



Managing Your Enterprise Data

Oracle Enterprise Data Management Cloud Service (EDMCS)

Establishing Foundational Layer for Enterprise Data Management

June 5, 2019

Anne Marie Price
Oracle EDM Solution Engineer





Safe Harbor Statement

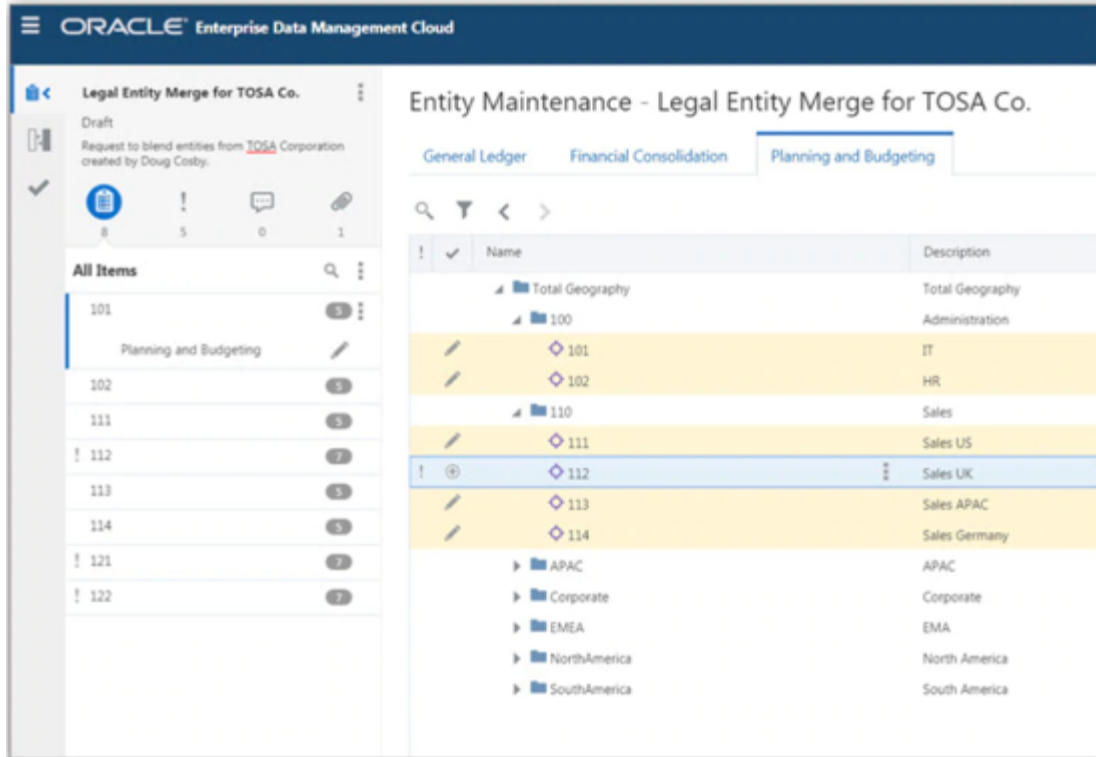
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

EDM Meeting Agenda

- ✓ Intro
- ✓ Enterprise Data & the Challenges with Managing it
- ✓ A new way: Oracle Enterprise Data Management Solution
- ✓ EDM Solution Demonstration + Deeper Dive on Feature Functionality
- ✓ Q&A, and Next Steps

EDM – State of the State

Oracle Enterprise Data Management Cloud Service



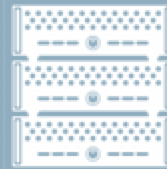
- “DRM Re-imagined” in the Cloud
 - DRM = Data Relationship Management, EDM On-Prem Predecessor
- GA since Jan 2018, EDM is now the strategic solution
- Strong Customer Adoption
 - 100+ deals sold
 - 30+ inflight implementations
 - 5+ active references
- What customers really like:
 - Visualization, integration, Time to Value
- Consistent delivery: Rock Star PM team
- Pace of Innovation – New Updates Each Month!
- Functional Parity with DRM: 2H2019



Anne Marie Price



20 Yrs in this space / 10 years with Oracle



Enterprise Data Management
Solution Consultant



Cincinnati, OH



3 vantage points...
Customer, System Implementer, Vendor

Examples of Enterprise Data

Measures of value – that must be **MANAGED** by the **BUSINESS**

- How you classify and measure across the enterprise (for value, cost,...)
- How you can slice and dice reports (**by** customer, **by** product,...)
- Shared & aligned across applications, functions, systems, or platforms
- Includes **hierarchies**, **attributes**, **mappings**, and **reference data**



Financial	Business	Analytical	Reference Data
<ul style="list-style-type: none"> • Charts of Accounts • Accounts • Legal Entities • Business Units • Cost Centers • Products 	<ul style="list-style-type: none"> • Sales Territories, Teams, People • Companies, Organizations • Locations: Stores, ATMs, Meters • Parties: Customers, Vendors • Employees, Jobs, Positions, Skills 	<ul style="list-style-type: none"> • Dimension Member Lists • Alternate Roll-up Structures • Cross-dimensional Mappings • Intercompany Mappings 	<ul style="list-style-type: none"> • Types, Codes, Value Sets • Market Segments • Product Categories • Geo Codes • Classification Codes • Business Taxonomies

Managing Enterprise Data is key for successful transformations

Stimulus for Change May Come from Anywhere

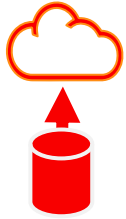
Digital / Systems



Transformational Changes



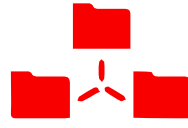
Business / Organizational



Migration to Cloud



Cloud Coexistence



Multi-ERP
Rationalization

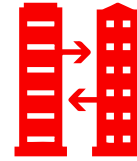


Chart of Accounts
Re-Design



Mergers
& Acquisitions



Business Model
Changes

Routine Changes



New Geo Region



New Department



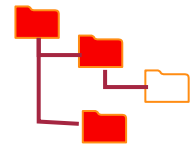
New Offering



New Cost Center



New Legal Entity



New Project

Why manage Enterprise Data proactively?



