

Oracle CPM

2004. 10. 16

(Bokyong.Moon@oracle.com)

Oracle Korea

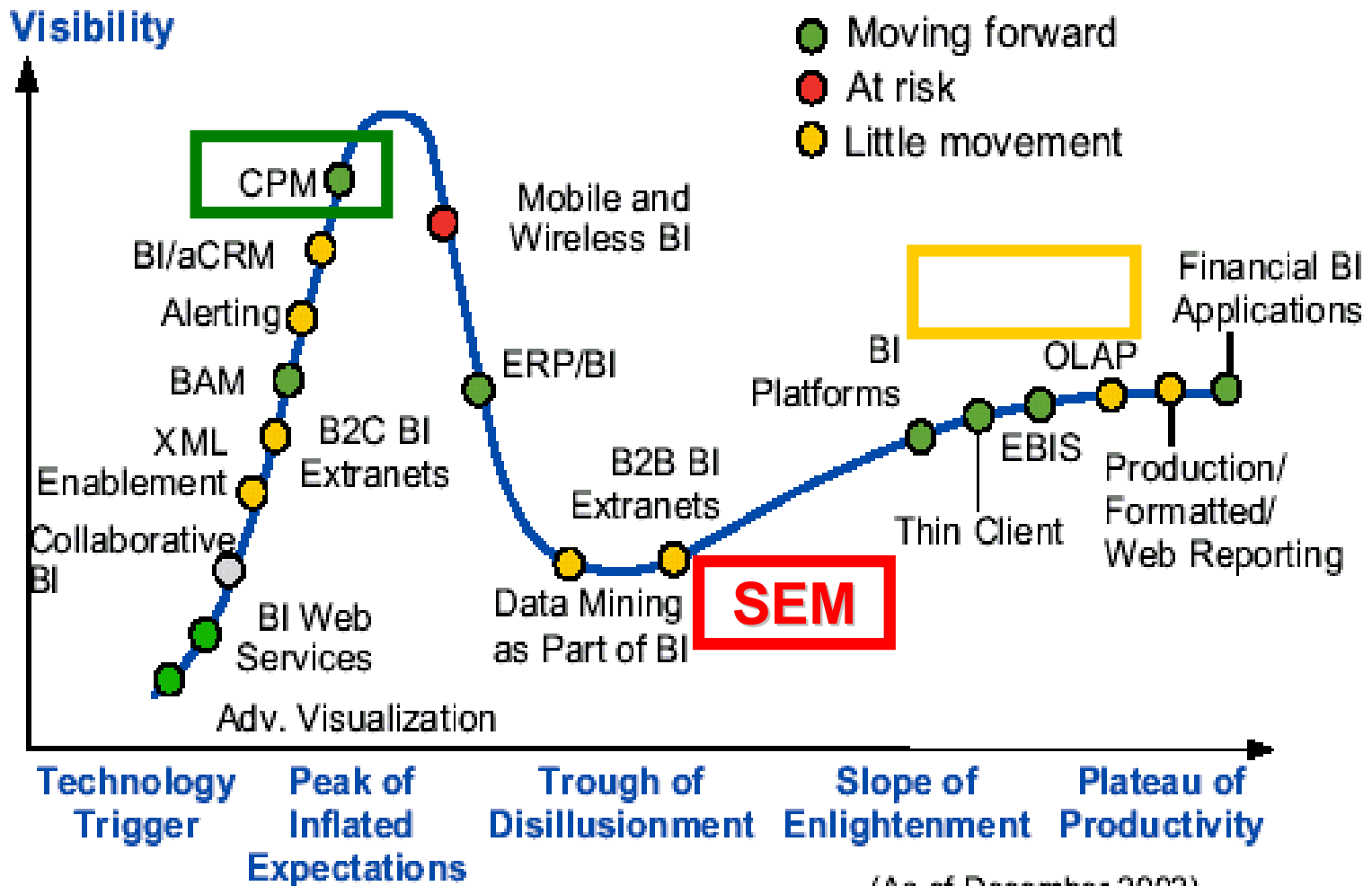
- – SEM - CPM

- CPM

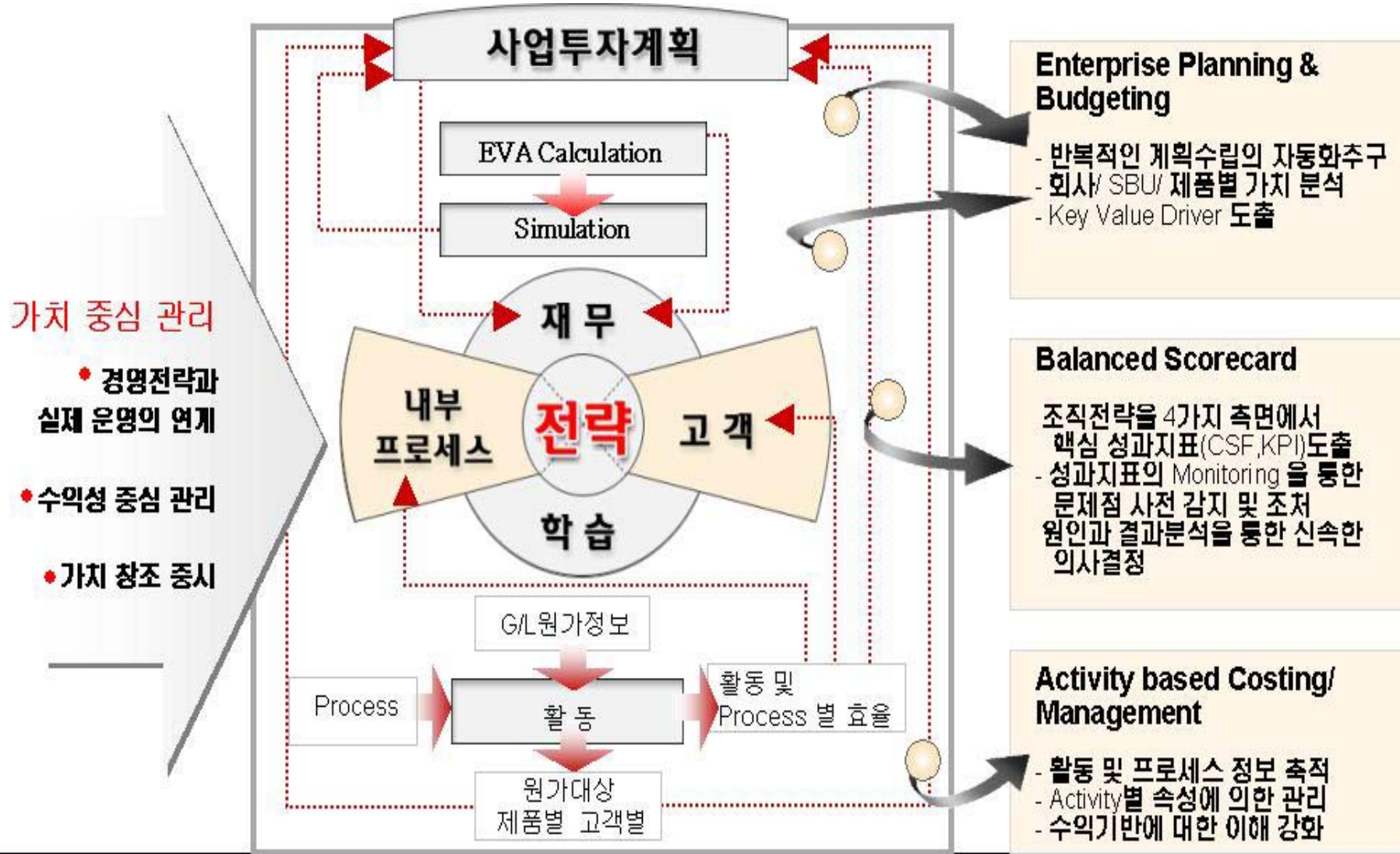
- Oracle CPM

	SEM		CPM
Value Proposition (Message)	<ul style="list-style-type: none"> • Smarter Business • Managing for Value <ul style="list-style-type: none"> - Set Corporate Goals and Objectives - Links Strategy to Operational Execution - Drives Customer & Product Profitability - Focus on Value Creation 	<ul style="list-style-type: none"> • “ ” <ul style="list-style-type: none"> - Realtime - - Role-Based 	<ul style="list-style-type: none"> • A single source of truth <ul style="list-style-type: none"> - Regain control of the business - Increase organizational credibility - Remove barriers throughout the enterprise
	• OBSC/ABM/(SF)/(VBM)	• GL-COA/Cost Mgt/ABM/PA/OBSC/OFA/OLAP/DBI	• OBSC/ABM/PA/OBSC/EPB/OFA/OSA/OLAP/DBI/APS/DP/OICM
Player	<ul style="list-style-type: none"> • Oros/ SAP • Cognos/Hyperion • EIS portal 	• SAP/Peoplesoft/Hyperion	<ul style="list-style-type: none"> • SAP/Peoplesoft • Biz Object/Hyperion/Cognos • Cartesis, Corvu, Outlooksoft

