How to Effectively Plan and Forecast using Hyperion Planning and Eliminate the Spreadsheet Based Application

April 30, 2013
<table>
<thead>
<tr>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome and Introductions</td>
</tr>
<tr>
<td>Oracle EPM and Emtec EPM Practice</td>
</tr>
<tr>
<td>Budgeting and Planning Today and The Issues</td>
</tr>
<tr>
<td>Evaluating the Process and Qualities of an Application</td>
</tr>
<tr>
<td>Hyperion Planning Introduction, Functionality and Value</td>
</tr>
<tr>
<td>Implementation Sample - Time and Resources</td>
</tr>
<tr>
<td>Customer Successes and the Common Theme</td>
</tr>
<tr>
<td>Questions (and Answers)</td>
</tr>
</tbody>
</table>
Introductions

Len Romano – Senior EPM Specialist, Emtec

- 20+ years of EPM experience
- 13+ Years as Solution Consultant & Partner Manager with Hyperion/Oracle
- Deep background in planning and financial business processes
- Former administrator/user of Hyperion products
**Emtec… ‘Big enough to do the work, small enough to care’**

<table>
<thead>
<tr>
<th><strong>EMTEC THE COMPANY</strong></th>
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<tr>
<td>• Serving clients for over 46 years</td>
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<td>• 14 locations, including 8 development centers</td>
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<td>• Over 1,000 full-time professionals</td>
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<td>• Voted One of the Top 100 Places to Work by Cranes Chicago in 2012</td>
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<td>• Our consultants have an average of 14 years of experience. Nearly 45% have advanced certifications</td>
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<td>• 73% of our PMs, Architects &amp; Consultants worked at Tier 1 consultancies in a previous life</td>
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<td>• $255M IT Services Provider</td>
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<td>• Regularly compete &amp; win against larger IT service providers</td>
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<thead>
<tr>
<th><strong>EMTEC SERVICES AT A GLANCE</strong></th>
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<tr>
<td>• Emtec has completed more than 1,100 Package Application engagements, including:</td>
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<td>- 200+ Oracle clients with more than 415 engagements</td>
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<td>- 206 EPM / Hyperion &amp; OBIEE clients and 323 engagements</td>
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<td>- 186 Microsoft Dynamics and more than 255 projects</td>
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<td>• Emtec is a premier provider of SaaS and Emerging technologies consulting, including 51 Salesforce Clients with more than 75 engagements, Including Sales Cloud, Service Cloud and Custom Cloud</td>
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<td>• Emtec has performed more than 6.3M hours of application development and maintenance work ranging from Business Analysis to Product Development</td>
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<td>• Emtec has served more than 565 Infrastructure services clients where we have:</td>
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<tr>
<td>- Deployed more than 1.85M servers, personal computers, tablets and mobile devices</td>
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<td>- Installed or provided more than 925 exabytes of storage (That’s a whole lot…)</td>
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<td>- Triaged more than 30,000 L1 support incidents</td>
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<td>- Implemented service management solutions for more than 125 clients</td>
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<th><strong>EMTEC AROUND THE WORLD</strong></th>
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<td><strong>US Locations</strong></td>
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<tr>
<td>• Radnor, PA (HQ)</td>
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<td>• Atlanta, GA</td>
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<td>• Chicago, IL</td>
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<td>• Dayton, Ohio</td>
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<td>• Freemont, CA</td>
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<td>• Jacksonville, CA</td>
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<td>• Herndon, VA</td>
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<td>• Minneapolis, MN</td>
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<td>• Springfield, NJ</td>
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<td>• St. Louis, MO</td>
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<td><strong>Global Offices</strong></td>
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<tr>
<td>• Toronto, Canada</td>
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<td>• Ottawa, Canada</td>
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<tr>
<td>• Pune, India</td>
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<td>• Bangalore, India</td>
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Emtec’s five practice areas offer focused solutions to help our clients solve complex business & IT challenges.

From up-front strategy & consulting all the way to application, infrastructure & procurement services, Emtec’s 1,000 professionals are what makes us special, and we invite you to see the difference for yourself.

