Automating Your Hyperion EPM and BI Environments

STARANALYTICS™

Tom Tortolani, VP Products
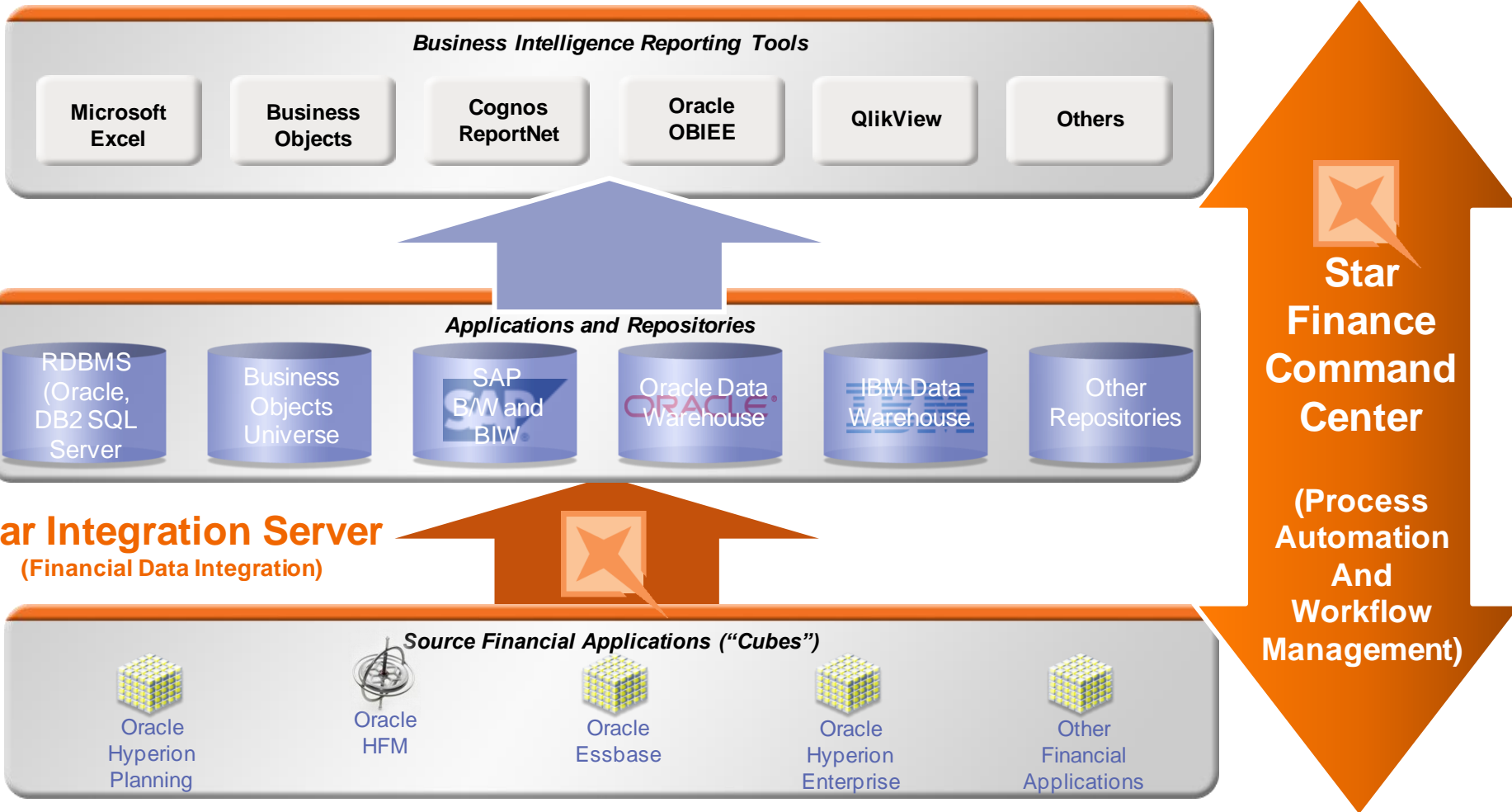January 2010

About Star Analytics

Star Analytics is the leader in Finance Application Process Automation software, offering a cost-effective way to greatly improve the automation and integration of Business Planning, Analysis and Consolidation application environments for faster and more profitable business decisions.

