

Oracle Finance & Technology Summit

September 4, 2014

Medinah Country Club

Craig S. Barrow

Vice President, Global EPM Market Development

Enterprise

Performance Management



2014
TOP TRENDS

Enterprise Performance Management Top Trends for 2014

Introduction

What are the most compelling developments in big data, analytics, mobile technology, and cloud computing that motivate Finance leaders to undertake new technology initiatives?

Oracle surveyed hundreds of decision makers to learn more about their EPM plans for 2014—both within the Oracle customer base and the industry at large.

From this extensive data set we compiled the following views and outlook—along with a bit of advice.



EPM Cloud Strategies Gain Altitude

Analysts Predict Public Cloud to Surpass \$100B

Concerns about security and data confidentiality have gradually subsided over the last couple of years, with three quarters of the companies we surveyed saying that they are currently using or will consider deploying EPM in the cloud.



PLANNING
BUDGETING
FORECASTING



MANAGEMENT
REPORTING



FINANCIAL
REPORTING &
CONSOLIDATION

Don't Leave Mobile Behind

Mobile Technology is Pervasive and Convenient



What began with simple information delivery is expanding to include workflow and approvals.

The number of companies that have no mobile EPM apps will fall from 66 percent to 26 percent in 2014. Meanwhile, the number of companies that plan to add mobility to at least half of their EPM processes will increase ten-fold.

Big Data is the New Signal for Finance

Data Explosion Represents Opportunity for Improving Forecast Accuracy

Finance executives who are able to deliver data insights that differentiate from the competition and drive profitable growth are quickly rising to the top in their field.

**OVER
HALF** 
OF THE PEOPLE SURVEYED

EXPECT TO **BIG** IN PLANNING AND
LEVERAGE **DATA** FORECASTING
PROCESSES



The Challenge with Big Data



Executives who feel they understand the impact data will have on their organizations

Produce
Data



Use
Data

Detailed Costing Practices Here to Stay

Economic Downturn Gave Rise to Cost Control

And while growth has returned to its position of prominence on the finance agenda, detailed costing practices are here to stay.

Nearly two-thirds already are, or plan to drill down into more detailed costs at the customer level.



Squeeze Financial Close Cycles Even Tighter

Room for Improvement Remains

By focusing on the extended financial close and reporting process, today's software tools reveal where improvements can be made.

Nearly half of the companies in our survey said they could reduce both their internal and external close time by up to 10 percent, and nearly a third of them believe they could reduce their internal close time by more than 10 percent.



Financial Disclosure Complexity Continues to Rise

Compliance Requirements Have Multiplied



Sarbanes-Oxley was only the beginning. Today there appears to be no limit to how big the disclosure sections in regulatory filings will grow.

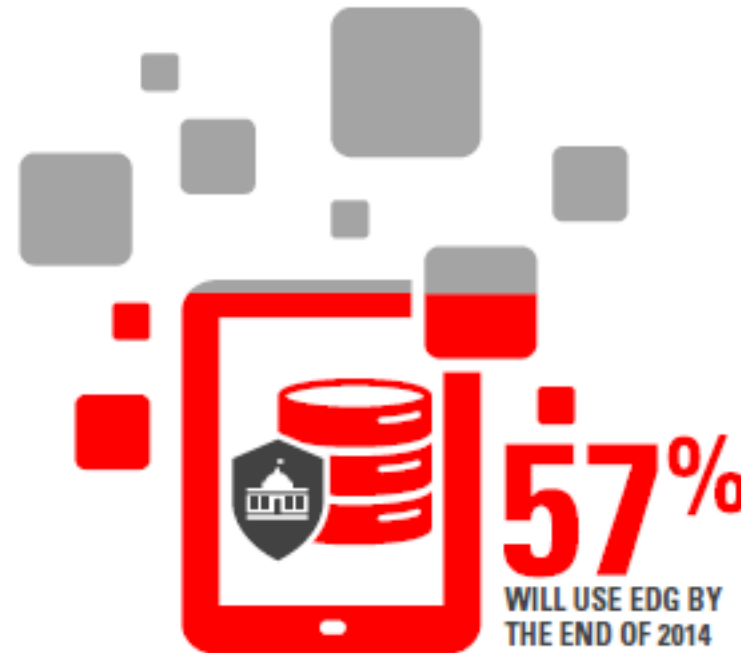
Today's software applications enable these organizations to effectively manage the creation of regulatory filings by fully integrating this process with the rest of the financial close cycle and automating it with financial reporting tools.

Enterprise Data Governance Booms in 2014

57% Will Use Integrated Packaged Application

To ensure consistency, organizations need an enterprise data governance (EDG) solution designed for dynamic, fast-changing business environments to keep structural information aligned.

This minimizes the time spent synchronizing information by helping business users manage changes.



Sustainability Reporting Becomes the Norm

Transparency Expectations Increasing

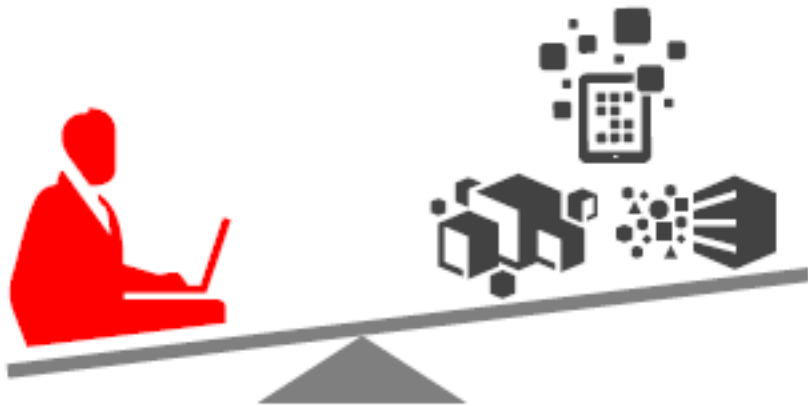


Our study shows that 50 percent of respondents say they already report sustainability information, with even more planning to report this information in 2014.

With this level of participation, soon all organizations will see sustainability reporting as essential.

Enterprise Performance Management Top Trends for 2014

Conclusion



Modern EPM tools leverage cloud, mobile, and big data technology to make sense of a growing base of information and to help managers gain insight into every aspect of their business.

Armed with fresh, accurate, enterprise information from EPM tools, the Finance department can confidently embrace planning, budgeting, forecasting, financial close, scorecards, costing and profitability, and other essential functions.

Oracle Finance & Technology Summit

September 4, 2014

Medinah Country Club

Craig S. Barrow

Vice President, Global EPM Market Development