<table>
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<tr>
<th>Consulting Services</th>
<th>Package Application Services (PAS)</th>
<th>Cloud Technologies</th>
<th>Application Development &amp; Management Services (ADMS)</th>
<th>Infrastructure Services</th>
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<td>IT Process Improvement</td>
<td>SWAT team of 45 highly skilled Strategists, Architects and Consultants - 10 years of experience and more than 75 projects</td>
<td>180 Specialists, including Project Managers, Architects, Consultants and Analysts - More than 300 ERP &amp; CRM projects completed - Expert team of Big Data, business intelligence and analytics professionals</td>
<td>Specialized team of 25 Strategists, Project Managers, Architects, and Consultants - Global workforce of nearly 750 associates (approximately 250 associates based in North America) - Provided more than 6.3M hours of application development and maintenance services. - Special expertise in Business Analysis and Testing (among other things)</td>
<td>More than 100 associates providing data center, compute, network and storage related services - Value Add Reseller providing full device lifecycle management services for more than 30 years - IT Service Mgmt. BU having supported more than 70 distinct clients</td>
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<td>IT Performance and Governance</td>
<td>Information Management: - Big Data - Business Intelligence - Analytics - Mobility Solutions - Program and Project Management</td>
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<tr>
<td>Mobility Solutions</td>
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<td>Program and Project Management</td>
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<tr>
<td>More than 90% certified</td>
<td>62 Customers &amp; 112 engagements</td>
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Oracle Performance Management

Strategic Planning
- Set Strategic Objectives
- Treasury Strategies
- Corporate Development
- Long-Term Planning

Planning and Budgeting
- Cascade Targets
- Forecasting
- Allocate Resources
- Detailed Budgeting

Financial Close Process
- Data Cleansing
- Consolidate
- Internal Reporting & Analysis
- External Reporting & Compliance

Cost and Profitability Management
- Define Costing Methods
- Report & Analyze
- Perform Allocations
- Define Cost Drivers

Master Data Business Rules Metrics/KPIs Targets, Plans & Actuals
The Most EPM Experience = The Right Partner

Hyperion Certified:
Planning
HFM
Essbase

- One of the premier full-service EPM strategic implementation firms...
- Providing value-add Managed Services such as Business Process Assessments, Product Roadmap Strategies, Technology Evaluations, Staff Augmentation, etc.
- A Six Step Implementation Methodology to insure Success: Analysis, Design & Planning, Build Phase, Test Phase, Roll-Out Phase & Post Implementation Support & Review
- Serving Fortune 1000 companies & large scale, enterprise-wide implementations as well as Mid-Market organizations
- Deep knowledge and expertise with finance business processes and delivering focused EPM solutions

Financial Consolidation
- Design & Implementation
- Financial Management (HFM)
- Financial Reporting & Analysis
- Financial Data Quality Management (FDQM)
- Disclosure Management
- Financial Close Module
- Financial Account Reconciliation
- HE to HFM Migrations

Budget, Planning & Forecasting
- Design & Implementation
- Hyperion Planning
- Planning, Budgeting & Forecasting
  - Workforce Planning, Project
  - Financial Planning & Capital Asset Planning
- Financial Data Quality Management (FDQM)
- Oracle Data Integration (ODI)

Essbase Custom Applications
- Design & Implementation
- Specific Application Build
- Profitability Analysis
- Sales and Expense Analysis
- Marketing Analysis
- Customer Analysis
- Other Custom Applications
  - Essbase Analytics Link (EAL)

Business Intelligence
- Oracle Business Intelligence Enterprise Edition (OBIEE)
- BI Foundation Suite (BIFS)
- Oracle BI Applications
- Oracle Database Relationship Management (DRM)
- Mobile Delivery

Reporting and Analysis

Infrastructure Services
Primary Budgeting, Planning and Forecasting Tool Today
A Planning Process Leveraging the Spreadsheet