Fortune 1000 companies in all major industries use Star Analytics to greatly improve the reliability, consistency, and timeliness of finance application processes and data.
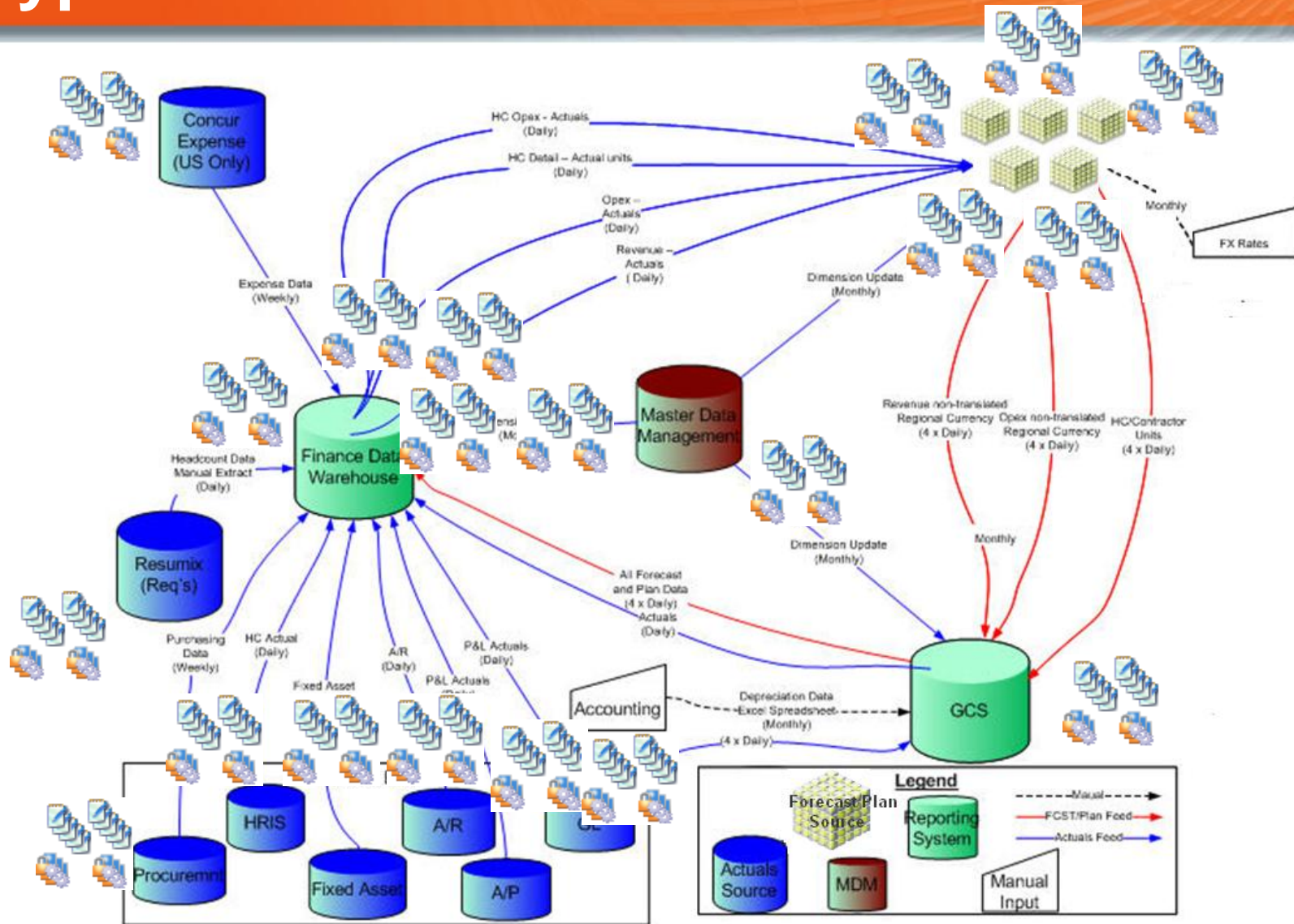
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Sampling of Customers

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Star Analytics Products

Business Intelligence Reporting Tools

| Microsoft Excel | Business Objects | Cognos ReportNet | Oracle OBIEE | QlikView | Others |