ALIGN

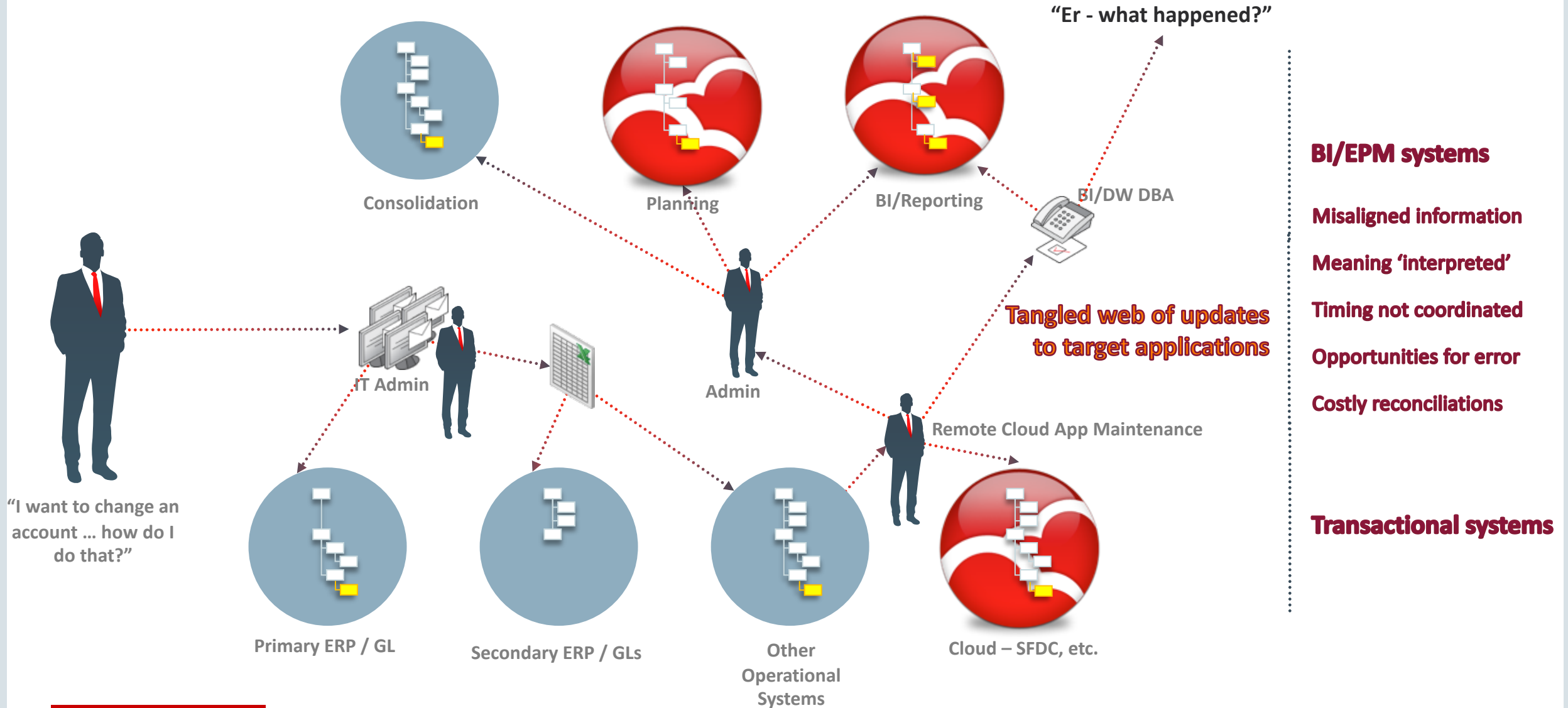


ACCELERATE

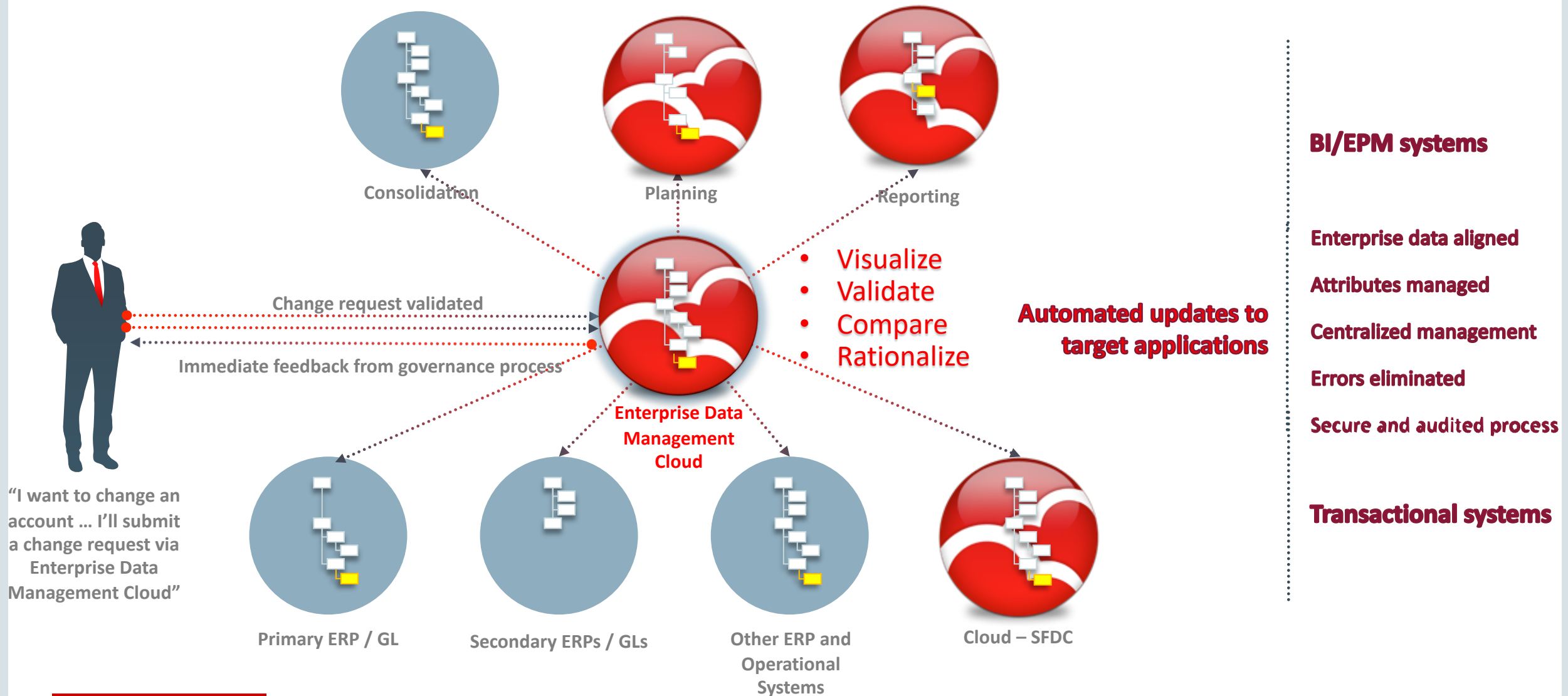


ASSIMILATE

