

HYPERION ESSBASE

KEY FEATURES AND BENEFITS

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- Move beyond silos of business intelligence and disconnected spreadsheets
- Real-time analysis of key customer data, finances and spending, and product profitability
- Cost-saving links to existing systems
- Speed-of-thought analysis for thousands of concurrent users
- Fast and easy development, deployment, and maintenance
- Robust security system

KEY BENEFITS

- Supports a large user-community across massive data sets
- Uses innovative, visual, easy-to-understand interfaces
- Facilitates understanding of customer segments and behavior patterns
- Enables rapid discovery of trends and highlights in large data sets
- Delivers rapid batch load and calculation times
- Supports highly dimensional models
- Leverages investments in legacy systems

Oracle's Hyperion Essbase – System 9 provides real-time analytic infrastructure for business intelligence and enterprise performance management (EPM) applications. Engineered for scalability, security, and rapid-response Hyperion Essbase brings analytics to the business user. Through an intuitive interface, business users can manipulate large data sets to model complex scenarios, forecast outcomes, and perform “what-if” analyses to identify trends and optimize business results. Together with other modules of the Oracle EPM system, Hyperion Essbase offers broad support for demanding business intelligence analytics requirements.

Rapidly Develop Custom Analytic and Enterprise Performance Management Applications

Can you link all your existing systems, preserve your current technology investments, and provide a deep, consolidated view into your business? Can you do it easily and reduce the costs to develop, deploy, and maintain the solution? With Hyperion Essbase, you can say yes to these questions. Hyperion Essbase gives your company the ability to analyze finances and spending, monitor customer churn and behavior, and document product profitability. Hyperion Essbase helps you gain rich insight into your business and move beyond silos of business intelligence and disconnected spreadsheets. Its deep analytic power lets you rapidly discover trends and highlights in large data sets and better understand customer segments and behavior patterns. You can also monitor customer profitability and lifetime value, merchandise planning, workforce performance, and capacity planning—all under the umbrella of reliable, robust security.

Richest User Experience

Hyperion Essbase brings analytics to the business user desktop. Through consistent, sub-second response times and an intuitive interface, users can interact with the data at the speed of thought without support from technical experts. The ability to “converse” with the data—understanding that an answer to one question leads to another—enables business users to better analyze the metrics that influence performance and make better, more informed decisions.

Hyperion Essbase provides robust plug-ins for standard desktop productivity applications so users can obtain meaningful insights that are easy to interpret and understand regardless of what application they are using. In addition, Hyperion Essbase is hot-pluggable across data sources so data from multiple sources can be aggregated into a single analytic view to better understand the business.

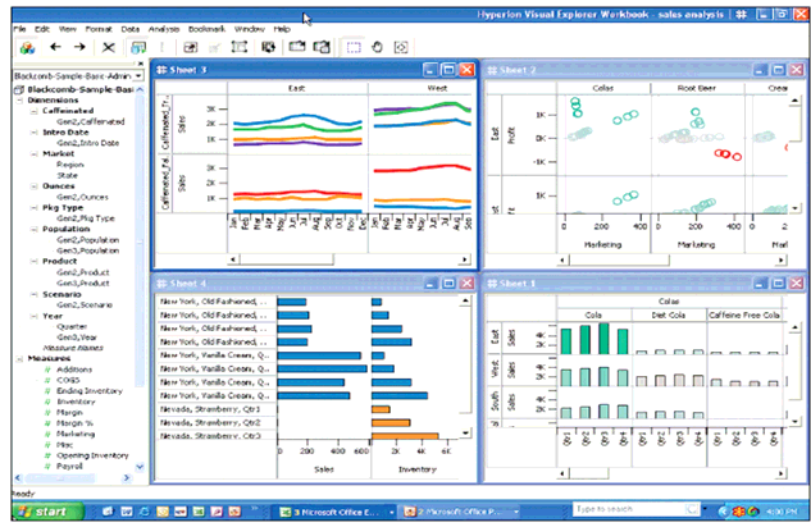


Figure 1: Best-in-class interfaces provide meaningful insights for business users

Most Highly Advanced Calculation Engine

At its core Hyperion Essbase contains a high performance calculation engine with over 350 pre-built, out-of-the-box functions. This comprehensive library enables Hyperion Essbase to scale from simple aggregations to complex, cross-dimensional allocations. Financial formulas of all types are included to support business model development. In addition, business rules can be created to manage complex calculation requirements using a spreadsheet-like syntax. Hyperion Essbase also has the sophistication to synthesize and derive new data and metrics that will extend the business user's knowledge of their business.

Best Custom Analytic Environment

Hyperion Essbase can be configured, deployed, and maintained by the line-of-business. With a dimensional approach that maps to the business and a graphical "outline" technology line-of-business users can build dimensions, hierarchies, metrics and scenarios. Authorized analysts can then manage this "metadata" and evolve the application as quickly as the business requires.

Hyperion Essbase utilizes a secured multi-user write-back mechanism to allow users to update their analytic application data. In addition, a powerful multidimensional optimizer enables rapid batch load times to meet Service Level Agreements and support trickle feed for real time performance management applications.