Applications and Repositories

RDBMS (Oracle, DB2 SQL Server) · Business Objects Universe · SAP B/W and BIW · Oracle Data Warehouse · IBM Data Warehouse · Other Repositories

Star Integration Server
(Financial Data Integration)

Source Financial Applications ("Cubes")

Oracle Hyperion Planning · Oracle HFM · Oracle Essbase · Oracle Hyperion Enterprise · Other Financial Applications

Star Finance Command Center

(Process Automation And Workflow Management)

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Typical Automation Environment

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Complexity Multiplied

Development

Test

Production

Confidential

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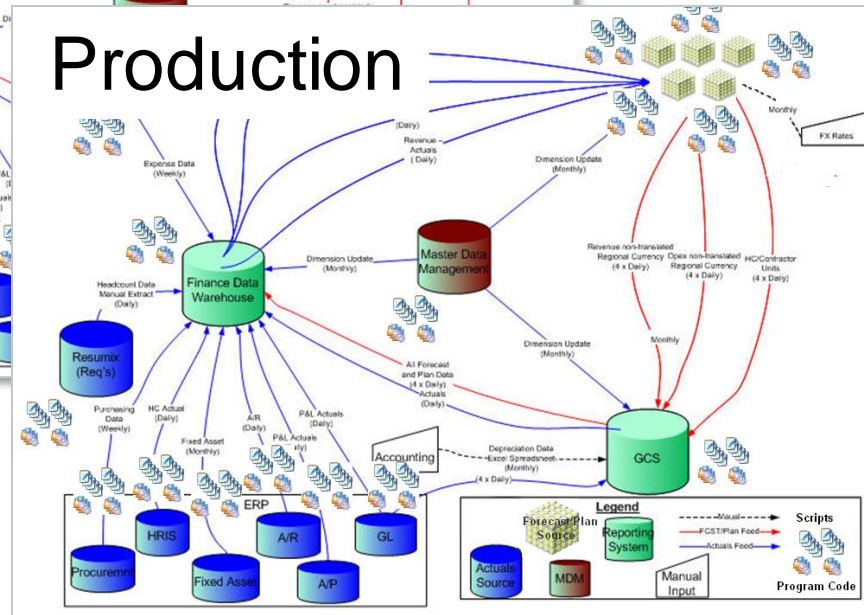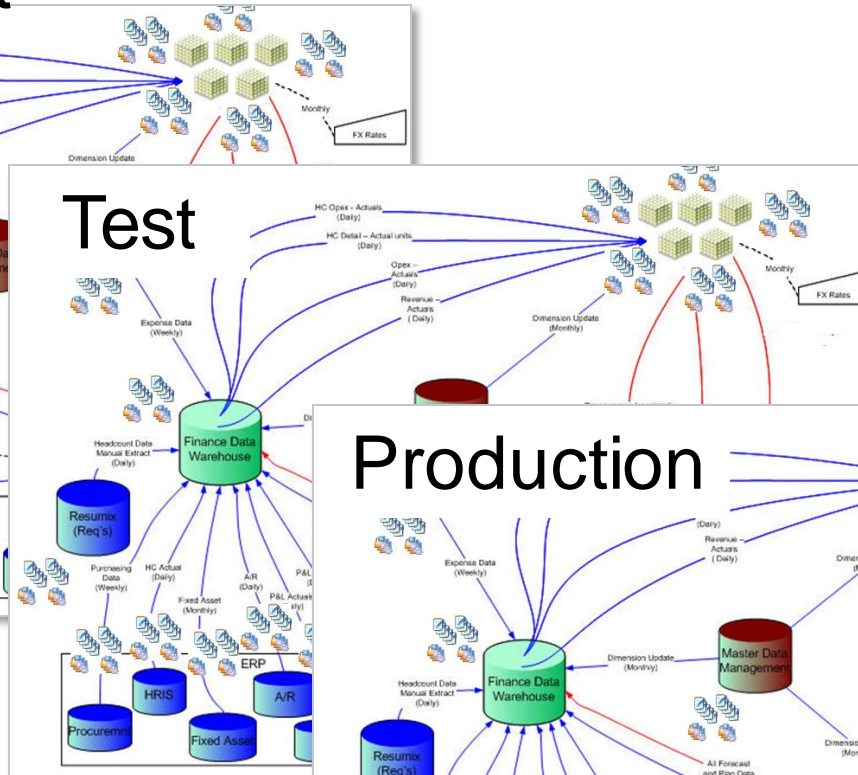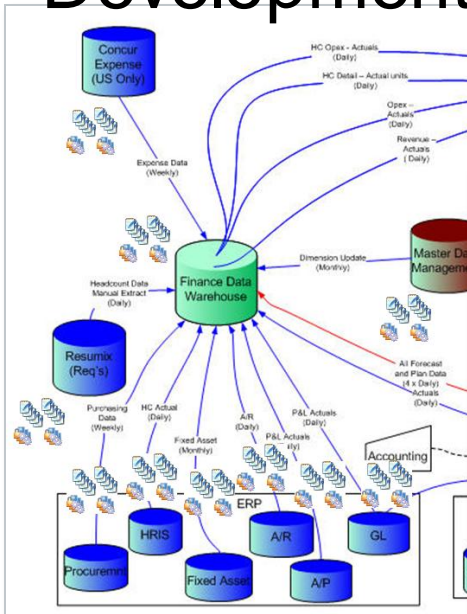
Star Finance Command Center