Typical, Siloed, Chaotic Change Process

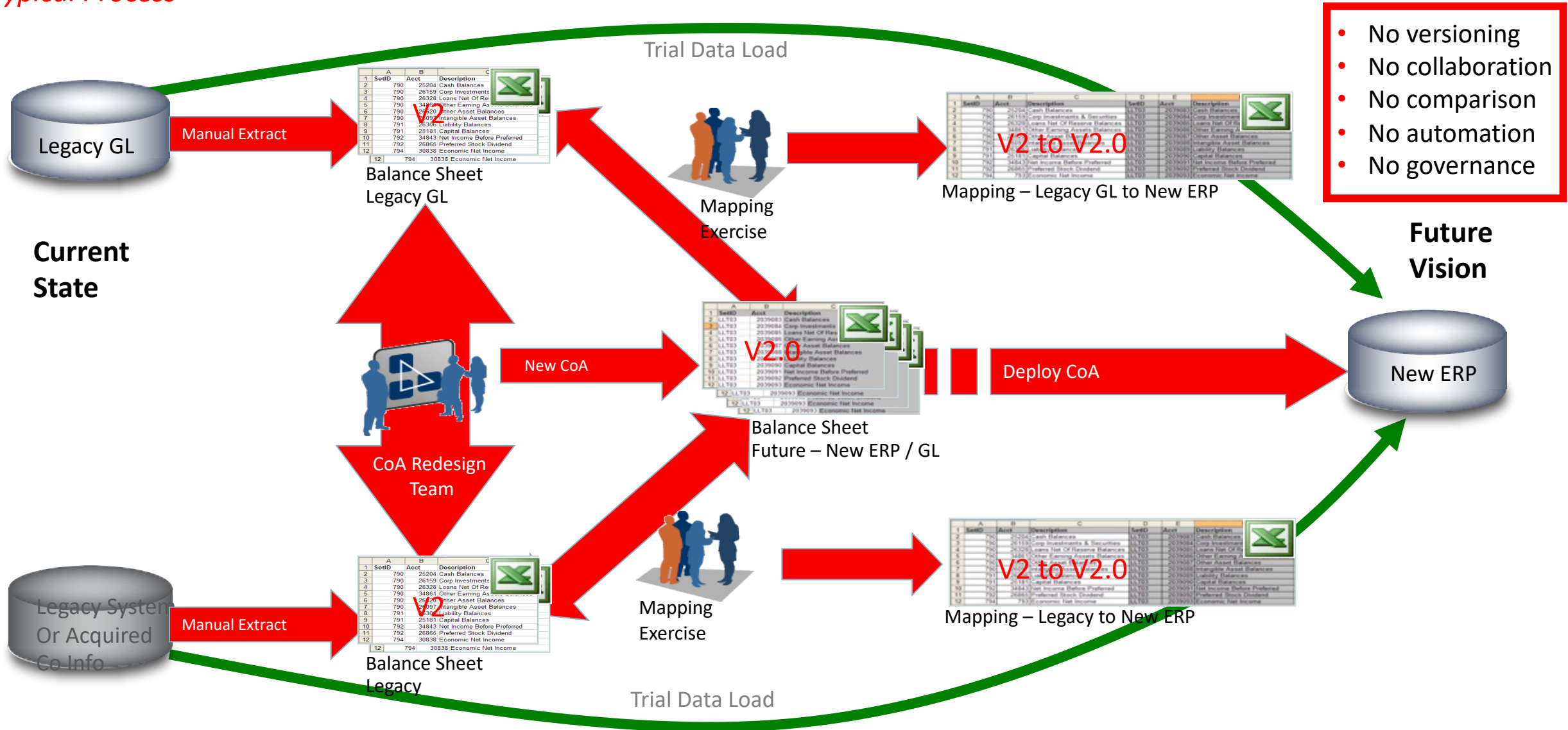


Proactive management of Enterprise Data



