

Carolina's Oracle Hyperion Users Group  
Summer 2011 Meeting  
Thursday, August 11, 2011

COHUG

Meeting date and time:

August 11, 2011 – 10:45 AM until 4:15 PM

Meeting location:

**Waste Industries**

One Renaissance Centre  
3301 Benson Drive  
Raleigh, North Carolina 27609

**Garden Room, First Floor**

Parking around back of building  
Hotel (if needed): Hilton North Raleigh

Meeting agenda (times may vary):

Time	Agenda	Presenter/Sponsor	Presentation/Title
10:45-11:00 AM	Registration Sign In		
11:00-11:45 AM	Lunch/Networking	Lunch Sponsor – Analytic Vision, Inc.	
11:45-11:55 PM	COHUG Kickoff/Welcome	Jason Little, COHUG Chairperson	
12:00-12:50 PM	First Presentation		<b><u>Management Reporting with Oracle Essbase for Profitability, Financial Analysis, Sales and Operational Analysis, Key Performance Indicators and Integrated Planning and forecasting</u></b>

Abstract: In this customer case session, you will hear from Donald Crumpler, Director of Financial Planning and Analysis at Stock Building Supply (SBS) on how SBS leverages Oracle Essbase for Product, Customer and Salesperson Profitability, Financial Reporting and Analysis, Budgeting and Forecasting, Product Level Inventory Analysis, Company KPI's, Human Capital Analysis, Weekly and Monthly Dashboards, scorecards and Initiative Tracking. This cross-functional usage of Essbase is critical to any organization looking to fully understand the business risks and future implications of business decisions. Stock Building Supply will also discuss the importance of variance/exception analysis and what-if analysis with forward looking analytics using Essbase.

Session Presented By: Donald Crumpler, Director of Financial Planning and Analysis, Stock Building Supply

About Stock Building Supply: Stock Building Supply is a leading building materials and solutions company for professional homebuilders and contractors in the United States. We are committed to providing an exceptional customer experience for builders and contractors who are engaged in single- and multi-family residential, repair and remodel and light commercial construction.

1:00-1:50 PM      Second Presentation

**Oracle Hyperion Enterprise Performance Management at Waste Industries**

Abstract: Some of the most widespread and important uses of Planning include driver based expense and workforce driven costs, integrated with statistical information for full P&L budgeting and forecasting. In this customer case session, you'll hear from Hubert Barkley, Senior Manager Business Systems & Support at Waste Industries (<http://www.wasteindustries.com/>) on Accounting Project Management to specifically identify the common bonds and interdependencies of accounting and project management. This includes the understanding of relationships between finance, accounting and project management, the importance of relationships from all levels within the company; top down and bottom up, and definition of project scope all the way through successful implementation and close down. The implementation and project at Waste Industries involved a new installation of Oracle Hyperion EPM 11.1.2.1.

Session Presented By: Hubert Barkley, Senior Manager Business Systems & Support, Waste Industries

About Waste Industries: Waste Industries is a solid waste services company that has provided collection, transfer, disposal, and recycling services to commercial, industrial and residential customer locations in North Carolina, South Carolina, Virginia, Georgia, Maryland, Delaware, and Tennessee for more than 40 years. They place a high priority on honesty, commitment to our employees and community, and the endless search for improvement which are the reasons for past success and the foundation for future growth. By living in the communities they serve, they are committed to improving them. From state-of-the-art landfills and transfer stations to strategic environmental policies, Waste Industries can help communities maintain and improve their quality of life by providing efficient, innovative, and cost-effective solid waste solutions.

2:00-2:50 PM      Third Presentation

**Achieving breakthrough Enterprise Performance Management (EPM)**

Abstract: Today's finance organizations face multiple priorities that include the oversight of financial transactions, management of enterprise performance, accurate financial reporting, timely close and consolidation of financial data and budgeting and forecasting future results. As they grapple with these issues, Chief Financial Officers (CFOs) are always seeking ways to increase the efficiency and timeliness of their financial close, compliance processes and budgeting and forecasting. However, merely improving the speed of the process with better technology is not enough. Identifying and achieving budgeting, forecasting and financial reporting process improvements and business alignment should be a top priority of any EPM project. Too many EPM initiatives under-achieve and fail to provide promised value because of undue dependency on technology. In this session, you'll hear how technology is an enabler, but to succeed it requires alignment of people, process and systems. Only then can it deliver sustainable value with a clear road map to your organization. The pay-off is that the right information gets to the right people, at the right time, to make an impact.

Session Presenters: Carlos Fox, Vice President, Enterprise Performance Management, Analytic Vision.

About Analytic Vision: Analytic Vision is a Specialized Oracle Platinum Partner providing full service Business Intelligence, Enterprise Performance Management, and Data Warehousing consulting. With experience in a wide variety of industries and products, we deliver critical information and more efficient business decision processes to meet ever changing strategic company requirements in today's competitive environments.

3:00-3:50 PM

Fourth Presentation

**Leveraging a Master Data Change Management Platform with Enterprise Performance Management (EPM)**

Abstract: Is your master data not synchronized across all your ERP, EPP, CRM, DW and BI applications? In this session you'll hear from Jim Curtis, Area Director, Oracle Enterprise Performance Management, discuss the business issues and benefits of using Oracle's Hyperion Data Relationship Management (DRM) solution. Many organizations today have complex chart of accounts issues, special rules, number schemes, and unique requirements that make it very difficult to make updates and changes across multiple ERP, GL, and EPM instances. The process of adds, updates and deletes of accounts, entities, cost centers, products and customers have to be manually replicated across multiple systems which is very time consuming and costly. A best practice DRM Solution reduces time and cost by eliminating the need for manual entry and validation of master data & hierarchies into these multiple downstream applications.

Session Presenter: Jim Curtis, Area Director, Enterprise Performance Management at Oracle.

About Oracle's Hyperion Data Relationship Management: Oracle's Hyperion Data Relationship Management (DRM) solution is a centralized repository for the synchronization of your Enterprise Performance Management (EPM) master data that is shared across your EPM, Business Intelligence (BI), and other enterprise systems. Hyperion's DRM provides robust master data lifecycle and versioning capabilities, in conjunction with a powerful business rules engine and audit capabilities for validating and verifying changes in master data, both in real-time and on demand. Its comprehensive import, blend, and export capabilities differentiate Oracle's DRM as not only a central repository for synchronizing BPM master data, but also providing a choice for making changes either at Hyperion's DRM or at peripheral systems.

4:00-4:15 PM

Q&A/Wrap-up/Social Time

*COHUG Networking and Wrap Up*