Centrally controlled and secure enterprise software application that lets Finance IT monitor and automate the workflow of finance systems

- Single business user oriented interface to link, schedule and monitor processes that span multiple server ecosystems

- Central server/RDBMS repository provides automation "source control" across all file types with native backup, recovery, etc.

- Predefined library of finance widgets to simplify common tasks

- User/role based security access controls (read, write, execute)

- Easy migration and promotion path for existing scripts, processes and schedulers

- Intuitive dashboard interface with web and Smartphone support

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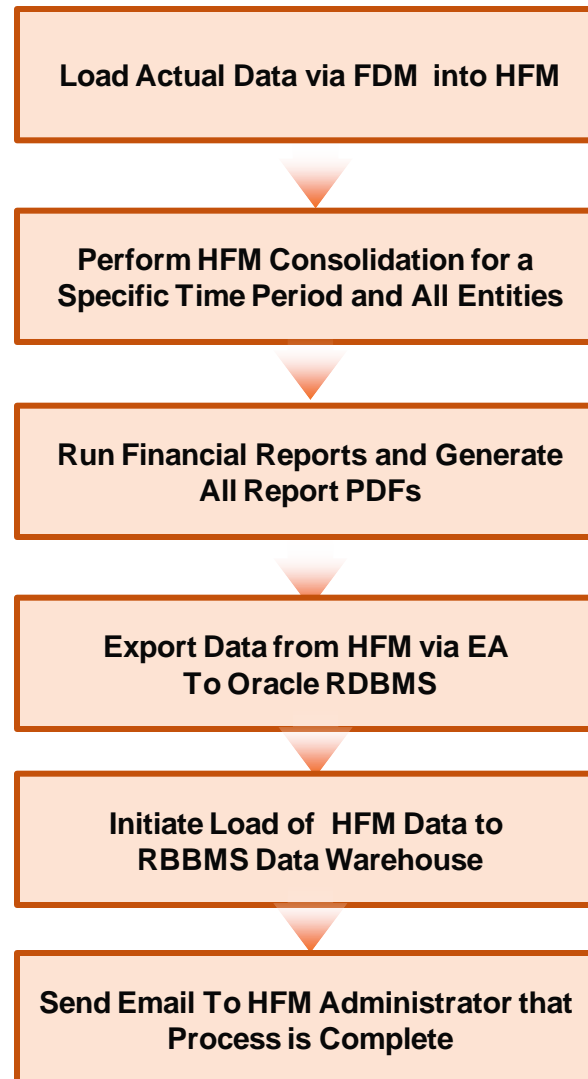# Pfizer – Automating Hyperion Financial Management

Environment:

- Many Hyperion Financial Management (HFM) applications that require manual intervention

- HFM operations need to be process chained with Hyperion Planning and relational database operations

- Finance users have little flexibility to provide data updates and run ad-hoc consolidations

- IT is burdened by tickets and requests to do simple tasks

With Star Finance Command Center:

- HFM processes seamlessly interoperate with Hyperion Planning and relational operations

- Users regain control to manage their critical business processes

- IT retains the ability to oversee the system administration of the finance organization without increasing their day-to-day involvement