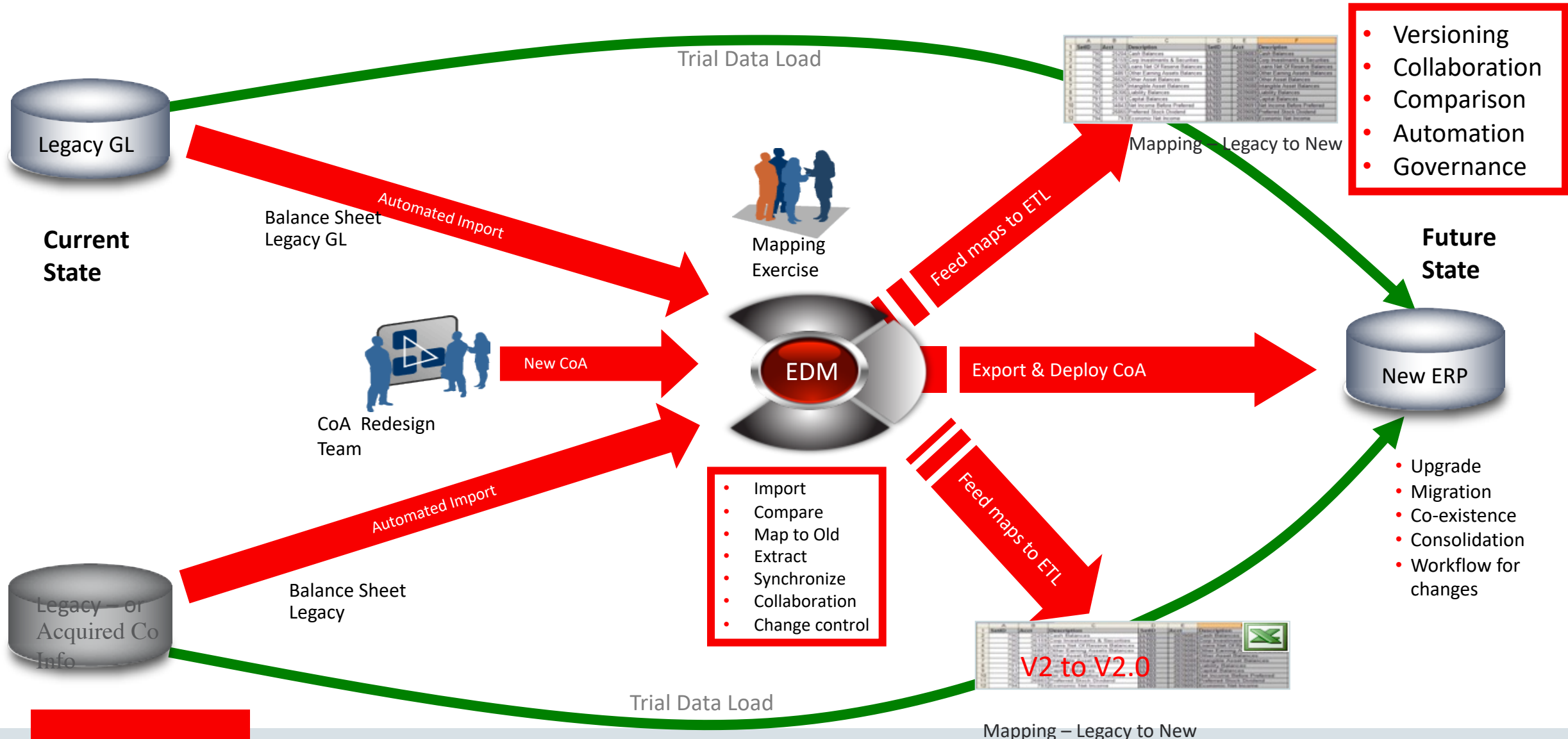
Project Process Flow Example: COA Re-Design, M&A Activity, etc.

