

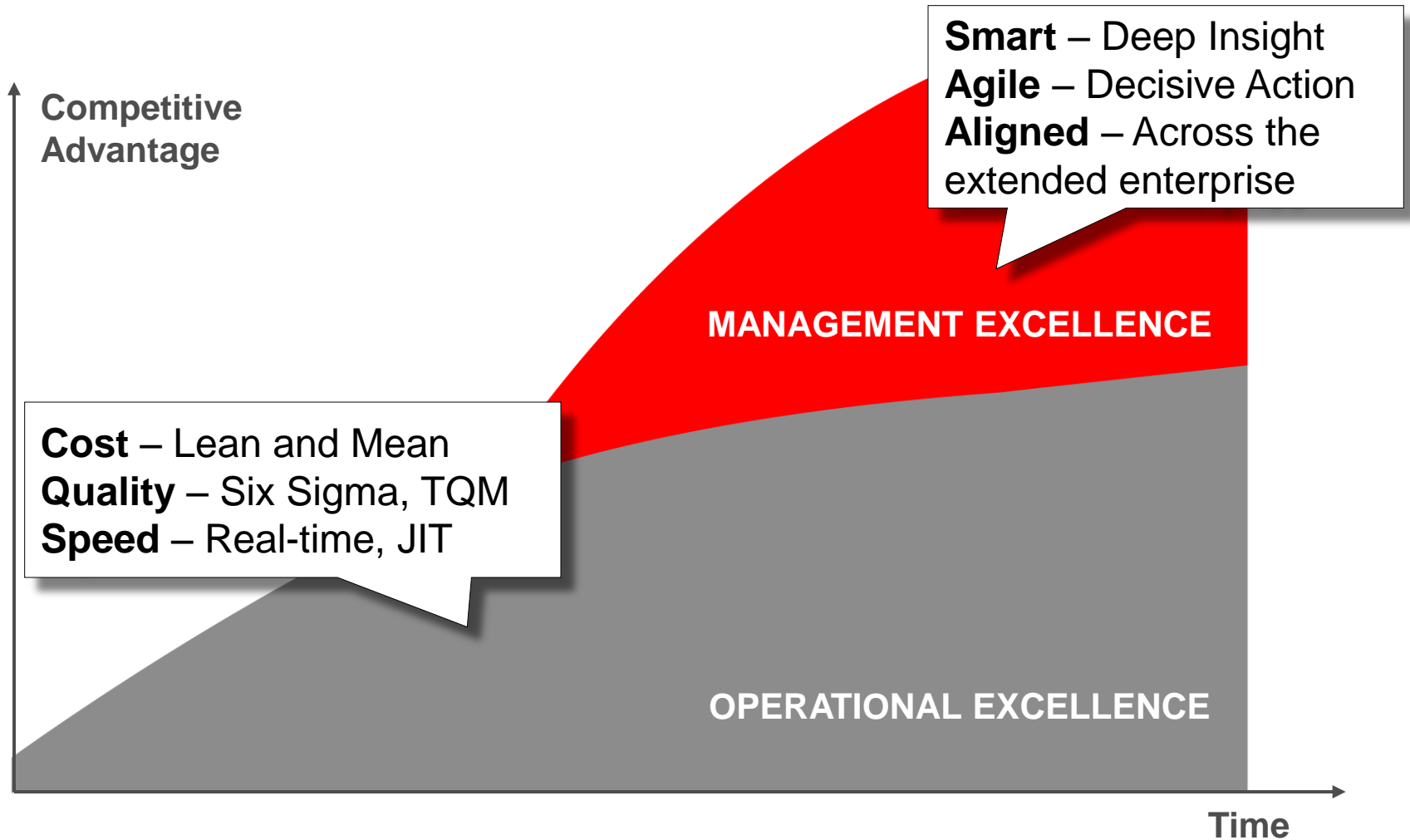


**ORACLE®**

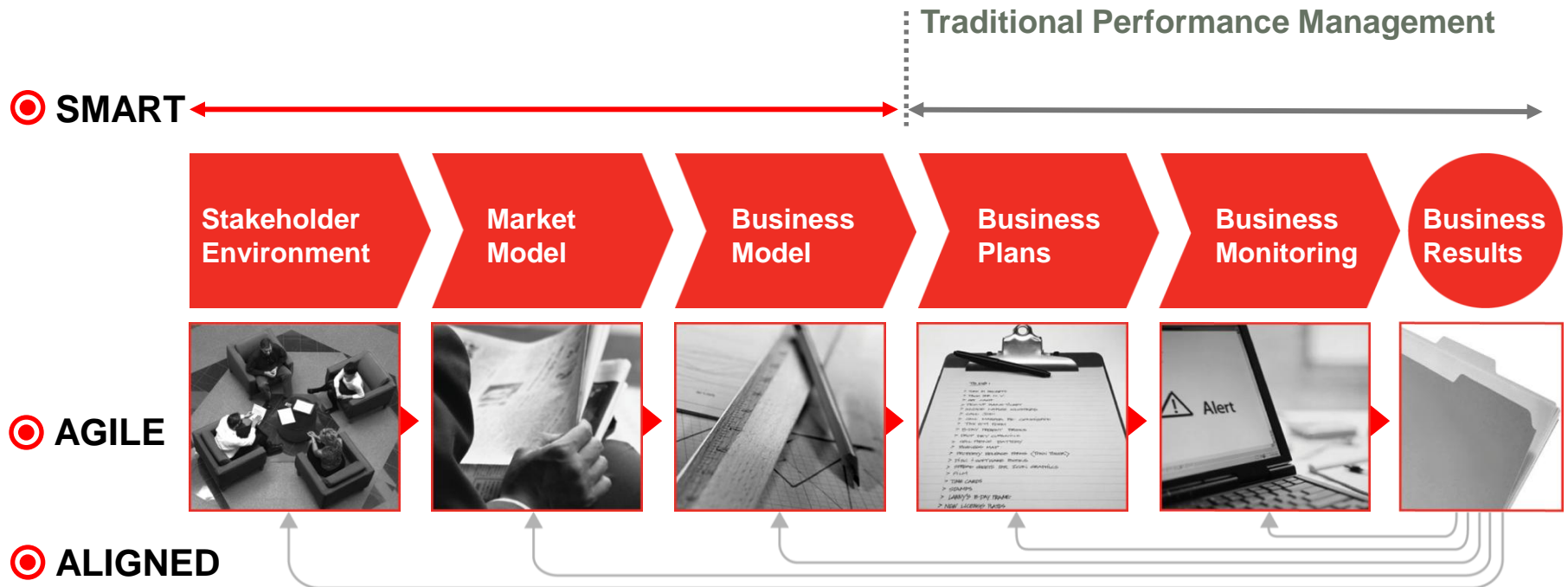
**Introducing Management Excellence:  
Creating Competitive Advantage with your Management Processes**

Thomas Oestreich  
Chief EPM Strategist  
Oracle Industries Business Unit

# Management Excellence: The Next Competitive Edge



# Oracle's Management Excellence Framework: Strategy to Success



# Align Stakeholder Interests



## **FOCUS AREAS**

- Sustainability Reporting
- Stakeholder scorecards
- Financial reporting

## **PERFORMANCE INDICATORS**

- Stakeholder Added Value
- Customer satisfaction
- Investor turnover
- Sustainability index
- Employer attractiveness

# Identify Market Dynamics



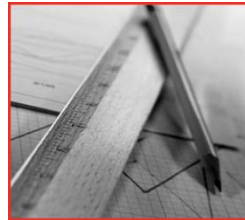
## FOCUS AREAS

- Market analysis
- Benchmarking
- Competitive Intelligence
- Scenario Analysis

## PERFORMANCE INDICATORS

- Market share, growth and capacity
- Brand value
- Price sensitivity
- Buyer propensity to substitute

# Manage Uncertainty



## FOCUS AREAS

- Predictive modeling
- Uncertainty management
- Funding analysis, financial modeling
- Portfolio analysis
- Strategy mapping

## PERFORMANCE INDICATORS

- Financial: EVA, shareholder value, profitability
- Customer: loyalty, revenue growth
- Process: productivity, quality
- Learning/Growth: HR metrics

# Integrated Business Planning



## FOCUS AREAS

- Budgeting
- Integrated financial/operational planning
- Rolling forecasts
- Activity Based Costing

## PERFORMANCE INDICATORS

- Planned and realized contributions to company goals
- Planning and realized contributions to other business domains
- Asset utilization rate (people, facilities)

# Improve Operational Agility

*charles* SCHWAB



## FOCUS AREAS

- Variance analysis
- Root cause analysis
- Line of Business specific analysis

## PERFORMANCE INDICATORS

- Financial analysis
- Sales and Marketing analysis
- Logistics and manufacturing analysis
- HR analysis
- Procurement analysis