Access to Massive Data Sets

Hyperion Essbase delivers unmatched performance and large user community support across massive data sets. The multidimensional optimizer delivers rapid batch load and calculation times to support faster and more-frequent data refreshing in critical business intelligence applications. By providing up-to-the-minute, dependable information, Hyperion Essbase helps users make accurate decisions. In addition, the application enables detailed analysis with tens of millions of members.

Gain Rich Insight into Your Business Performance

Financial functions such as net present value, rate of return, and compound growth are important for translating strategic goals into operational plans, evaluating competing requests for capital expenditures, and tracking the effectiveness of capital investment decisions. Expense reporting involves tagging members that require expense computation and making all subsequent calculations part of future analyses. Time series algorithms track minimum, maximum, and average inventory levels. Statistics and data mining predict customer purchase behavior based on a variety of pricing and promotional strategies.

Microsoft Office Integration

Advanced Microsoft Office integration is provided so users can leverage Microsoft Excel, Word, PowerPoint, and Outlook as interactive access points to centralized analytic data. Support for advanced Office features such as Point of View and Smart Tags enhances end-user automation and productivity. Secure, multiuser write-back capabilities allow users to interactively create forecasts, budgets, and resource plans.

Discover Trends and Highlights in Large Data Sets

Hyperion Essbase allows even novice database users to rapidly discover trends and highlights in large data sets. Oracle's Hyperion Essbase Visual Explorer, a drag-and-drop visual analysis environment, provides a live visual window into large data sets. This innovative interface delivers easy, ad hoc navigation and analysis including automatic and continuous displays so business users can quickly access information.

Understand Customer Segments and Behavior Patterns

With the understanding of customer segments and behavior patterns that Hyperion Essbase delivers, you can direct your advertising, marketing, and customer loyalty program dollars more effectively. Clustering, attributes, and set analysis allow you to create value segments, assess customer affinity to a particular message or product, and determine communication channels for campaigns into different segments.

Enable Thousands of Simultaneous Users

In less than a second, Hyperion Essbase can deliver sophisticated analysis of terabytes of data for thousands of simultaneous users. High-speed analysis allows business users speed-of-thought responsiveness to manage performance in real time.

User scalability features such as caching, multithreading, partitioning, and cross-platform support enable IT professionals to use fewer servers to support many analytic applications and large user communities. Supporting 64-bit architectures, Hyperion Essbase enables larger analytical models and shorter calculation times, extends the potential size of analytic applications, and increases the number of concurrent users and analytic applications available. In addition, its n-tier architecture provides connection pooling, load balancing, and automatic failover so IT employees meet service-level requirements. With its High Availability Services feature, Hyperion Essbase delivers distribution of processing across multiple physical servers to increase application availability.

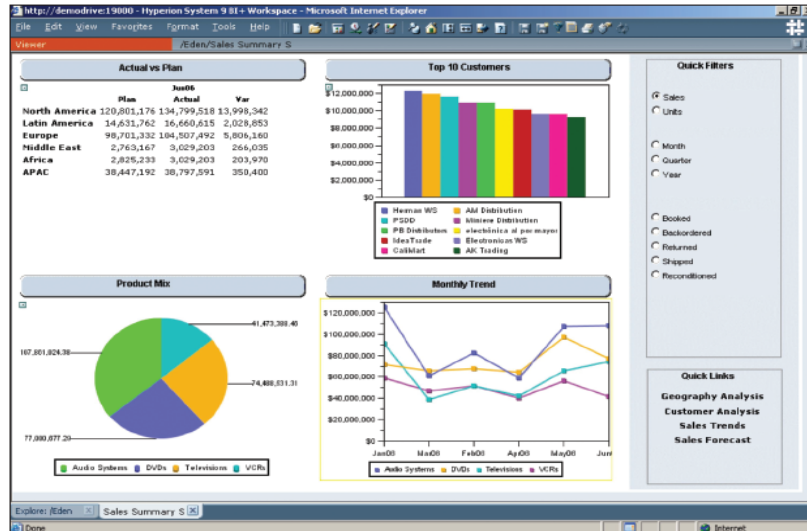


Figure 2: By providing highly detailed information about the business, Hyperion Essbase delivers insights to help managers make better-informed decisions.

Rely on Robust Security

Hyperion Essbase leverages the Hyperion platform’s common authentication system to reduce the administrative and maintenance costs of integrating with Lightweight Directory Access Protocol, multiservice access devices, and Microsoft NT LAN Manager authentication systems. The authentication system offers control of user access to the individual cell level while group and role-based security models allow users to access needed information while supporting access control requirements.

Reduce Development, Deployment, and Maintenance Costs

Manageability features within Hyperion Essbase drive down IT costs. These features include packaged business product management applications; J2EE; .NET development tools; certified enterprise resource planning/customer relationship management application integration adapters; administrative wizards; automated maintenance scripts; Unicode support; and reusable dimensions, hierarchies, and business rules. The open architecture also lowers costs to develop, deploy, and maintain by leveraging existing IT skill sets.

Manage Applications from a Single Platform

Hyperion Essbase leverages Hyperion Foundation Services to provide a common platform of services upon which companies can create, deploy, and manage EPM applications in one place. The service components included with Hyperion Essbase are Oracle’s Hyperion Workspace, Hyperion SmartView for Office, and Hyperion Shared Services; these components are responsible for user management, single sign-on, shared security, and authentication. Hyperion Essbase also includes the