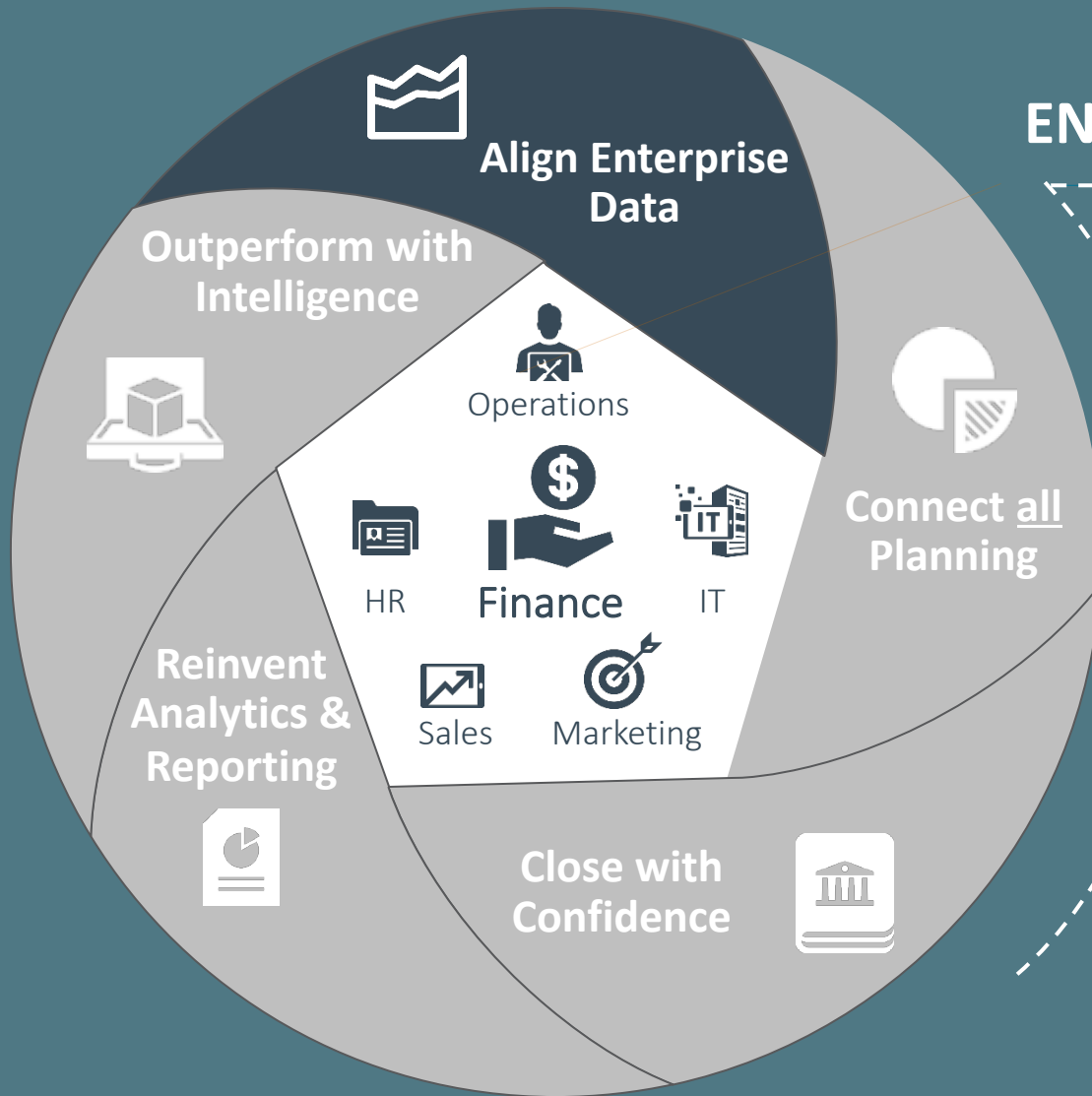
Typical Process



Project Process Flow Example: COA Re-Design, M&A Activity, etc.

With Oracle Enterprise Data Management





ENTERPRISE DATA MANAGEMENT

HIERARCHY & MAPPING MANAGEMENT

APPLICATION-SPECIFIC PERSPECTIVES

ENTERPRISE DATA GOVERNANCE

APPLICATION INTEGRATION ADAPTERS

CHANGE VISUALIZATION

SUPPORT FOR MIGRATIONS & HYBRID DEPLOYMENTS

**ORACLE
EPM CLOUD:
Completely Agile**

New approach....but why change to a new approach?

Old Approach Challenges

- **Big Bang approach:**

- Long running projects with little to show in the form of early wins combined with a high probability of failure or, at best, late delivery

- **Requires concurrence to begin:**

- Puts pressure on the organization to align terms, definitions, data sharing policies, governance workflows, and reporting hierarchies upfront

- **Lacks context:**

- Takes a pedantic approach that fails to capture application-specific nuances and lacks adequate business context to be compelling

- **Single view is unrealistic and burdensome:**

- Cannot absorb new projects or new subscribing applications due to modeling, sharing, filtering, security, and rationalization complexities

New Agile Aspirations

- **Elastic approach:**

- Allows for incremental, iterative implementation with many early wins to motivate a snowball effect

