2 DAY WORKSHOP

OVERVIEW

Executives, managers and analysts are facing increasing pressure to make good decisions with data from their ERP, CRM, Data warehouse or Bi solution that result in improved performance. In this 2 day workshop, participants will learn simple and effective techniques/skills and tools to improve decision making using Oracle Crystal Ball Enterprise Performance Management's unique capabilities. In each topic, participants will discover how to use Crystal Ball's simulation and optimization tools to make decisions and assess risk in day-to-day situations as well as learn best practices for planning for building complex models in an EPM environment.

Through workshops, case examples and practical crystal ball learning models, participants will actively learn and practice essential skills and techniques to obtain accurate estimates from subject matter experts, test & validate planning assumptions, leverage historical data in planning/estimating scenarios, assign a probability of realizing an objective, maximize benefits using optimization, etc. – A must for executives, managers, consultants looking to deploy shared risk models in an Oracle Hyperion Environement.

CONTENT (DAY 1)

Enterprise Performance Management Executive Primer

- **Enterprise Performance Management Revisited**
    - o The 4Ms of EPM
    - o What are predictive analytics?
    - o Defining the Modern Organization for successful EPM
    - o EPM Implementation Success Factors
- **Oracle Crystal Ball Overview**
    - o What is Oracle Crystal Ball?
    - o **Workshop:** *What does 95% confidence mean?*
    - o Who uses Crystal Ball?
        - ▪ Performance quick hits by function
        - ▪ Crystal Ball Success Stories
    - o Identifying and dealing business performance opportunities and challenges across the business
- **Using Oracle Crystal Ball to make better decisions in the Enterprise**
    - o How does Crystal Ball EPM integrate with Hyperion and Oracle EssBase
    - o Fundamentals of Integrating Crystal Ball into the Enterprise Systems Architecture
    - o Aligning EPM projects to business objectives

- o Defining meaningful and high-value performance indicators
- o Integrating risk analysis into day to day processes using SmartView and Crystal Ball

The Modeling Process

- **The Crystal Ball Modeling Process**
    - o Overview of CB Interface, tools and functionalities including OptQuest and CB Predictor
    - o Review of basic statistical concepts and definitions within Crystal Ball, including: *variance, common distributions, sensitivity analysis, etc.*
        - ▪ Sensitivity Analysis to identify model variables
        - ▪ Picking the right distributions and defining them in CB
    - o **Workshop:** *Making the best decision with Crystal Ball*
    - o Forecasts - Identifying and defining what we want to analyze
    - o Fitting Probability Distribution using Historical Data
    - o Making sure your model behaves correctly using correlation
    - o **Workshop:** *Cost Estimation Model*

CONTENT (DAY 2)

- **Running the model**
  - Optimizing the number of trials
  - Establishing Confidence Intervals
  - Visualizing Results and Charts (Sensitivity, Forecasts, Assumptions and Overlays)
  - Generating Crystal Ball Reports
- **Risk identification and Assessment using Crystal Ball**
  - Interpreting Forecasts and Sensitivity Analysis
  - Identifying Risks and Potential Mitigation Strategies
  - Model Calibration using Risk Management Mitigation Solutions
- **Communicating Results to the business**
  - **What your boss Wants to Know:** Incorporating key information from Crystal Ball into presentations and reports
  - Techniques to effectively and simply presenting your analysis
  - Question handling
  - **Workshop:** *Presenting effectively to your boss*

Models and Applications

- **Sales and Demand Forecasting**
  - **Time-series projections** using CB Predictor to easily incorporate Seasonality, Smoothing algorithms, Growth Projections using historical data
  - **Workshop:** *Projecting Next Year's Sales*
- **Portfolio Management Optimization Techniques**
  - **Portfolio & Resource Allocation Optimization:** Allocate resources or budgets among various investments to maximize NPV or ROI or minimize risk or expense.
  - **ROI Analysis** using historical data to build ROI Scenarios and compare them using Overlay Charts
- **Inventory and Supplier Management**
  - Identifying optimal order quantities
  - Reducing Holding Costs using OptQuest
  - Calculating the impact of unreliable suppliers on inventory system
  - Use Monte-Carlo Method to monitory supplier billing on large projects.
- **Building a Simple EPM Model Demo**
  - Introduction to SmartView
  - Building an EPM model with EssBase
  - Simulation using an Essbase Cube

BENEFITS

At the end of this 2 day workshop, participants will be able to:

- Understand and apply Monte-Carlo simulation and optimization in their day-to-day activities
- Understand how Crystal Ball EPM integrates with the oracle application stack
- Make better and more informed decisions
- Quickly build effective models or customize existing ones with Crystal Ball
- Port Shared Models to EPM
- Apply simple and effective Crystal Ball Risk Management Techniques
- Improve financial and operational performance by applying Crystal Ball
- Pick and manage project more effectively