**FP&A receives high level targets from Mgmt for Sales & EBITDA**

**Function level target file is created in Excel**
- **Actual & Forecast**
- Mgmt or FP&A

**Payroll data is received from CWS and loaded into Hyperion (FP&A planning)**

**Updated Excel files are sent back to FP&A**

**Dept Mgrs manually update the file — changes to Salary, bonus, etc.**

**FP&A will key in new positions, camp changes into Hyperion (FP&A planning)**

**Begin building new forecast SOGA (Dept level)**

**FP&A and CWS will review and make final corrections — manual input into Hyperion (FP&A planning)**

**Use historical trend data to build new-payroll SG&A in Excel**

**These Excel files are distributed to Dept Mgrs**

**Dept Mgrs review excel and send it back to FP&A**

**FP&A keys in the numbers into Hyperion (CDWPHan)**

**Function level exec present their plans to FP&A**

**FP&A will key in changes into Hyperion (CDWPHan)**

**Dept Mgrs review excel and send it back to FP&A**

**Payroll data is downloaded into Excel**

**Function level exec present their plans to FP&A**

**FP&A receives different excel pulls for function level & distributes to Function Exec**

**Final adjustments are made to the Plan & FP&A prepares EC presentation**

**Plan is either finalized or advised to make changes**

**Function level exec and FP&A will work together to finalize the plan**

**All function backbone and sales targets are finalized**

**Data inputs from Partners (Treasury, Accounting, Tax, AR, etc)**

**BOD docs are ready for presentation (based on Excel models)**

**Plan growth rates are either approved or changes are requested**

**Revised reports are created showing the changes**

**FP&A waits until the year end and resists non-payroll SOGA and adjust accordingly**

**FP&A works with the IT to load the plan data into PeopleSoft**

**FP&A Finalizes excel based 3 statement model**

**FP&A prepares payroll, SG&A exp targets in excel (function level)**

**FP&A Finalizes excel based 3 statement model**

**Function level exec and FP&A will work together to finalize the plan**

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Common Challenges of Planning Processes

- Processes Take Too Long / Require Too Many Resources
- Processes Are Not Defined and Consistent
- Excel Worksheets May Not Be Reliable and are Difficult to Maintain
- “Roll Up” or Aggregation of the Budget Difficult to Perform
- No Audit Trail (Calculations, Data, Allocations) or Controls/Compliance
- Inability of Planners to Get the Necessary Analytical Information Used in the Process
- Difficult and Timely to Administer the Process
- Obsolete Before Completed and Rolled Out
- Errors have significant impact on organizations
Evaluating the Planning and Forecasting Process

The “Planning Process” is a term used broadly for any forecast process including annual plan, quarterly assessment, monthly forecast, etc.

- **Planning Effectiveness**
  - How well the organization can predict future results
  - Understanding the key drivers and parameters that create budget values

- **Planning Efficiency**
  - Effort required to create a plan
  - Ability to quickly adapt to new forecast processes or parameters

- **Planning Control**
  - Clear roles and responsibilities of planning process
  - Communicate of key assumptions, budgeting calendar
  - Ability to easily determine budget status
Qualities of a Successful Planning Application

- Sophisticated calculation capabilities
- Easy to Use front-end/data entry (web or spreadsheet)
- Integration to Microsoft Office
- Open technology to incorporate multiple data sources
- Slice and dice capabilities for analysis
- Fast performance (calculations, reports, queries)
- Robust reporting capabilities
- End-user maintenance capabilities
- Flexes with organizational change
- Low maintenance
  - Upgrades
  - Planning cycle setup
  - Data structure changes
The Solution - Oracle Hyperion Planning

- Scalable web infrastructure
  - Data input - Web or Excel

- Planning Platform
  - Enterprise Flexibility

- Improved Planning/Forecasting Process
  - Event/Market Based
  - Faster Cycles
  - Better Accuracy
  - Ability to Forecast Frequently

- Version Control/What-If/Process Management

- Essbase - Market Leading and Award Winning Analytical Platform
  - Powerful Reporting and Analysis
  - More Time for Analysis

- Special-purpose planning modules for fast deployment
  - Workforce Planning/Project Financial Planning/CapEx Planning
What is Essbase?

It’s a Multidimensional Database

- Organized by Hierarchies
  - Each Dimension is an Analysis Category
  - Define the Data being Organized and the Drill in Path from Summary to Detail Information
  - Provide Consistent Data Definitions and Metric Calculations
  - Reduce Application Maintenance

- Optimized for query and calculation performance

- Low Learning Curve
  - No need to learn special query languages or data structures
A View of Hyperion Planning

Hyperion Planning
presented by
Len Romano
Emtec
Guide Users Through Budget Process
Fast Adoption and Increased Accuracy

- Budget wizard to guide planners
- Include instructions
- Set due dates
- Alerts and progress monitoring
- Send email reminders
- Report on budget status
Intuitive Web Interface for Wide Deployment

[Image of a web interface with tables and figures]

- Marketing
  - Advertising Plan by Segment
  - Order Rates by Market
- Operations
  - Capital Investment
  - Review Capital Spending
  - Review Existing Assets
- Human Resources
  - Add New Hires
  - Add New Hire Expenses
  - Review Compensation
- Sales
  - Review Guidelines
  - Review Revenue Plan
  - Operating Expenses
  - Review Financial Statements
- Purchasing
  - 6 Allocations

-[Oracle Logo]

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Data Entry Forms are Centrally Maintained and Consistent Across Web and Excel

- Form layout
- Display options
- Form contents
- Access permissions
- Business rules
Process Management and Workflow
Integrated Reporting and Analysis
Quick Insight into Budget Status and Variances