- Process controls are maintained and users have flexibility to run their business

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Pfizer Goal - Job Chain the HFM Full Close Cycle

```
┌─────────────────────────────────────────┐
│   Load Actual Data via FDM  into HFM      │
└─────────────────────────────────────────┘
                    ▼
┌─────────────────────────────────────────┐
│   Perform HFM Consolidation for a         │
│   Specific Time Period and All Entities   │
└─────────────────────────────────────────┘
                    ▼
┌─────────────────────────────────────────┐
│   Run Financial Reports and Generate      │
│   All Report PDFs                         │
└─────────────────────────────────────────┘
                    ▼
┌─────────────────────────────────────────┐
│   Export Data from HFM via EA             │
│   To Oracle RDBMS                         │
└─────────────────────────────────────────┘
                    ▼
┌─────────────────────────────────────────┐
│   Initiate Load of  HFM Data to           │
│   RBBMS Data Warehouse                    │
└─────────────────────────────────────────┘
                    ▼
┌─────────────────────────────────────────┐
│   Send Email To HFM Administrator that    │
│   Process is Complete                     │
└─────────────────────────────────────────┘
```

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Pfizer Goal – Inline transformation in the Job Chain to Easily Allow Bi-directional Flow

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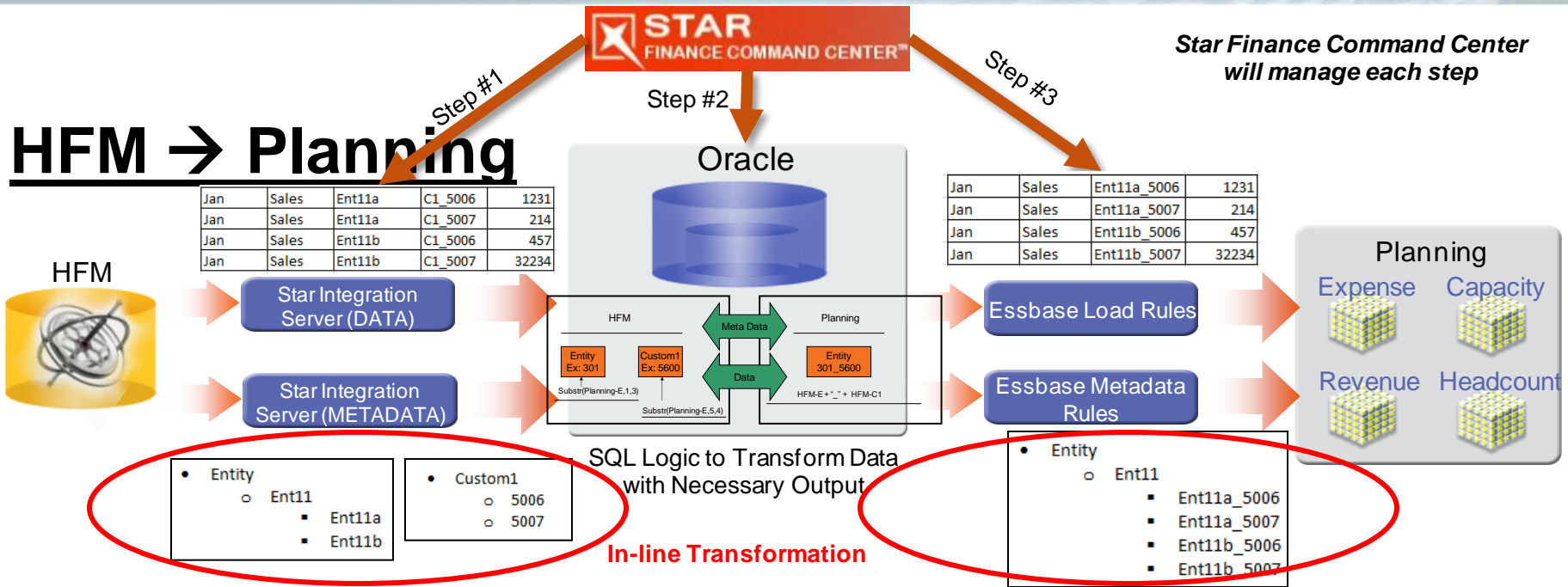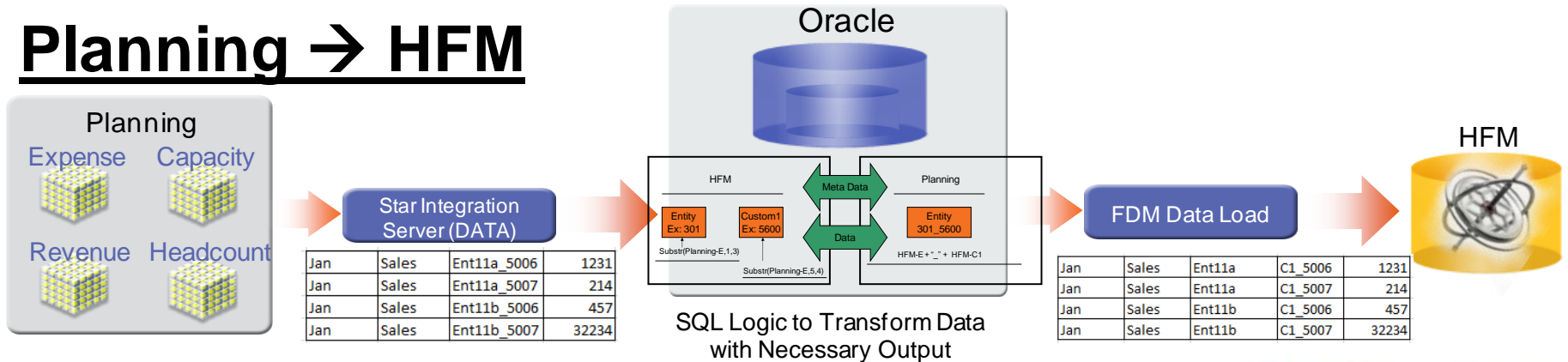
Wells Fargo –
Governance & Control Across Environments