Emerging Pattern

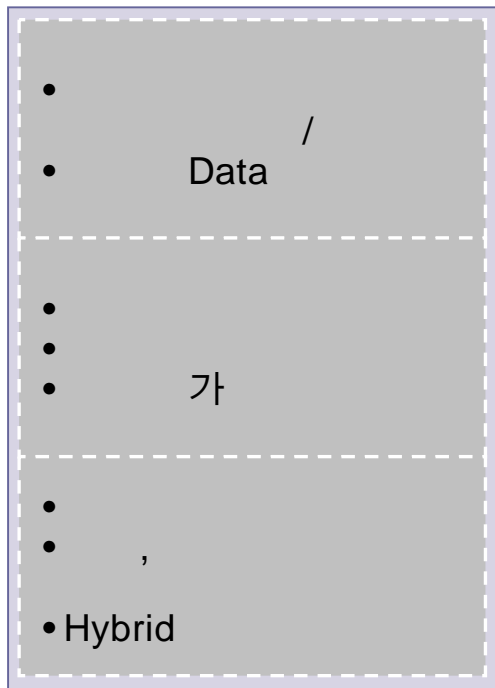


(As of December 2002)

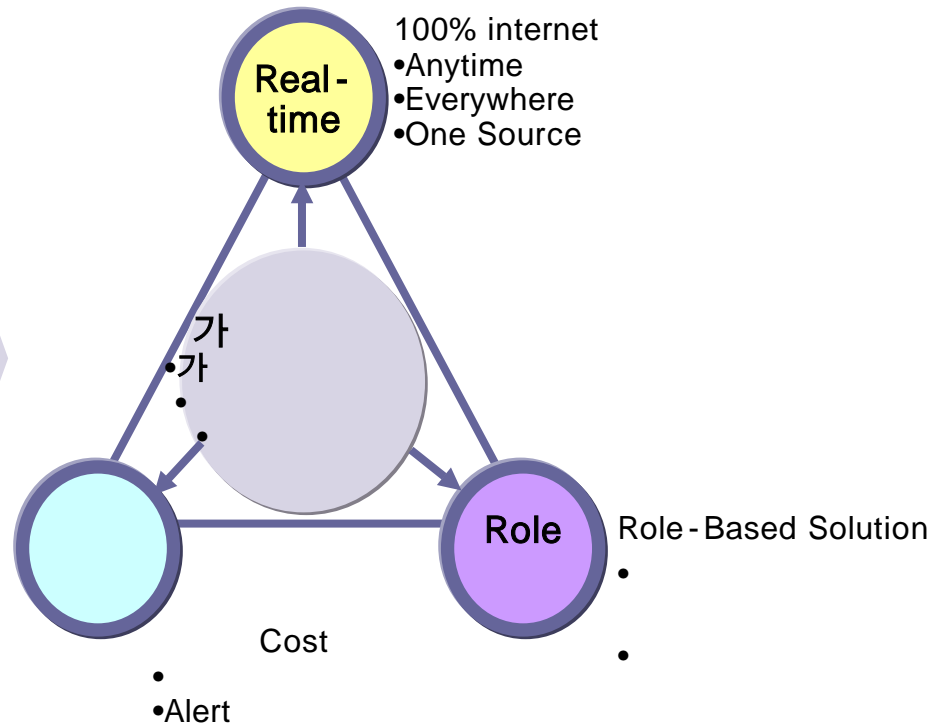


■ Oracle

= = : 가 , , 가



Oracle



가

Process

가
Process

SBU
Process

Process

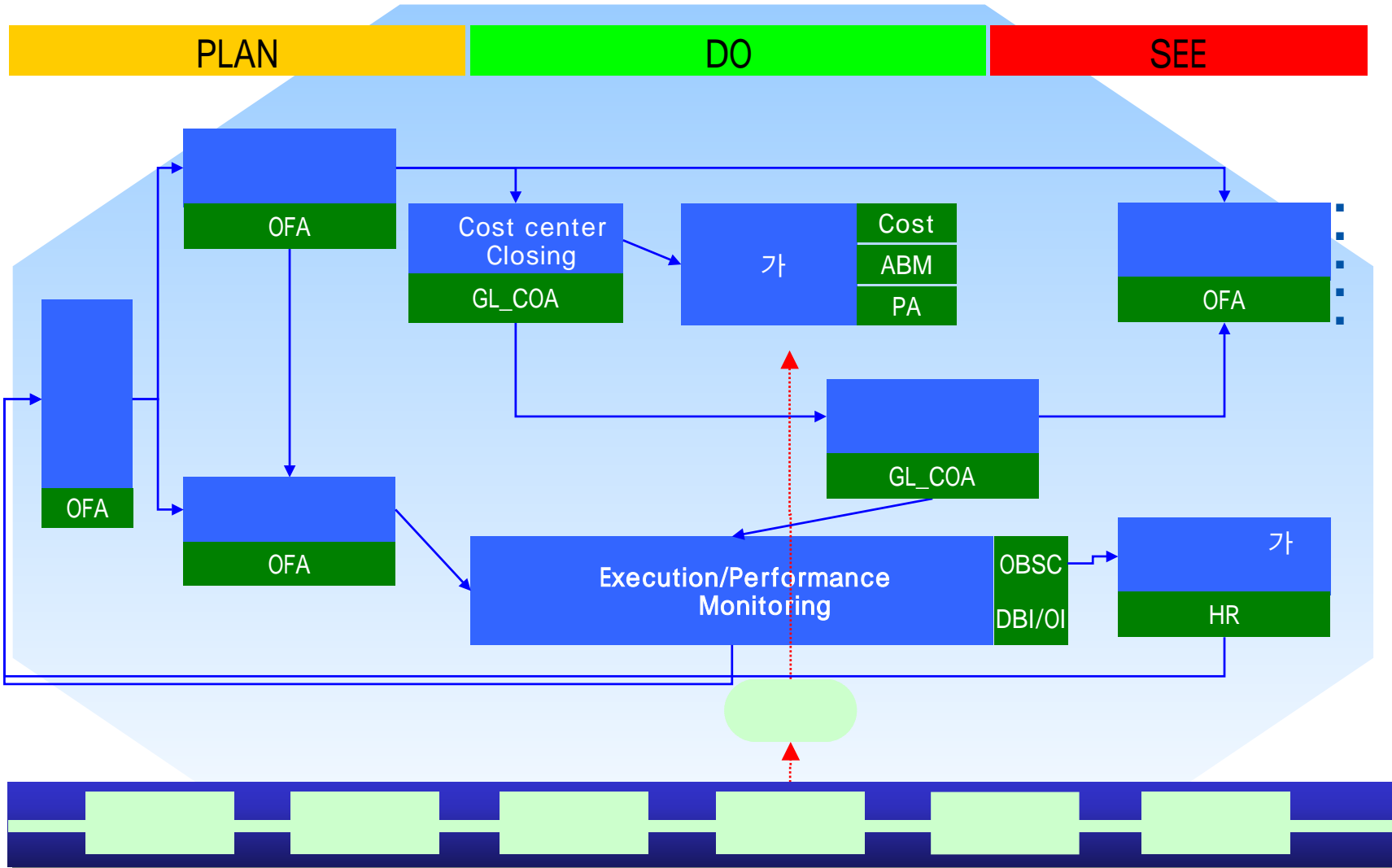
Process

Process

Process

Process
- (KPI)
(PM)

