of the business

Increase organizational credibility

Remove barriers throughout the enterprise
Regain control of the business

- Meet legal and regulatory requirements
- Improve understanding of the business
- Link strategy, planning, and reporting across the enterprise
- Exploit business opportunities
Oracle CPM - Oracle Korea

Regain control of the business

Increase organizational credibility

- Ensure that strategy, planning and reporting systems are consistent, repeatable and auditable
- Establish clear lines of accountability
- Manage by fact
Regain control of the business

Increase organizational credibility

Remove barriers throughout the enterprise

• Enable cross-functional sharing of information
• Enhance communication among strategy formulation, planning and monitoring systems
• Work as one team
Oracle CPM Ø·ç¼Ç- Óµ

- Oracle CPM solution Áº±â°£½Ã½ºÅÛ°úÀǿϺ®ÇÑ¿¬°è¸¦ÅëÇÏ¿© Real-time ºü¸®¸¦

Portal

Strategic Intelligence  Operations Intelligence  Analytic Intelligence

OBSC  DBI  Ad-Hoc  Planning Budgeting Analyzers

Portlets OBSC Reports  Portlets PMV Reports  Discoverer Workbooks  EUL

OBSC Tables  MV  BVs.  EDW

E-Business Suite Transaction Tables  Non Oracle Sources Tables

※ DBI : Daily Business Intelligence

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Oracle CPM Solution - Common Data Model
Oracle CPM - OABM

What Things Cost

Process

Why Things Cost

Oracle Korea
Oracle CPM ピーク - OFA

- OFA (Oracle Financials Application)?:
  - GL Tool
  - Business Analyzer
  - OLAP
  - Pivoting
  - ...
Oracle CPM - EPB

- EPB, OFA, OSA, application, financial, operational, external, statistical

Financial
Operational
Statistical
External

Stay Informed
Develop Plans
Tune Plans
Oracle CPM - OICM

OICM

Visibility

Control

Efficiency
Oracle CPM - DBI

- DBI pre-built page role pre-built page report. ERP drill-down report.

- Real Time Supporting
- Fact-based Information
- Personalized Portal

- Business Process Automation
- Role-based Architecture

- Enterprise Management
- Procure
- Manufacture
- Fulfill
- Service
- Develop
- Plan
- Sell
- Market

- Monitor
- Analysis
- Action

- Better Decision
- CEO
- CIO
- Managers
Oracle Korea

BSC

포스코

.getIn

롯데

한국토지공사

KAMCO

비앤지스틸(주)

서울우유

Milk Master

조홍은행

삼성

LG.Philips LCD

대림

제일모직

한국의학중앙회

KEC

신도리

통일고속

두산

서울우유

Hanyang Apparel

Nature's Best

남양알로에