Environment:

- Mix platform Hyperion environment – Development (Windows) and Production (UNIX)

- Propagation of automation between environments error prone; exposing a considerable compliance liability

- No governance and version control of critical business processes

- Execution of all automations completely dependent on system administrators

With Star Finance Command Center:

- Manage and view automations across heterogeneous environments

- Automation lifecycle management between Development and Production

- Relational automation repository for storage and version control of automation assets

- Users can run ad hoc consolidations anytime via thin client access to control and monitor automations

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# MasterCard – Enhanced Management & User Enablement

Environment:

- Clear text passwords with many hard-wired scripts

- Manual, Excel based validation processes require extra resources and are often inaccurate

- Difficult connectivity with remote servers and Windows Scheduler

- Not scalable for ad-hoc needs of business users to load and calculate cubes

- Error detection and troubleshooting processes are intensive and manual in nature

With Star Finance Command Center:

- Encrypted and central variable management across ecosystems, environments and processes

- Data validation engine integrated with relational and multi-dimensional applications

- Single environment for controlling and monitoring automations

- Role based security by automation process, empowering business users to run processes with no collisions

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Star Touches Multiple Systems at Large Financial Services Company

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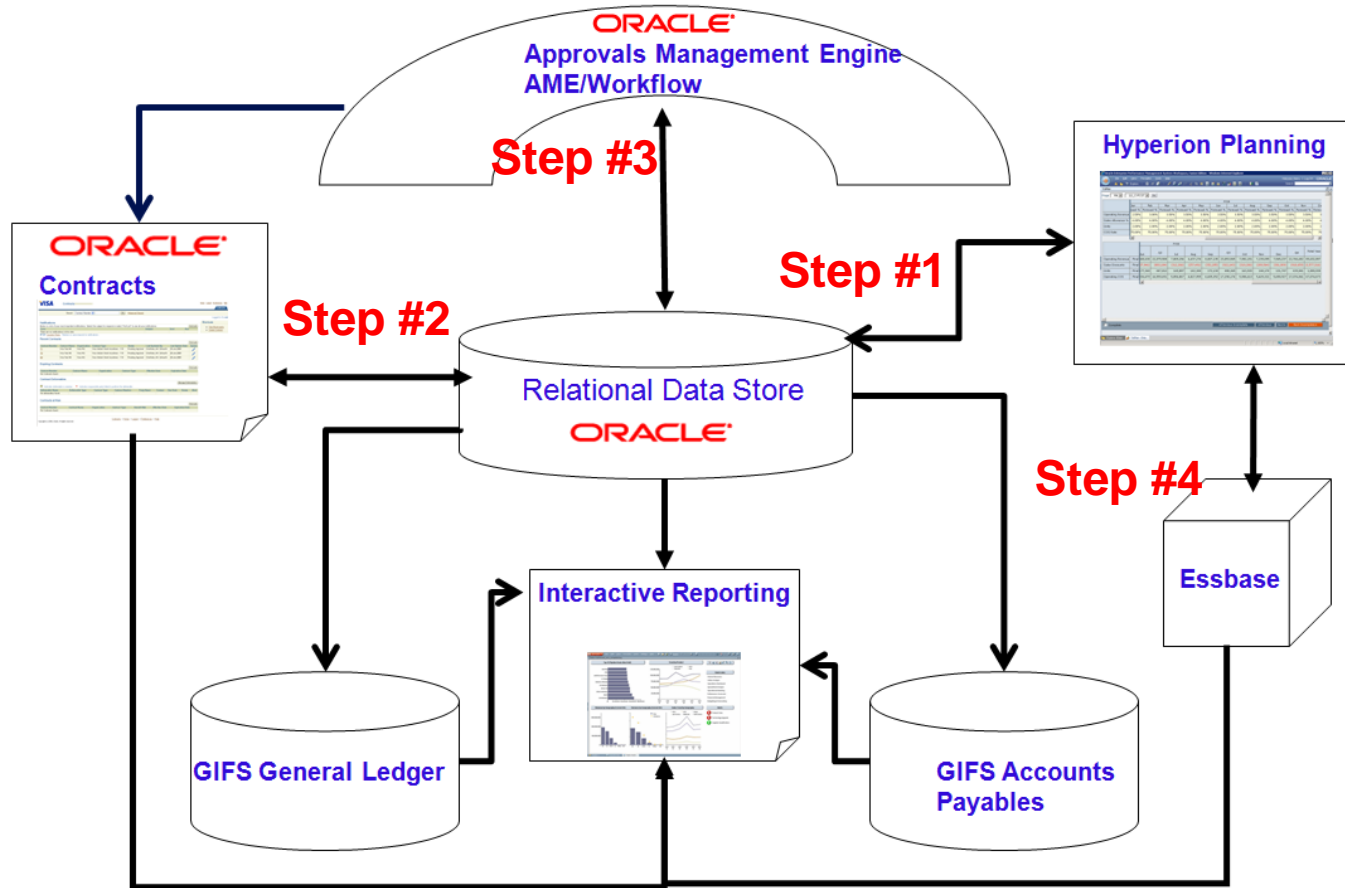
# Symantec –
Less Scripts and Greater Control

Environment:

- Global Hyperion Planning System

- Oracle Financial Data Warehouse synchronized multiple times a day from Hyperion Planning and ERP systems

- All systems replicated across Dev, Test and Production

- Hundreds of Automation Scripts and legacy Visual Basic code

With Star Finance Command Center:

- Scripts and code reduced by 95% with Finance Command Center

- System update windows greatly reduced and more predictable

- System can be managed by less technical users and status is easily visible via end-user web interface