가
Process



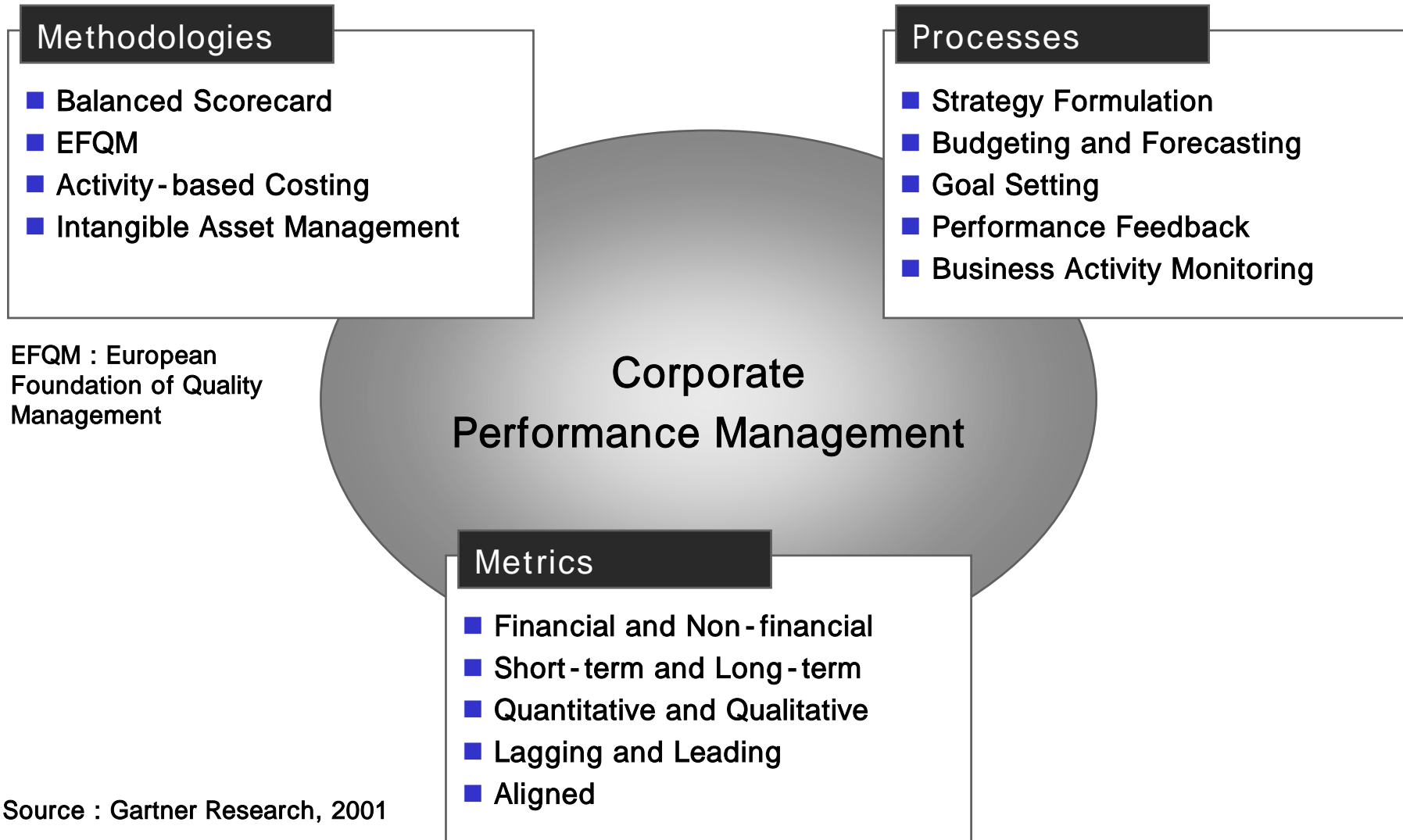
CPM
(Corporate
Performance
Management)

“An umbrella term to describes the *methodologies, metrics, processes and systems* used to **monitor and manage the business performance** of an enterprise.”
Source : Gartner Research, 2001.

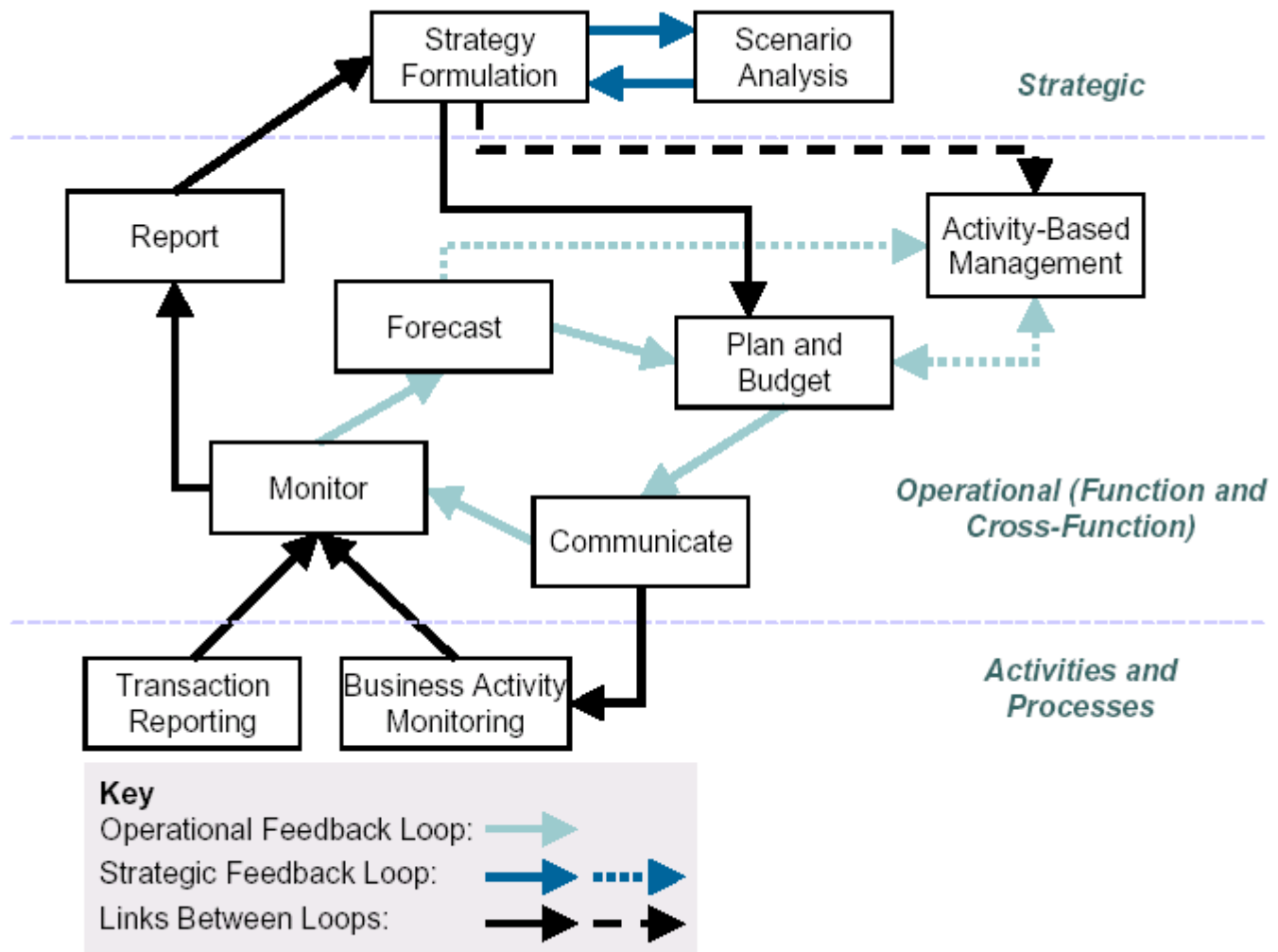
EPM
(Enterprise
Performance
Management)

“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.”
Source : AMR Research, 2002.