- **Informal:**

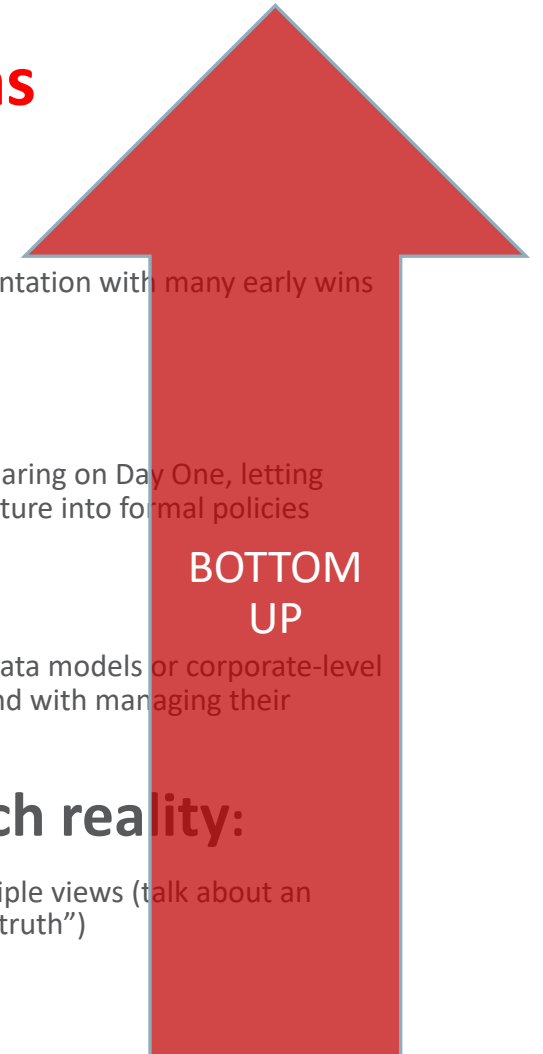
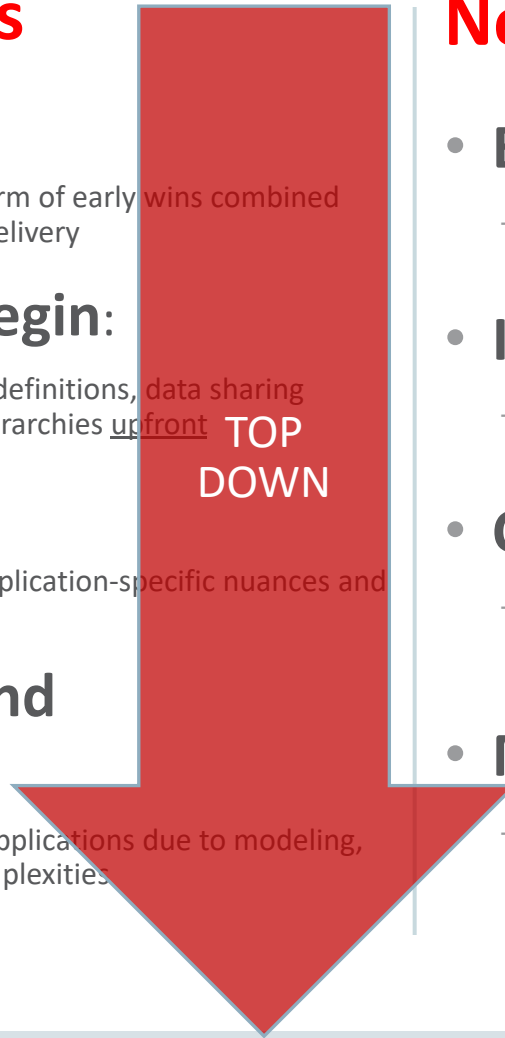
- Begin crowdsourcing changes and data sharing on Day One, letting informal sharing and data governance mature into formal policies

- **Contextual:**

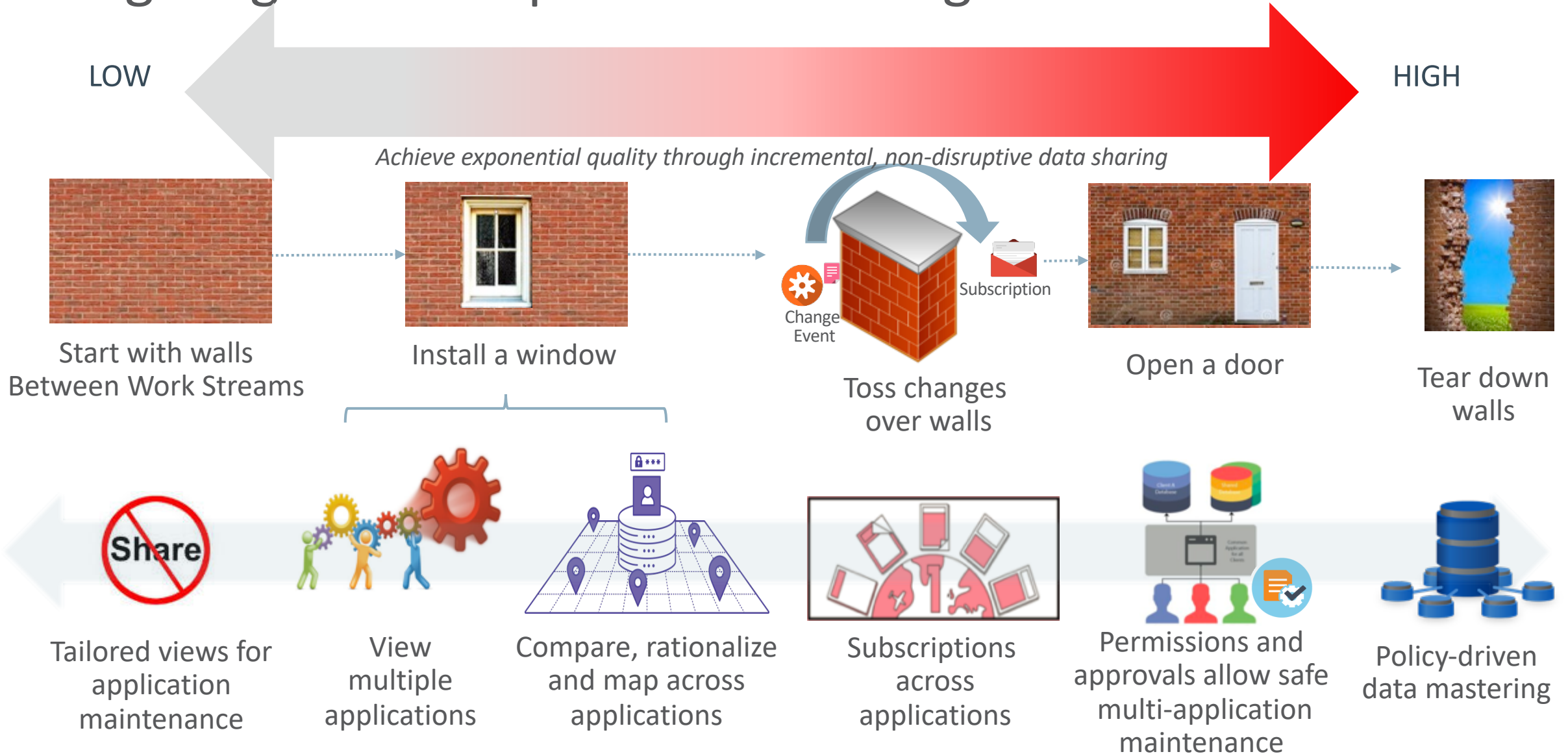
- Shelters users from complicated master data models or corporate-level views -- their journey should begin and end with managing their applications

