

ORACLE SCORECARD AND STRATEGY MANAGEMENT

UNLOCKING BUSINESS POTENTIAL
THROUGH STRATEGY AND KPI
MANAGEMENT

KEY FEATURES

- Define and communicate organization's strategic goals
- Establish strategy
- Establish key performance indicators
- Monitor scorecards
- Override assessments if necessary
- Communicate status to key individuals within the organization.
- Define methodology-based scorecards
- Ability to act on insights
- Initiate discussion threads or attach documents
- Use scorecard objects within dashboards
- Full mobile support
- Actions and agents to monitor and execute 24X7

KEY BENEFITS

- Organizational alignment
- Provide a framework that organizes strategic thinking and performance measurement
- Clarify and build consensus on strategic direction
- Communicate strategy and measures of success
- Align behavior and increase focus on priority initiatives
- Support strategic planning through metric relationship analysis and organizational learning
- Increase efficiency with scorecard objects in personalized dashboards
- Increase efficiency with experience-based, embedded actions
- Mobile access

Oracle Scorecard and Strategy Management extends the Oracle BI Suite Enterprise Edition (OBIEE) with capabilities intended at communicating strategic goals across the organization and monitoring their progress over time. The Scorecard and Strategy Management module provides capabilities to establish specific goals, define how to measure their success, and communicate that information down the entire organization. Armed with this insight, employees can understand their impact on achieving success and align their actions accordingly. As they use Scorecards to measure the outcome of their actions, they can quickly make adjustments as needed to successfully achieve the goals.

Complementary to dashboards, Oracle Scorecard and Strategy Management offers organizations the ability to monitor and manage strategy. With Oracle Scorecard and Strategy Management, users can document accountability, understand who is under- or over-performing and how that performance relates back to the organizational strategy. The solution captures new metadata that matters by employees using the system, provides new business insight, and offers experience-based actions to enable more consistent processes based on user credentials and KPI status.

Oracle Scorecard and Strategy Management enables organizations to:

- Provide a framework that aligns strategic thinking and performance measurement
- Clarify and build consensus on strategic direction
- Communicate strategy and measures of success
- Align behavior and increase focus on priority initiatives
- Support strategic planning through metric relationship analysis and organizational learning.

Oracle Scorecard and Strategy Management provides organizations the necessary tools to:

- Define an organization's strategic goals
- Establish strategy
- Establish key performance indicators and targets
- Monitor scorecards and create personal watchlists
- Override assessments if necessary

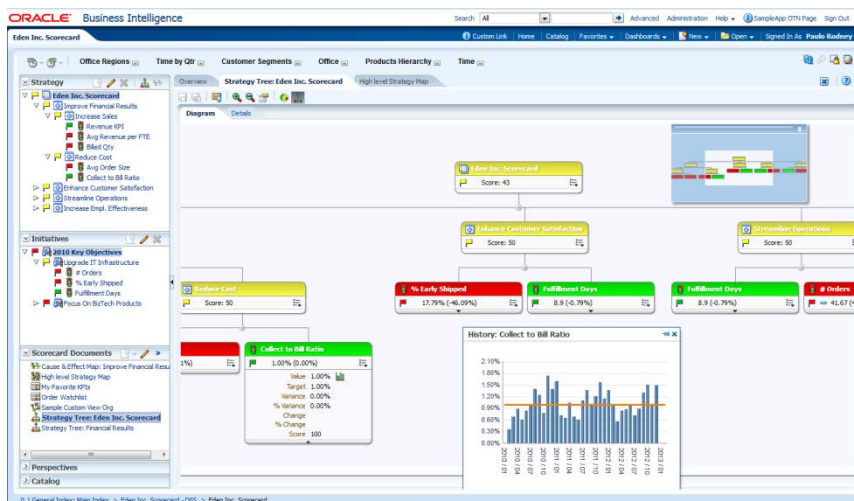


Figure 1: Oracle Scorecard and Strategy Management - Maps

Oracle Scorecard and Strategy Management Features

KPI Builder and Actions

The KPI Builder enables customers to build Key Performance Indicators (KPIs) to be used within scorecards and dashboards. OBIEE KPIs leverage the BI Server's semantic layer to provide multi-dimensional and Hierarchical KPIs that enables business users to monitor performance from the highest levels of the organization down to the lowest operational details.

KPIs created by business users can also trigger contextual actions defined within the OBIEE action framework. KPIs have the ability to trigger actions such as:

- Email alerts
- ERP workflows and BPEL processes
- Invoke Web Services
- Execute Java methods

Annotations, Attachments and Collaboration

While viewing KPIs, Initiatives or Objectives, business users can initiate discussion threads and attach related documents to collaborate with other users. These discussions will then be associated with those items and are contextually available from any of the visualizations.

New Visualizations

As part of Scorecard, OBIEE delivers new visualizations focused on communicating strategy and causal relationships between KPIs, Corporate Objectives and Initiatives. These views are available within scorecards or can be embedded within OBIEE dashboards. Some of these views include:

- Smart KPI Watch Lists
- Contribution Wheel
- Strategy Trees
- Strategy Maps
- Cause and Effect Maps
- Custom Views

ORACLE'S HYPERION PERFORMANCE MANAGEMENT APPLICATIONS

Oracle's Hyperion performance management applications are an integrated, modular suite that supports a broad range of strategic and financial performance management processes and helps unlock business potential.

RELATED PRODUCTS

Oracle's Hyperion performance management applications provide the following capabilities:

- Strategy Management
- Financial Close and Reporting
- Planning, Budgeting and Forecasting
- Profitability and Cost Management
- Enterprise Dimension Management

BI RELATED PRODUCTS

Oracle's Business Intelligence tools and technology.

- Oracle Business Intelligence Foundation Suite
- Oracle Business Intelligence Enterprise Edition
- Oracle Exalytics
- Oracle BI Applications
- Oracle Endeca Information Discovery
- Oracle Real Time Decisions



Figure 2: Oracle Scorecard and Strategy Management - Contribution Wheel

How do Oracle customers use Oracle Scorecard and Strategy Management?

Organizations use scorecard systems for many reasons. Some of our customers use Oracle Scorecard and Strategy Management to:

- Include performance from scorecards on personalized dashboards
- Integrate internal data captured to provide strategic results
- Bring together departments – such as R&D, Office of Strategic Management , IT, HR and others – to effectively communicate and execute on the strategy, goals and KPIs
- Hold world-wide divisions accountable for achieving goals and corporate strategy
- Document good ideas, assign responsibility for them and track their progress

Oracle Scorecard and Strategy Management delivers the most integrated strategy management system available, enabling managers to use the provided, user-friendly interface or incorporate scorecard objects into personalized dashboards and other reporting. It provides rich strategy and KPI management, visualizations, collaboration, alerts and notifications, and comprehensive mobile access.

Contact Us

For more information about Oracle Scorecard and Strategy Management, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together