BPM(Business Performance Management) of Meta Group has the same meaning.
Business Intelligence, Strategic Enterprise Management

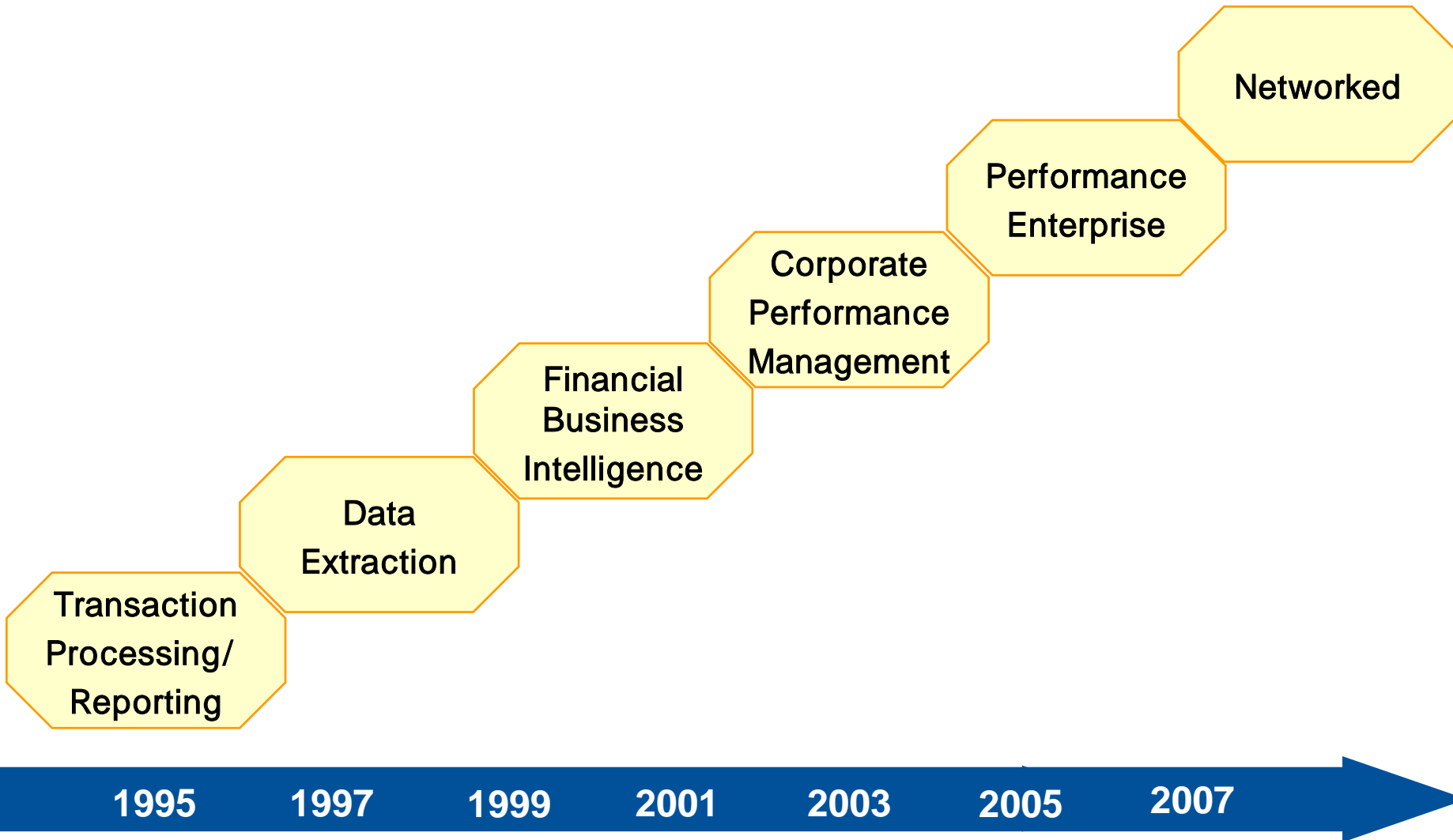


Corporate Performance Management Processes Model

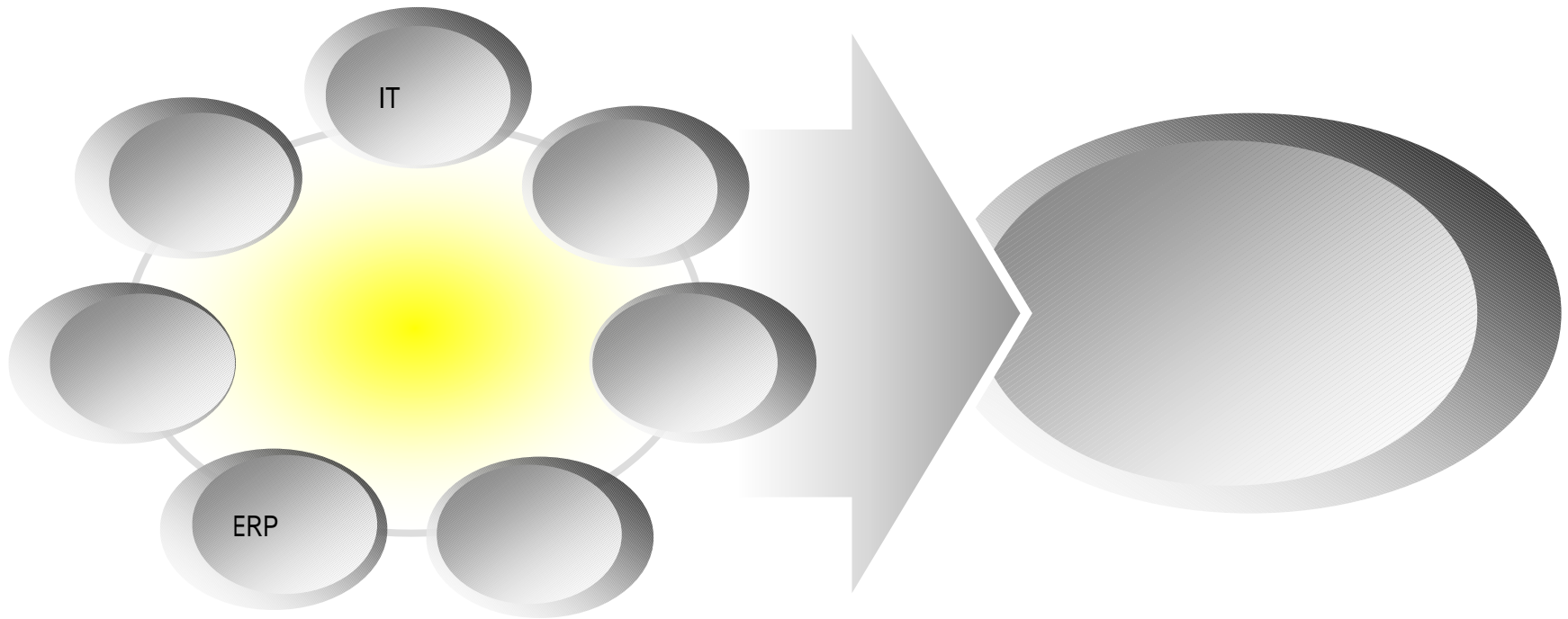


Source: Gartner Research

■ CPM

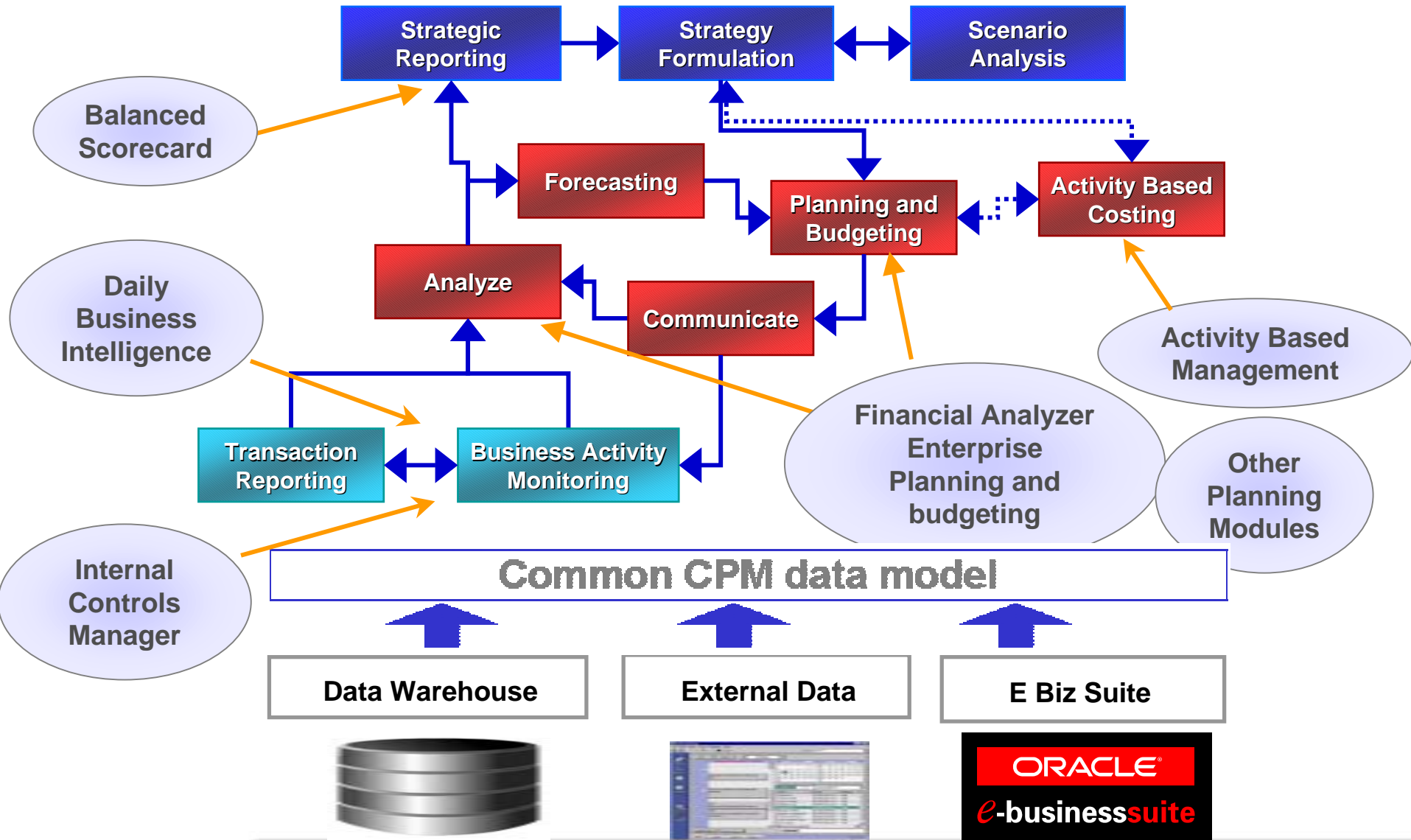


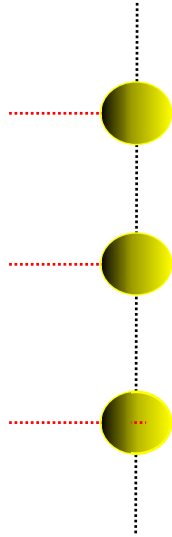
-
- CPM

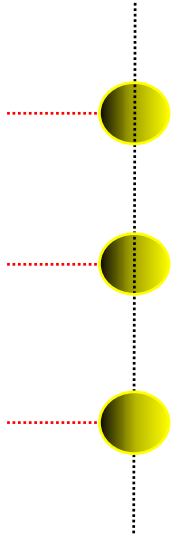


- Corporate Performance Management is no longer just a theory
- Adoption and Acceptance will increase throughout 2004 and beyond
- Less than 10 percent of enterprises will have implemented CPM by the end of 2002, but **this adoption will move to 40 percent by 2005**
- Vendor consolidation and collaboration 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**