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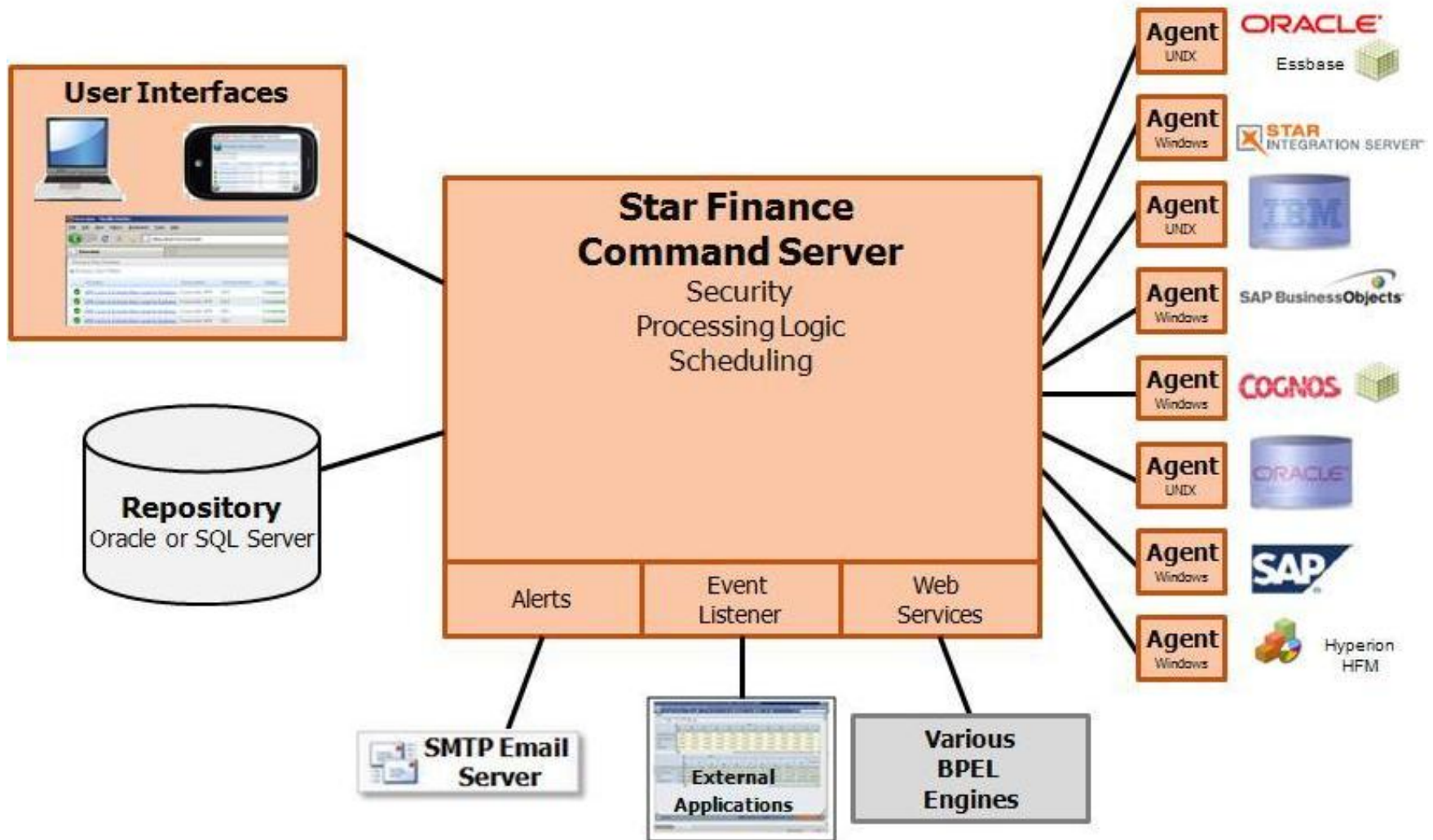
Demonstration

Star Finance Command Center Benefits

- More predictable, and reliable, continuous planning and financial close processes

- Faster, more timely, and accurate reporting

- Compliant Finance Systems and processes

- Quality time on analysis and planning

- Optimized business processes; the ability to do more with limited or less resources

- Reduced costs (implementation and ongoing)

- Open, cross Vendor automation platform

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Star Finance Command Center In the News

- **Read the full article here:**
  - http://www.marketwire.com/press-release/Star-Analytics-1030257.html
- **Oracle Endorsement:**
  - "… the Star Finance Command Center makes it easy for Oracle Hyperion Financial Management customers to automate their financial processes across multiple applications and systems."
    John O'Rourke, vice president of product marketing at Oracle.

- **Read the full article here:**
  - http://www.information-management.com/issues/2007_60/star_analytics-10015775-1.html
- **Symantec quotes:**
  - "The ability to centrally define, manage and view all the interrelated processes is a huge strength of the Star Finance Command Center."
  - "By deploying the Star Finance Command Center, Symantec has reduced the number of manual scripts that support our Oracle Hyperion environment by 95 percent. This has significantly reduced the cost and complexity of our finance systems."

- **10/6/2009 Webcast:**
  - https://staranalytics.webex.com/staranalytics/lsr.php?AT=pb&SP=EC&rID=33055767&rKey=e836910e4d7cc975

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Q&A

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