

ORACLE SCORECARD AND STRATEGY MANAGEMENT

KEY FEATURES AND BENEFITS

FEATURES

- Define 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

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.

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.

Oracle Scorecard and Strategy Management enables organizations to:

- 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.

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

- Define organization's strategic goals.
- Establish strategy.
- Establish key performance indicators.
- Monitor scorecards.
- Override assessments if necessary.
- Communicate status to stakeholders within the organization.

While the foundation behind the scorecard application is the Balanced Scorecard theory, the Oracle Scorecard and Strategy Management module

can be used to align with any management framework, such as Baldrich or total quality management, or it can be used as a purely operational measurement reporting tool; it truly is an information delivery and communication tool.

Oracle Scorecard and Strategy Management Features

KPI Builder and Actions

The KPI Builder allows customers to build Key Performance Indicators to be used within scorecards and dashboards. OBIEE KPIs leverage the BI Server's semantic layer to provide Mutli-dimensional and Hierarchical KPIs that allows 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 Service
- 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 will be available within scorecards or can be embedded within OBIEE dashboards. Some of these views include:

- KPI watch lists
- Strategy trees
- Strategy Maps
- Cause and Effect Maps
- Custom Views

RELATED PRODUCTS

RELATED PRODUCTS

- Oracle Fusion Middleware
- Oracle Analytic Applications
- Oracle Data Warehousing
- Oracle Real-Time Decisions
- Oracle Business Activity Monitoring
- Oracle BPEL Process Manager
- Oracle Hyperion Financial Management
- Oracle Hyperion Planning
- Oracle Hyperion Performance Scorecard
- Oracle Hyperion Strategic Finance
- Oracle Hyperion Capital Asset Planning
- Oracle Hyperion Workforce Planning
- Oracle Hyperion Financial Data Quality Management

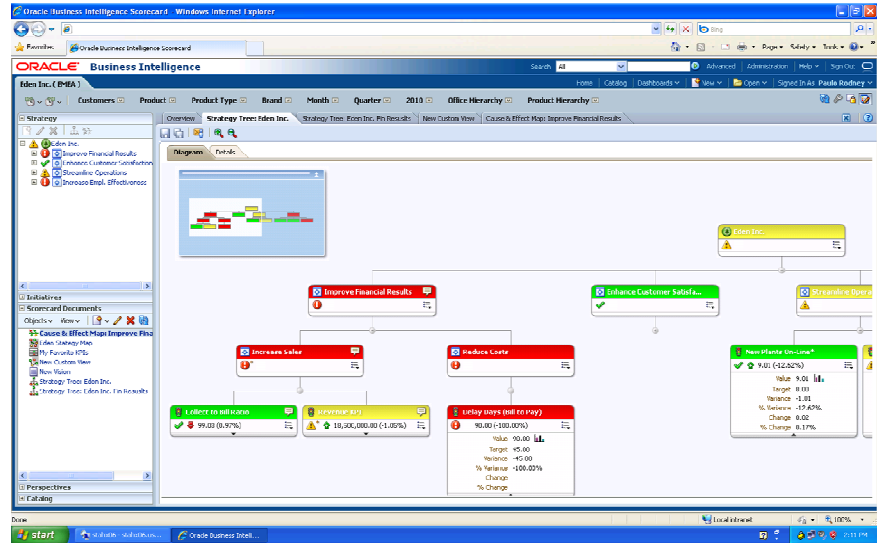


Figure 1. Oracle Scorecard and Strategy Management

Contact Us

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

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