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

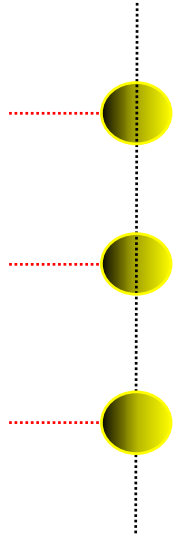


- 
- Regain control of the business
 - Increase organizational credibility
 - Remove barriers throughout the enterprise



Regain control of the business

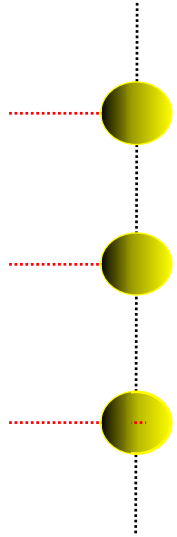
- Meet legal and regulatory requirements
- Improve understanding of the business
- Link strategy, planning, and reporting across the enterprise
- Exploit business opportunities



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

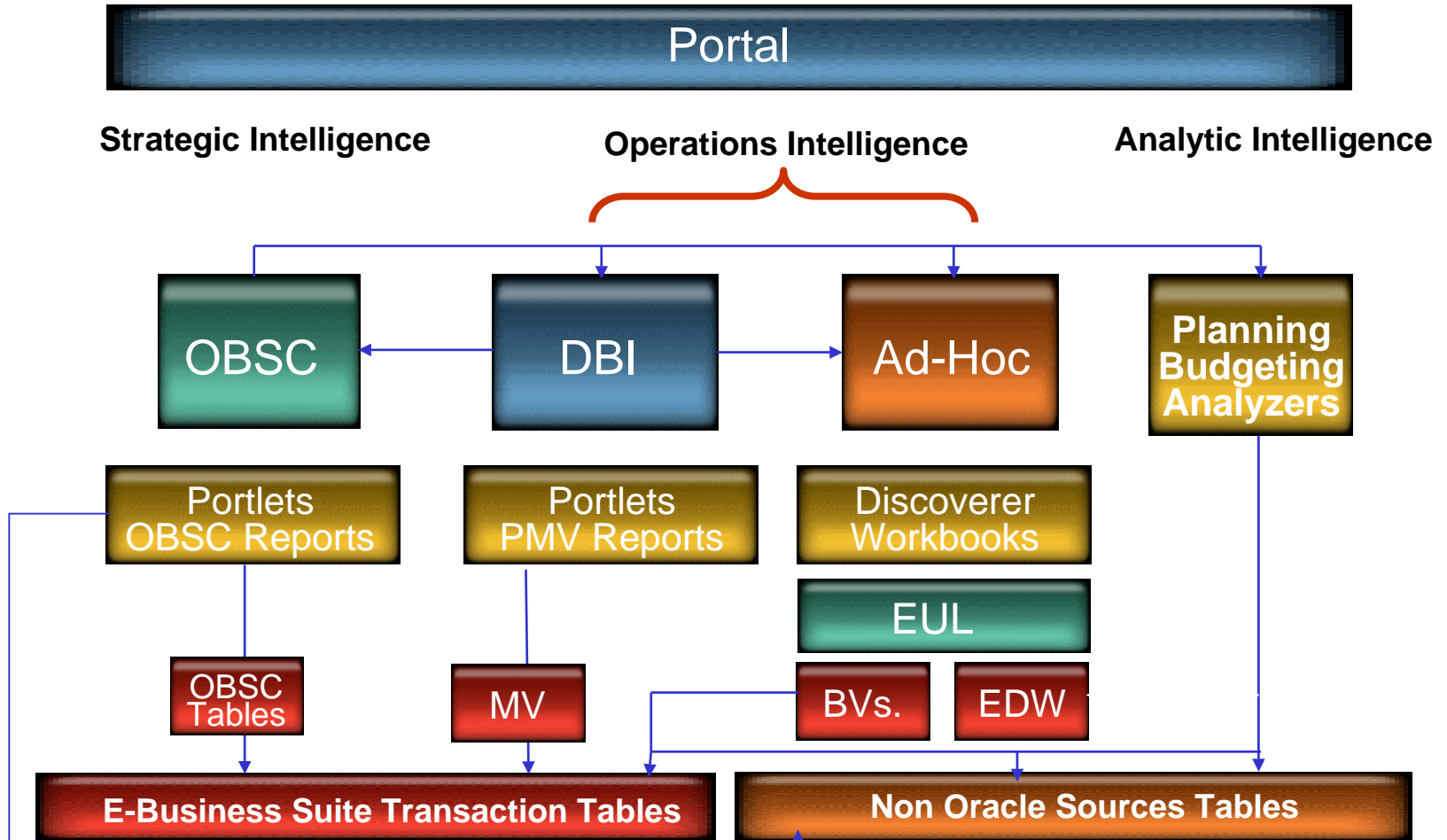
Increase organizational credibility

Remove barriers throughout the enterprise

- **Enable cross-functional sharing of information**
- **Enhance communication among strategy formulation, planning and monitoring systems**
- **Work as one team**

