

ORACLE CRYSTAL BALL ENTERPRISE PERFORMANCE MANAGEMENT

A powerful set of spreadsheet-based tools, Crystal Ball software lets you forecast your business data and turn your financial and operational models, be they in Excel, Essbase, Planning or Strategic Finance, into dynamic risk analysis applications.

KEY FEATURES

- **Simulate against any math engine:** Run Crystal Ball Monte Carlo simulations in Excel, Essbase or Strategic Finance.
- **Monte Carlo simulation.** Quickly assign ranges of values to your inputs, then forecast outputs and their probabilities.
- **Stochastic Optimization.** Automatically search for your optimal solution while still accounting for uncertainty.
- **CB Predictor.** Analyze historical data with time-series analysis and regression.
- **Sensitivity analysis.** Determine which inputs drive uncertainty and use this information to mitigate risk.
- **Integration with Oracle Enterprise Performance Management Workspace.** Safely share your Crystal Ball models and analysis across your enterprise.

Oracle's Crystal Ball improves your strategic planning by enabling you to use the tools of forecasting, simulation, and optimization for uncertainty management. Now, with Oracle Crystal Ball Enterprise Performance Management, you can apply the power of Crystal Ball to your Oracle Enterprise Performance Management (EPM) and Business Intelligence (BI) applications. You can use historical data from your EPM applications to model your risks and predict success. You can run Monte Carlo simulations on business rules either in Excel, Essbase, Strategic Finance or Oracle® Hyperion Planning (Planning) to calculate certainty measures and a wealth of risk statistics. And you can share your Crystal Ball workbooks and analyses across the enterprise.

The Benefits of Crystal Ball for Risk Analysis

Oracle Crystal Ball is the leading spreadsheet-based software suite for risk reporting, predictive modeling, forecasting, simulation, and optimization. Used by 85 percent of the Fortune 500, Crystal Ball gives you unparalleled insight into the critical factors affecting risk, and calculates the likelihood that you will reach your objectives. With Crystal Ball, you will make the right tactical decisions to move you toward your strategic goals and gain a competitive edge under even the most uncertain market conditions.

Most data analysis tools lack the functionality, capacity, and power to do the necessary “what if” analyses required for successful uncertainty analysis and risk reporting. Other tools that do include manual or time-consuming “what if” scenarios do not indicate a probability of occurrence or likelihood of success of any one particular scenario. Nor can they directly divulge the key drivers of risk.

By extending the analytical power of spreadsheets and defining variable inputs in terms of realistic ranges of possible values, Crystal Ball helps you to quickly calculate all possible outcomes and record the results for analysis and reporting. And with the insights you gain from these simulations, you can pinpoint which factors are most likely to help you succeed in the near and long term.

To truly account for risk, you must have a better tool for business forecasting—one that helps you prepare for the unknown and enables you to make better decisions based on a solid understanding of the variables that will have the greatest impact on your business. This solution must be capable of performing

complex risk and uncertainty analyses and integrate across a broad range of applications. Crystal Ball Enterprise Performance Management is that tool.

KEY BENEFITS

- Think in ranges and get the full picture in the face of an uncertain future
- Improve the quality and accuracy of critical financial and operational forecasts
- Identify optimal solutions (accounting for variation and constraints)
- Extend the power of Crystal Ball into your workflow in Oracle Enterprise Performance Management Workspace
- Communicate your risks. Share your findings through graphs, charts, and reports to support decisions

Enterprise Performance Management and Crystal Ball

Every organization has management processes and multiple systems to support them but these systems are often disconnected. Thousands of spreadsheets are necessary to arrive at an annual budget. Financial consolidation lives in total isolation from the rest of the organization. Operational reports cannot be linked to strategic objectives. Process disconnects like these lead to errors, lengthy cycles, and high management costs.

An enterprise performance management (EPM) system brings the management processes under a single umbrella, connecting financial and operational decisions and activities with transactional systems to form a comprehensive management picture. EPM consists of all methodologies, systems, metrics, and structures to support the management processes and provides all key stakeholders with relevant, actionable insight. EPM drives the realization of the goals of all of an organization's stakeholders, leading to sustained success.

In the past it was difficult to bridge the gap between your EPM data and your business and management forecasting models. These business models usually reside in Excel spreadsheets and are isolated from your EPM systems. Crystal Ball Enterprise Performance Management closes this "analysis gap" and lets you use your existing EPM data to manage uncertainty and create powerful forward-looking business forecasts. Crystal Ball Enterprise Performance Management was created for the EPM decision-maker who wants to forecast the future in addition to analyzing the past.

Account For the Risk in Your Plans

The applications you use, be they Planning, Essbase, Strategic Finance or even Excel, calculate the numbers – the key metrics – that you need to run your business. With Crystal Ball EPM, you can calculate the risk inherent in those key metrics, by running Monte Carlo simulations directly on those applications, without having to recreate any business rules in Excel.

Crystal Ball in Oracle Enterprise Performance Management Workspace (Workspace)

Oracle Enterprise Performance Management Workspace (Workspace) software is a modular business intelligence platform that provides management reporting, query, and analysis capabilities for a wide variety of data sources in a single coordinated environment. Workspace is a zero-footprint client that provides the user interface for viewing and interacting with content created using Oracle's

performance management applications and Oracle business intelligence products.

Crystal Ball Enterprise Performance Management places Crystal Ball squarely in your workflow in Workspace. With Crystal Ball, you can create or modify your business models in Excel through Workspace just as you would in your desktop version of Excel. Using the Connection Manager of Oracle Hyperion Smart View for Office, you can store Crystal Ball EPM models in a central repository that can be viewed and shared by others.

With Smart View, you can access data from a variety of Oracle EPM products, such as Oracle® Essbase (Essbase) and Oracle® Hyperion Planning (Planning), and bring that data into Microsoft Excel for further analysis. This EPM data can either be examined independently using the forecasting tools of Crystal Ball or linked into existing Crystal Ball simulation and optimization models. The results of your Crystal Ball analysis can then be sent back to the EPM application, thus completing the forecasting and analysis cycle.

Adding Crystal Ball Decision Optimizer to Your Analysis

Crystal Ball Decision Optimizer adds optimization and substantial processing speed to the power of Monte Carlo simulation. With Decision Optimizer, you can automatically search for your optimal solution to business, finance, and operational spreadsheet models.

Crystal Ball Decision Optimizer is easy to use—a wizard guides you through the process of specifying your objectives and defining your constraints and requirements. Once the optimization parameters are defined, Decision Optimizer quickly pinpoints the best, or optimal, solution and transfers this to your spreadsheet model.

Learning How to Use Crystal Ball

Crystal Ball Enterprise Performance Management has been developed with a wide range of spreadsheet uses and users in mind and so is easy to learn and use—you don't need advanced statistical or computer knowledge. All you need is a basic working knowledge of your personal computer and the ability to create a spreadsheet model. Most users are able to run their first simulation within minutes of installing the software! Crystal Ball comes with electronic manuals, tutorials, and examples.

For those who prefer to attend training, you can learn how to thoroughly apply simulation, risk analysis, stochastic optimization, and Crystal Ball analysis tools in one to two days' time. Simply attend a public training course or create a customized onsite course using Oracle Certified Trainers through Oracle University. For more information on this option, please visit <http://education.oracle.com>.

Contact Us

For more information about [insert product name], visit oracle.com or call +1.800.633.0947 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together