

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 spreadsheet models into dynamic analytical applications.

KEY FEATURES

- **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.

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

Increasing economic volatility and uncertainty are forcing businesses to better manage risk and improve forecast accuracy. However, most business managers are struggling to quantify the risks underlying their forecasts and to mitigate the key risk factors. 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 (Crystal Ball), you can apply the power of Crystal Ball to your Oracle Enterprise Performance Management (EPM) and Business Intelligence (BI) applications. Using Oracle Hyperion Smart View for Office you can access data from your EPM applications, including Hyperion Planning and Essbase, in Excel and directly apply Crystal Ball to model your risks and predict success. With Oracle EPM Workspace you can share your Crystal Ball workbooks and analysis across the enterprise.

Manage Critical Factors Affecting Risk

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 is that tool.

Crystal Ball is the leading spreadsheet-based software suite for 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 predictive modeling and simulation capabilities to do the necessary “what if” analyses required for successful performance management. Those tools rely on manual and time-consuming “what if” scenario analysis that 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

- Communicate your risks. Share your findings through graphs, charts, and reports to support decisions

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.

Crystal Ball Extends Oracle Enterprise Performance Management

Oracle Enterprise Performance Management (EPM) system brings 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 methodologies, systems, metrics, and structures to support the management processes and provides all key stakeholders with relevant, actionable insight.

Oracle EPM System has helped customers to streamline their planning, budgeting and reporting processes and improve managing their business performance. Crystal Ball adds powerful simulation capabilities to these processes to increase the accuracy of your forecasts and to better manage the inherent risks.

Unleash Predictive Modeling Across The Enterprise

The problem with most tools for simulation and risk management is that they are designed for only a handful of experts and too complex for most business users. Hence these models are difficult to share across the business and becoming obsolete in real business decision making. Through integration of Crystal Ball in Oracle EPM Workspace it placed squarely in your performance management workflow. EPM Workspace is a zero-footprint client that allows a wide business user community to view, share and interact with critical performance management information.

Through EPM Workspace you can create or modify your Crystal Ball models just as you would in your desktop version of Excel. You store these Crystal Ball 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 Essbase and Hyperion 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.

Enhance Hyperion Planning With Crystal Ball

Crystal Ball is a great extension for your Hyperion Planning models. For example, you can apply Crystal Ball to historic sales data and create future sales predictions by analyzing the levels, trends and cycles within your data through time-series forecasting and regression methods.

These predictions can feed into probability distributions in financial models, which can be simulated and optimized to increase the probability of making your forecasts and reduce the potentials risks in planning assumptions. Post-analysis of the forecast results can be saved back into your Planning model as scenarios and forecasts. The result is a more accurate forecast that you can be confident of achieving.

CUSTOMERS SAY IT BEST

"I have used Crystal Ball on very large (\$12+ billion) to smaller (\$10+million) projects. Because of these results, the project managers have revised their baseline estimates to more realistic numbers and secured more appropriate contingencies. Crystal Ball materially assisted in securing these benefits."

— David Hulett
Principal

Hulett & Associates, LLC

Find the Optimal Solution To Your Business Problems

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.

Powerful Simulation, Easy To Use

Crystal Ball 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 how your organization can begin to apply the power of Oracle Crystal Ball, please visit www.oracle.com/crystalball.

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