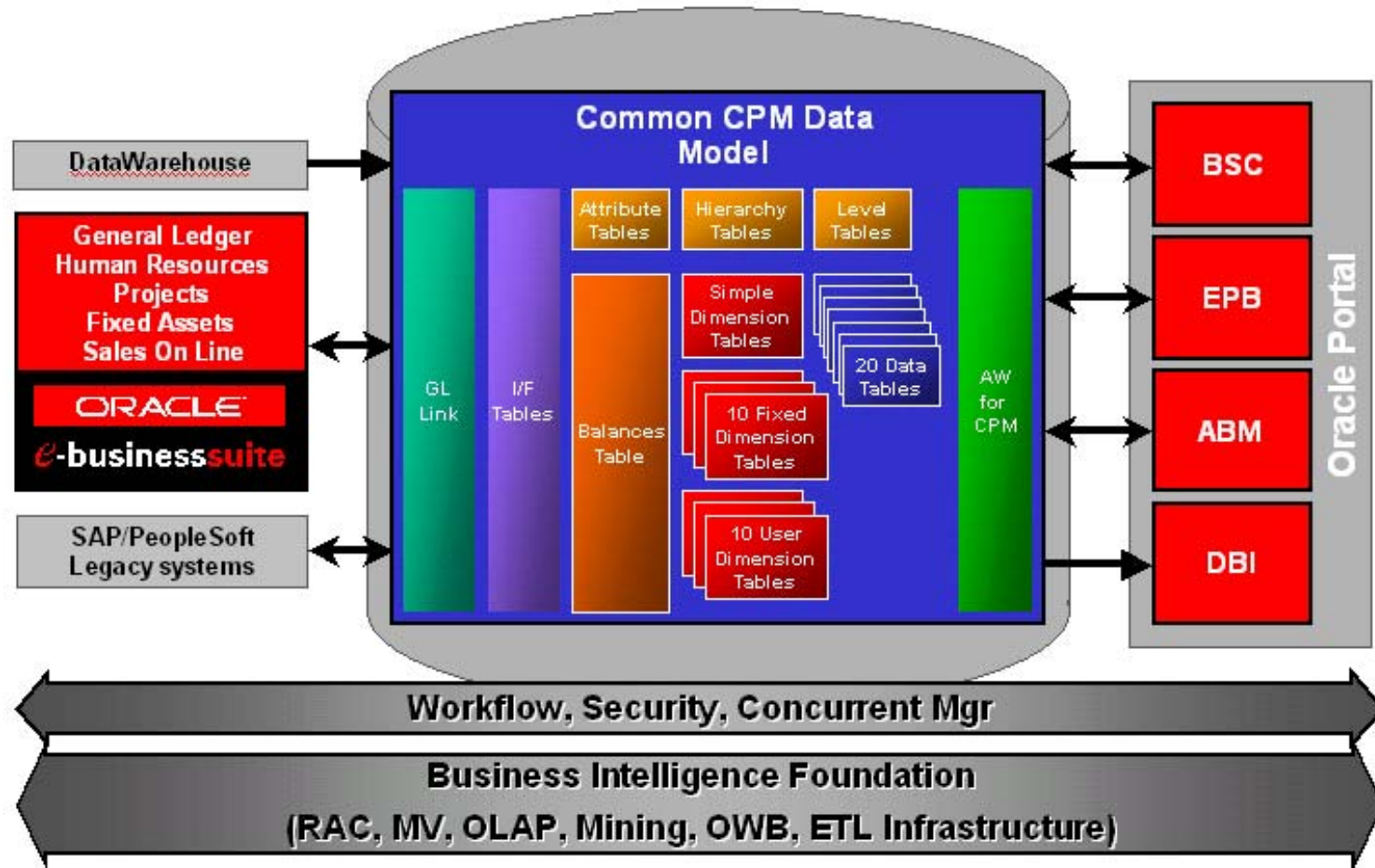
■ Oracle CPM solution 가

Real-time



DBI : Daily Business Intelligence

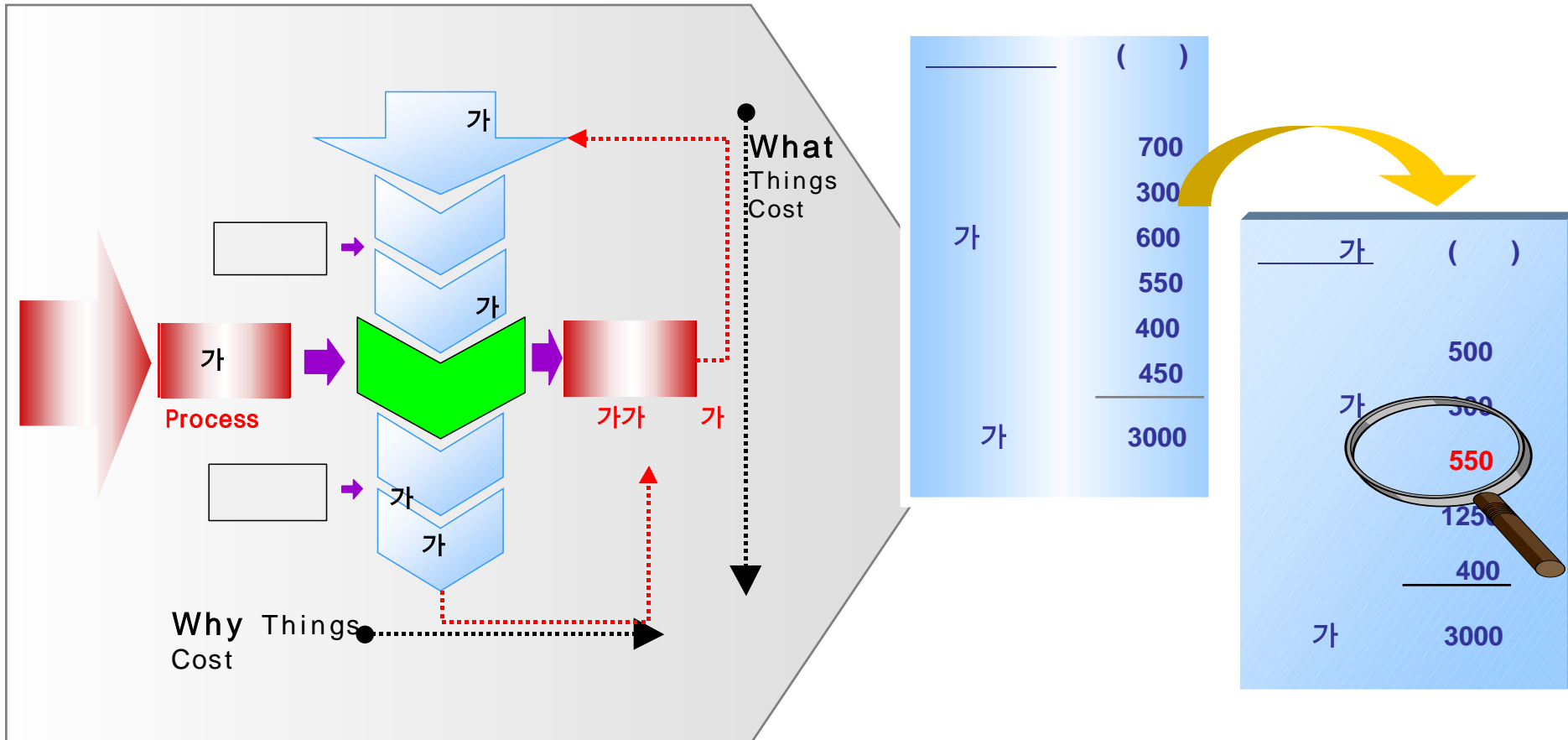
■ Oracle CPM solution Common Data Model



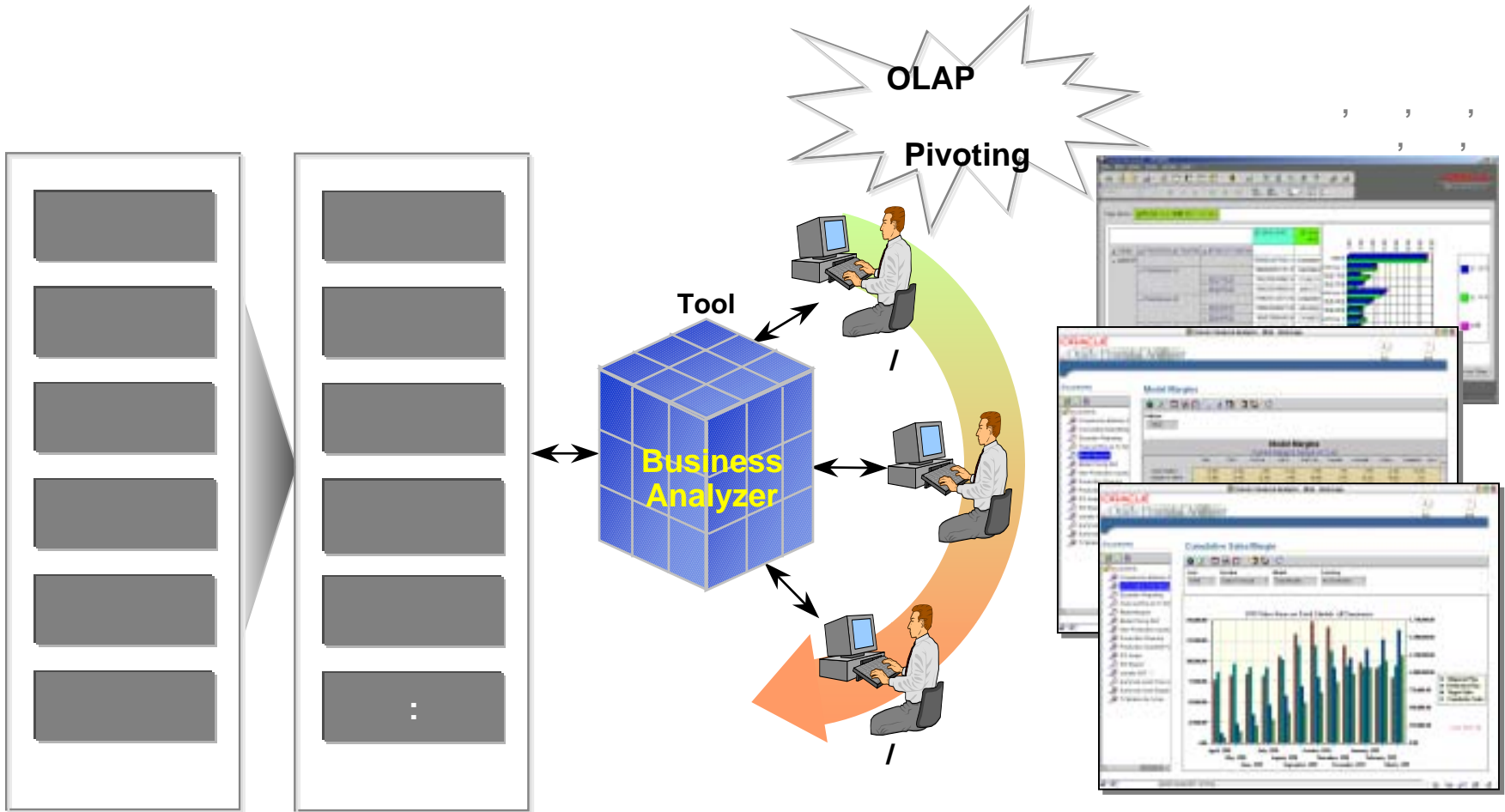
■ ABM

. ABM

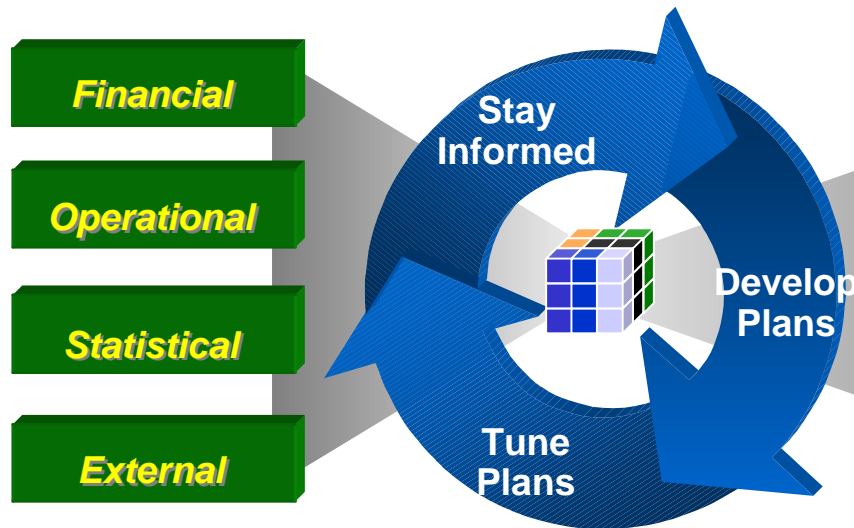
가



■ OFA

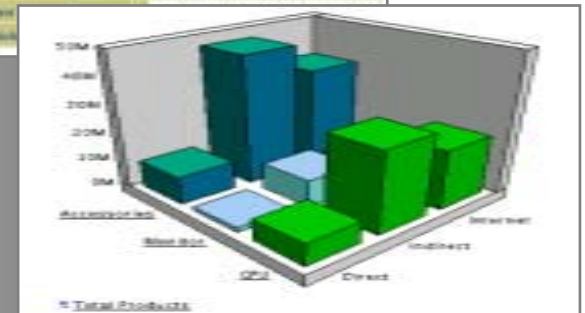


■ EPB OFA OSA application



Income Statement
Revenue and expenses from 2003 - 2005 covering all products and geographies for direct channel