- **Multiple views to match reality:**

- Embraces the reality of the need for multiple views (talk about an impossible dream - "single version of the truth")



Navigating the Enterprise Data Management Continuum



FEATURE OVERVIEW

Oracle Enterprise Data Management Cloud



Application AND
Master Perspectives



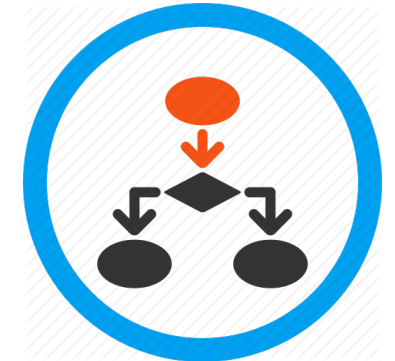
Simplified, Rich
User Interface



Request-driven,
recorded actions



Change
visualization



Collaborative
Workflow



Hierarchy
Management



Compare &
Rationalize



Change
Audit



Packaged cloud
app integration



Complex
data types

Enterprise Data Management

Typical Implementation Process Steps

- 1 Register applications
- 2 Understand information model
- 3 Import data from apps
- 4 Work with data in views
- 5 Manage data with requests
- 6 Create views and viewpoints
- 7 Share data across applications
- 8 Map data across apps
- 9 Synchronize data across apps
- 10 Govern data across apps
- 11 Export data to apps
- 12 Control user access
- 13 Migration and daily maintenance
- 14 Automate tasks

Enterprise Data Management synchronization

Across Any ERP, EPM, HCM; Cloud or On Premise



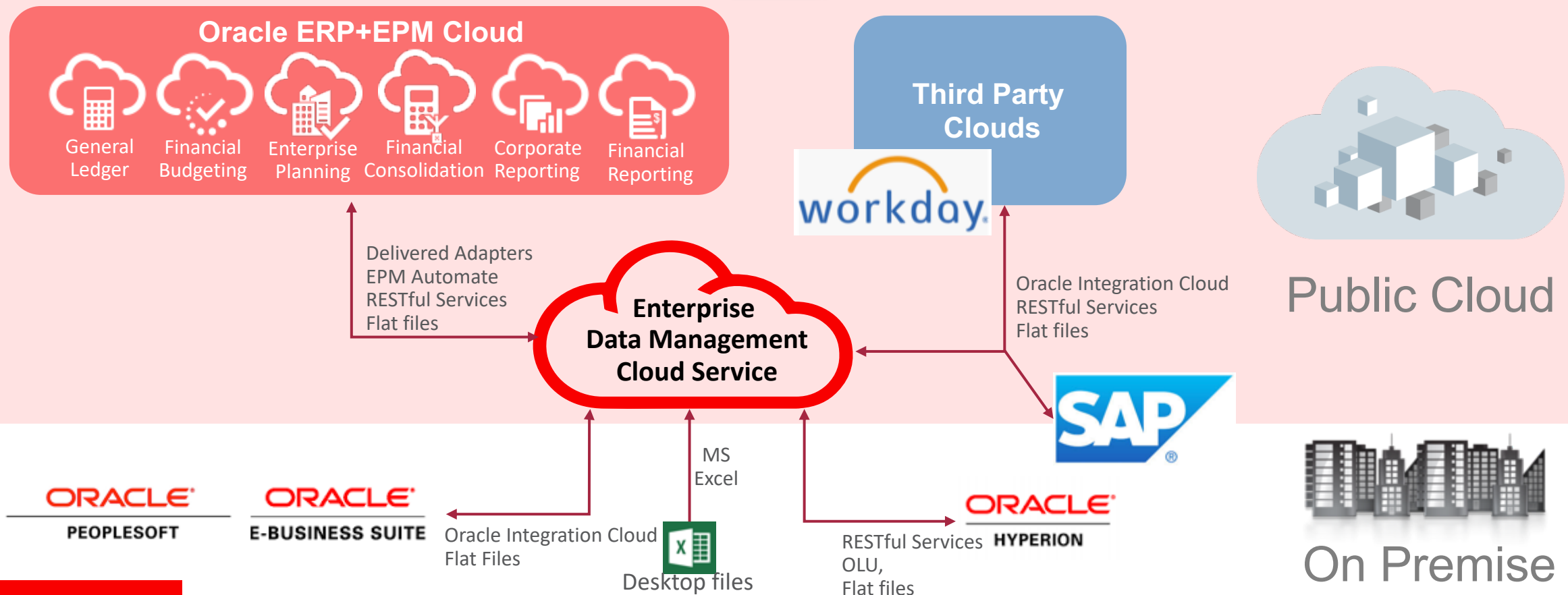
Integrated to Support Hybrid Deployments:

- Connect directly to Oracle ERP & EPM clouds to sync
- Use RESTful services, MS Excel/flat files to integrate
- Publish to SAP, Workday, Hyperion On Premise and other