# Provide Feedback



## FOCUS AREAS

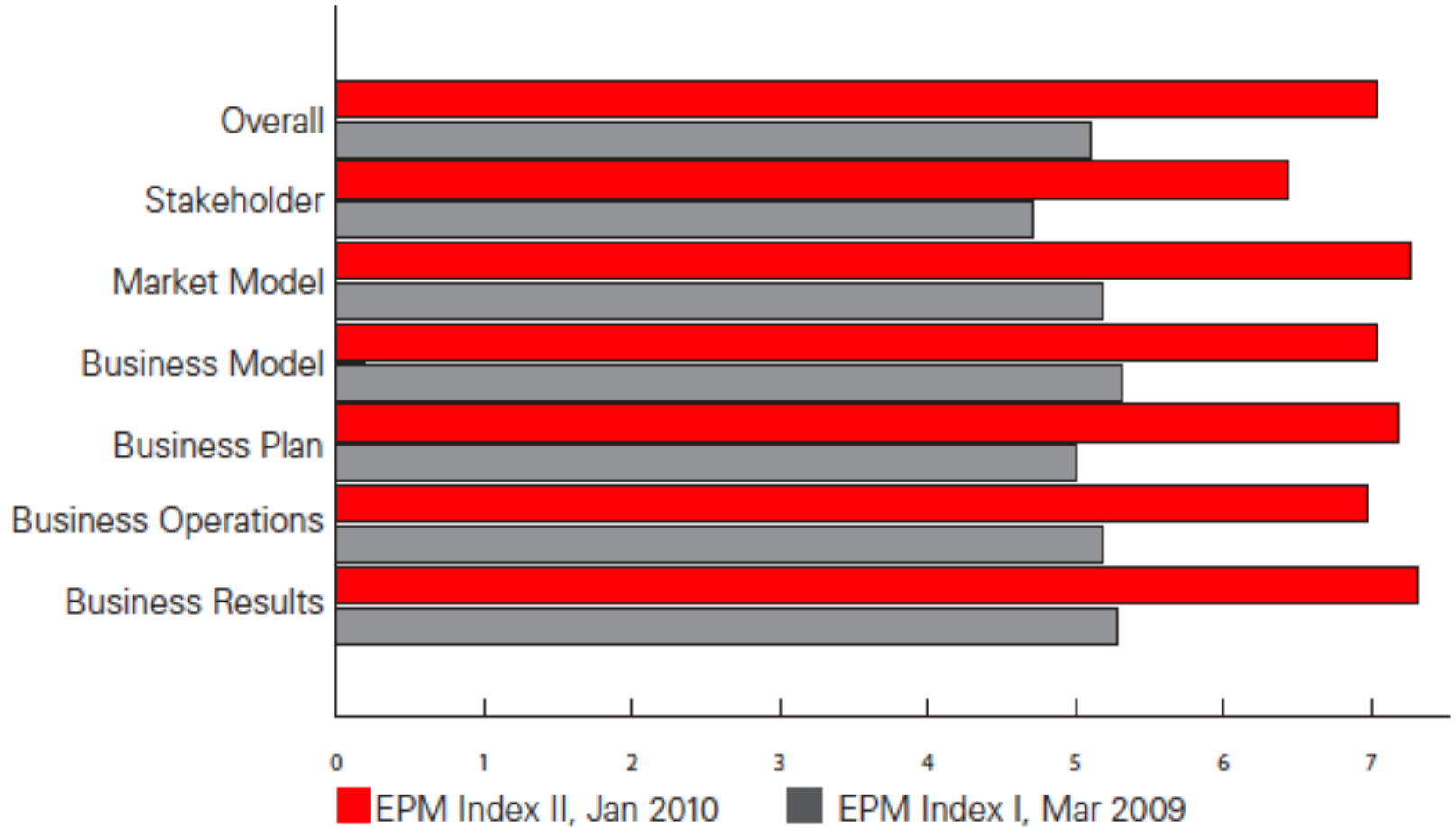
- Management reporting
- Fast close, flash reporting
- Filings, Audit trails
- CSR reporting

## PERFORMANCE INDICATORS

- Management process efficiency
- Time to close, time to report
- Span of control
- Forecast accuracy

# EPM Index II

www.epmtv.eu



# Further Reading

<http://www.oracle.com/thoughtleadership>



## Management Excellence White Papers:

- *How Tomorrow's Leaders Will Get Ahead*
- *The Metrics Reloaded*
- *From Strategy to Success*
- *Techniques and Technologies*

## Journal of Management Excellence:

1. *Introducing Management Excellence*
2. *Organizing for Management Excellence*
3. *Organizing for Management Excellence, Part 2*
4. *Creating Value*
5. *Creating Value, Part 2*
6. *Building Trust*
7. *Business Transformation*
8. *Creating Options*
9. *Value of Information*

**Oracle** Enterprise Performance Management

**drives Management Excellence**