Report Items	Product Dimension	Total Products		
		20-Year 2003	20-Year 2004	20-Year 2005
Net Sales		19,060,099	32,287,708	11,342,747
20-Year Total Revenue		496,254,091	496,136,002	
20-Year Total Cost of Sales and Service		179,900,019	308,436,000	300,200,619
20-Year Total Expenses		76,081,091	108,831,969	107,810,600
20-Year Total Profit				



Monitor | Business Processes | Dimension Information | Options

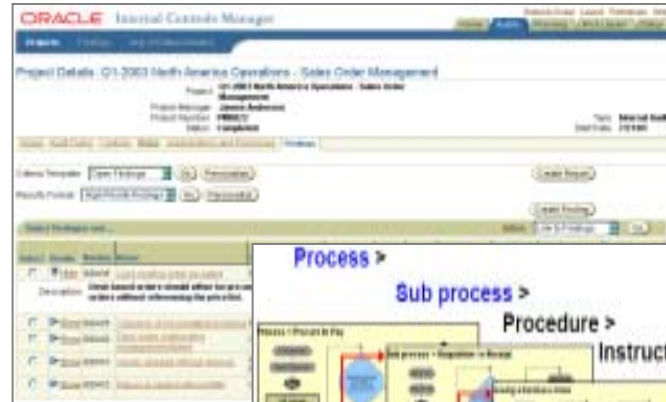
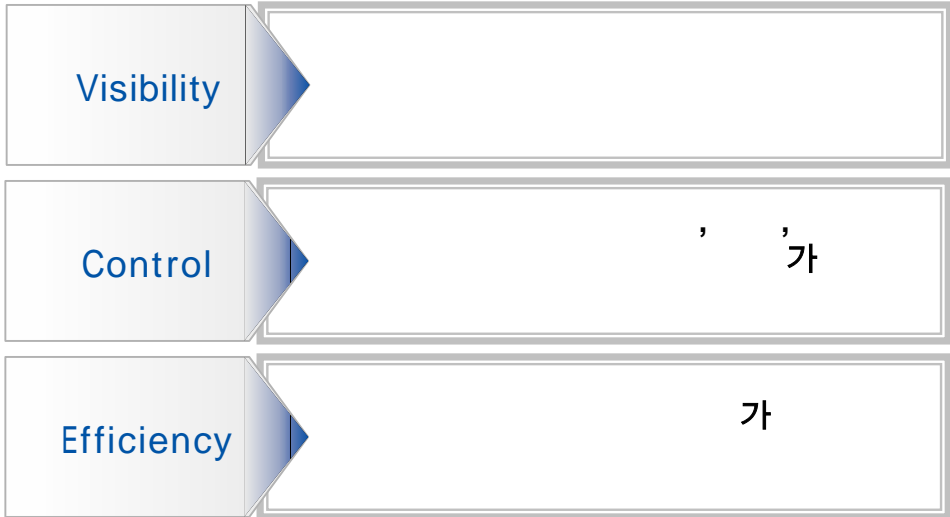
Status of Process Runs