Capabilities:

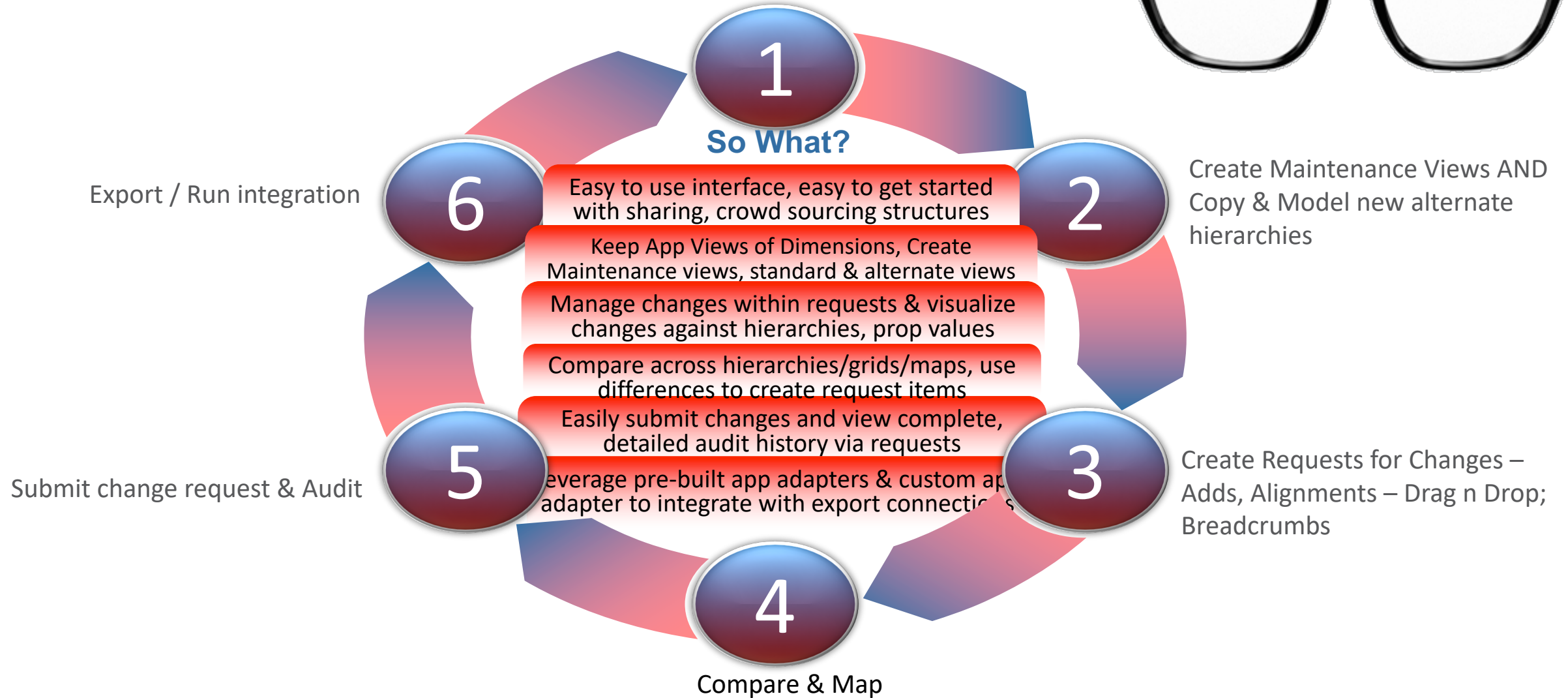
- Rationalize across applications to build fully aligned views
- Visual and curate master data to govern across applications
- Consume/enrich glossary of terms & definitions in context



Show Me: The EDM Demonstration Flow

Enterprise Data Management

Register an Application & Import a Starting Point



Oracle EDM: Key Takeaways

- **Rapid Deployment and Accelerator**
 - Configuration based – not coded solution
 - Rollout hierarchies, re-orgs, etc., much quicker
- **One location for Enterprise Data Management**
 - Single Source of Truth for hierarchies, relationships, maps, attributes
 - Built for Business Users & technologists
 - All Changes encompassed & visualized in Requests, Audit tracking
- **Foundational and Flexible**
 - Synchronize change across the entire enterprise
 - Reduce manual reconciliation & "rogue" hierarchy management
 - Manage Alternate hierarchies, what-if scenarios
 - Easily update configuration as business needs change



To Learn More about EDM, go to...

https://cloud.oracle.com/en_US/enterprise-data-management-cloud

The screenshot displays the Oracle Enterprise Data Management Cloud interface. The main window is titled 'Entity Maintenance - Request 1023'. It features a 'Compare Viewpoints' sidebar on the left with options like 'Left to Right' and 'Bottom nodes'. The main area shows a table of entities with columns for 'Name' and 'Description'. The table is filtered by 'Financial Consolidation'. The 'Planning and Budgeting' sidebar on the right shows a hierarchy of entities, including 'No Entity', 'DEP_Total Entity', and 'DEP_No Entity'. The table content is as follows:

Name	Description
C_300	North-America
C_301	US 1 LE 1 BU 1
C_302	US 1 LE 2
C_303	US 2 Health
C_304	Canada
C_305	LAD
C_306	EMEA
C_307	AFAC
C_400	India
C_401	China
C_402	Japan
C_403	Korea
C_404	Singapur
C_405	Taiwan
C_406	Thailand
C_407	Hong Kong
C_408	

ORACLE®