- Sophisticated ad-hoc analysis
- Production quality financial statements reporting
- Easy and quick to build reports
- Leverage report template repository across entire organization
- On demand, real-time or batch reporting
- Automatically apply budget model changes
The Impact of Oracle Hyperion Planning on the Process

- **Planning & Forecasting Effectiveness**
  - Greater “What-If?” Flexibility
  - True versioning control
  - Greater information transparency, integrity and reliability

- **Planning & Forecasting Efficiency**
  - Elimination of hand-offs, re-keying of data and multiple Excel processes
  - Fast, easy-to-use and greater analysis capabilities for planning and forecasting analysis
  - Flexible User defined capabilities (seasonality, trending, cost drivers)

- **Planning & Forecasting Control**
  - Business ownership of the deliverable
  - Planning documentation – textual commentary
  - Robust Security and Audit capabilities
  - Centralized system maintenance
The Time to Planning Excellence - Sample Timeline in Weeks

- Design
- Installation
- Application Build
- Test
- Training/Deploy
The Team to Planning Excellence - Sample Resource Requirement

- **2 Planning Consultants**
- **Infrastructure Specialist**
- Finance subject matter experts
- Other IT Resources

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Improved Visibility and Analysis with Hyperion Planning

Charter Manufacturing, a privately held firm providing quality steel and steel components since 1936, is comprised of 3 business units. Charter Steel supplies carbon and alloy steel bar, rod and wire products. The company has locations in the US, UK, Canada and China.

**Before**
- Excel based models for Budgeting and Monthly Forecasting
- Consolidation of Budgeting and Forecasting data worldwide was very difficult and time consuming
- No centralized workforce planning process.
- Inconsistent reporting and analysis across the organization
- Limited capital expense modeling
- Minimal linkage between type of steel produced/sold & associated costs

**After**
- Single comprehensive platform for Planning, Forecasting and Reporting
- Integration of Workforce Planning and Capital Budgeting
- Eliminated Excel based planning models
- Improved process efficiencies allows more time for Analysis
- Provided a driver based process that tightly links product linked sales/production and costs
- Improved data integrity, consistency and transparency
## Improving Standardization and Efficiencies with Hyperion Planning

Morningstar is a leading provider of independent investment research in the US and major international markets. The company offers an extensive line of Internet, software, and print-based products and services for individuals, financial advisors, and institutions.

### Before
- Multiple Excel based models for Planning, Forecasting and Performance Calculations
- Inability to incorporate user comments and assumptions into models
- Inconsistent calculations and allocations processes
- No versioning and workflow approval process
- Limited what-if capabilities
- Need for consistent Balance Sheet and Cash Flow process

### After
- Single comprehensive platform for Planning, Forecasting and Reporting
- Eliminated Excel based planning models
- Improved process efficiencies allows more time for Analysis
- Standardization of calculations across the enterprise
- Linked Balance Sheet and Cash Flow process
- Improved data integrity, consistency and transparency
- Visibility to user assumptions
Emtec’s Hyperion Planning Program

½ Day On-Site Planning Evaluation

Includes: Presentation of Hyperion Planning Application
Meeting with Planning Subject Matter Experts to:
1) Understand current process
2) Determine future state requirements
3) Agree to timeline for a detailed assessment of Budgeting, Planning, Forecasting Processes, Data Flow, Planning Reporting Requirements and other related process information and detail
6th Annual
Oracle Hyperion Performance Management & Business Analytics
Networking Event at Medinah Country Club

Attend this exclusive event and you will:
• Learn about the analytic transformations organizations are undertaking by leveraging unstructured 'big data' to drive business improvement and decision-making power featuring Rich Clayton, Vice President of Global Market Development at Oracle
• Hear Oracle Hyperion and PeopleSoft Customer Success Stories
• Learn how to leverage the breadth of the Oracle portfolio via five educational tracks, featuring experts from Oracle and leading partner, Emtec.

Wednesday, May 8, 2013 – Medinah Country Club (Chicago)
8:00 a.m. - 1:00 p.m.  Breakfast, sessions & networking
1:00 p.m. - 3:00 p.m. (optional) lunch, networking & demos

Register today!
http://www.emtecing.com/events

Questions? Contact Erica Archer at erica.archer@emtecing.com or 312-216-4911.
Hyperion Planning Program

• Next Steps

For more information regarding Hyperion Planning please contact Erica Archer @ erica.archer@emtecinc.com or 312-216-4911.

• Questions and Answers
THANK YOU FOR YOUR TIME

Please visit us online at www.emtecin.com