View: All Process Runs | 0s | Personalize

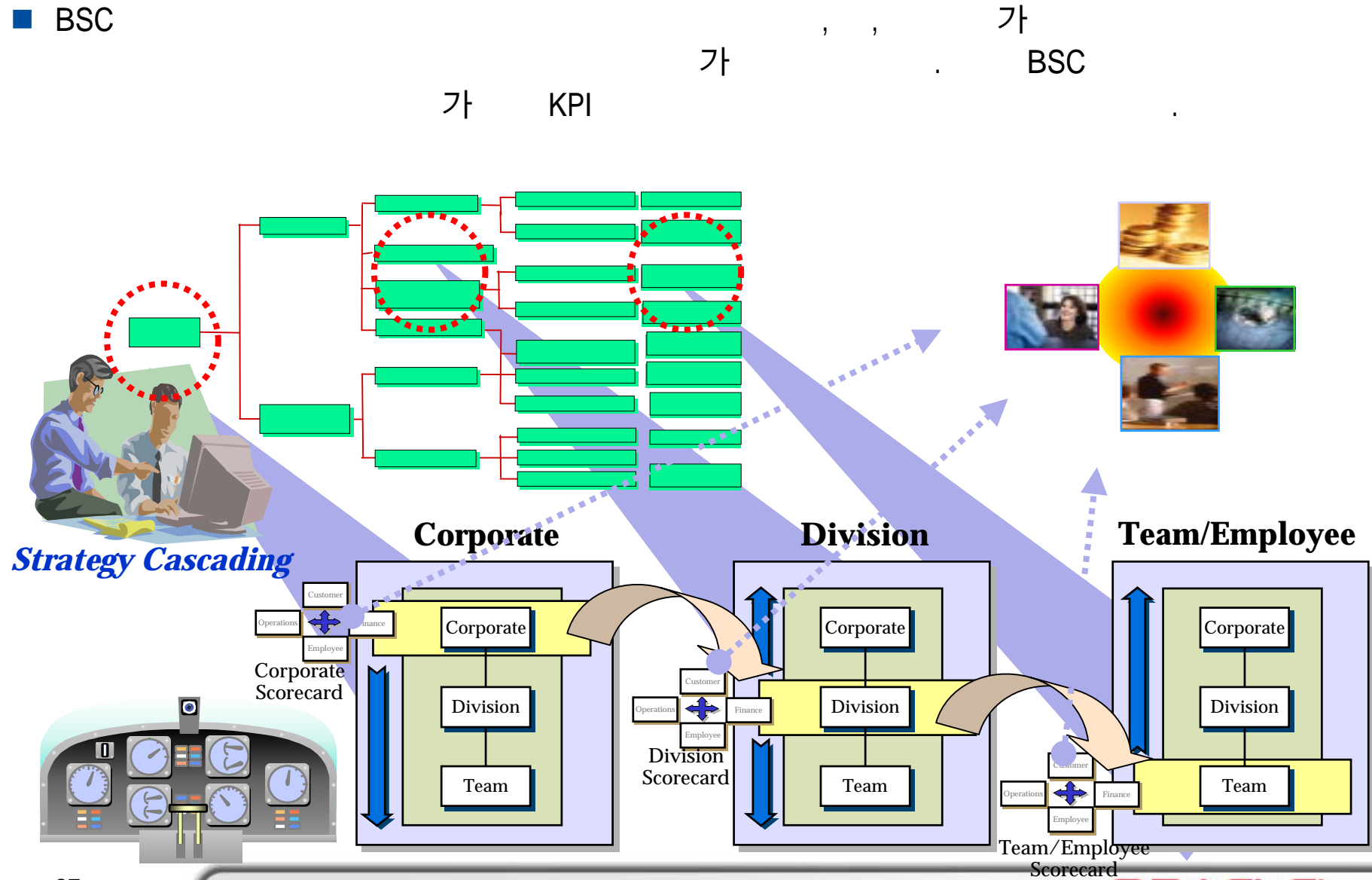
Select Process Run and ... | View Table | Pause | Resume | Process: 1-10 of 150 | Next 10

Select Process Run	Status	Business Process
Monthly Account Production, June 2003	✓	Monthly Account Production
Monthly Account Production, July 2003	⊗	Monthly Account Production
Month Rolling Forecast, June 2003	⊗	Month Rolling Forecast
Month Rolling Forecast, July 2003	⊗	Month Rolling Forecast
Annual Budget Process, 2003	⊗	Annual Budget Process
Annual Budget Process, 2003	⊗	Annual Budget Process
Annual Budget Process, 2004	⊗	Annual Budget Process

OICM

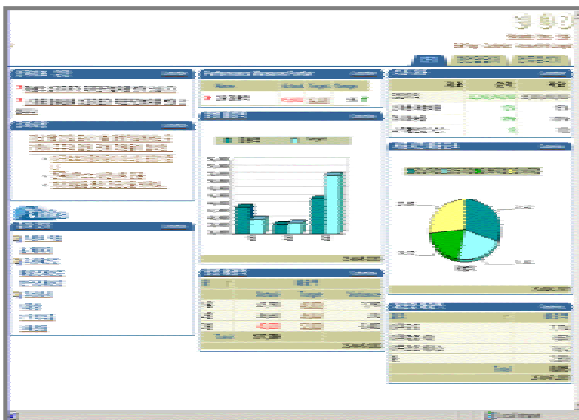
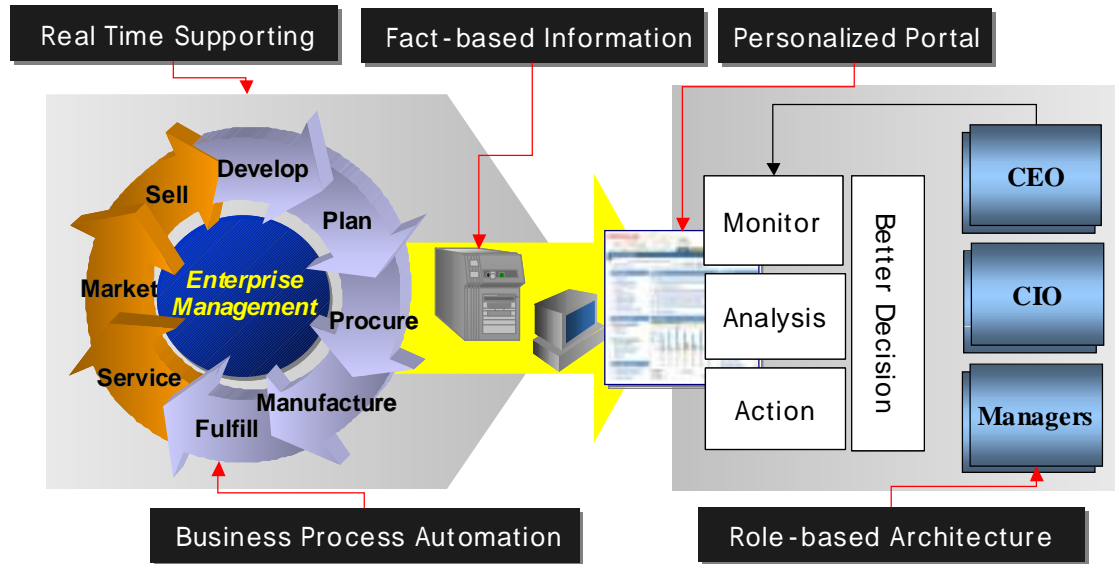


■ BSC



- DBI report

Role ERP pre-built drill-down page 가



BSC

가



ORACLE®