Enterprise Data Management for Driving Business Agility

February 21, 2019

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Safe Harbor Statement

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Data Management Challenges We Hear

- Reconciliation nightmares
- Inconsistent data that I can’t trust
- Acquisitions and re-orgs are unmanageable
- Dependent on it for updates
- Manual process with too much risk for errors
- No standardization or governance

A New Approach Is Needed

Position your organization for success

What if your enterprise data management could help…

- Eliminate duplicative maintenance across ERP and EPM systems
- Reduce period-end close cycles
- Eliminate lengthy and costly manual reconciliations
- Give you visibility of all changes with audit history
- Quickly assimilate acquisitions and corporate re-orgs
- Accelerate adoption of the cloud

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Polling Question #1

What tools does the business use to govern structural changes across enterprise systems?

- Face-to-face meetings
- Spreadsheets, email, and collaboration tools (e.g., Slack)
- Home-grown applications (e.g., Custom hierarchy management solutions)
- Workflow Engines (e.g., IBM Lombardi, Pega Systems, Oracle BPEL PM, etc.)
- Packaged applications (e.g., MDM, Data Governance solutions)
- Cloud services

Introducing...Oracle Enterprise Data Management Cloud

Drive agile business transformation

Accelerate
Cloud Adoption

Assimilate
Business Transformation Faster

Align
Enterprise Applications

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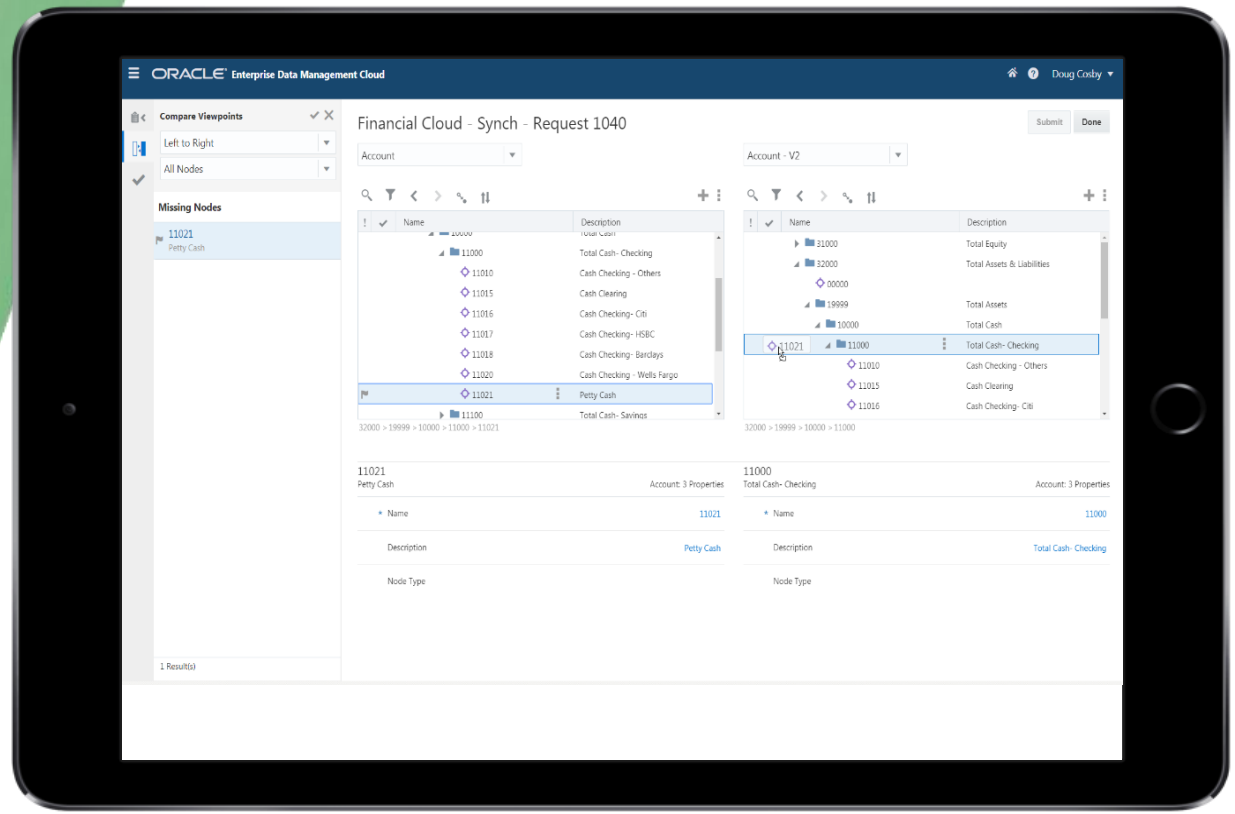
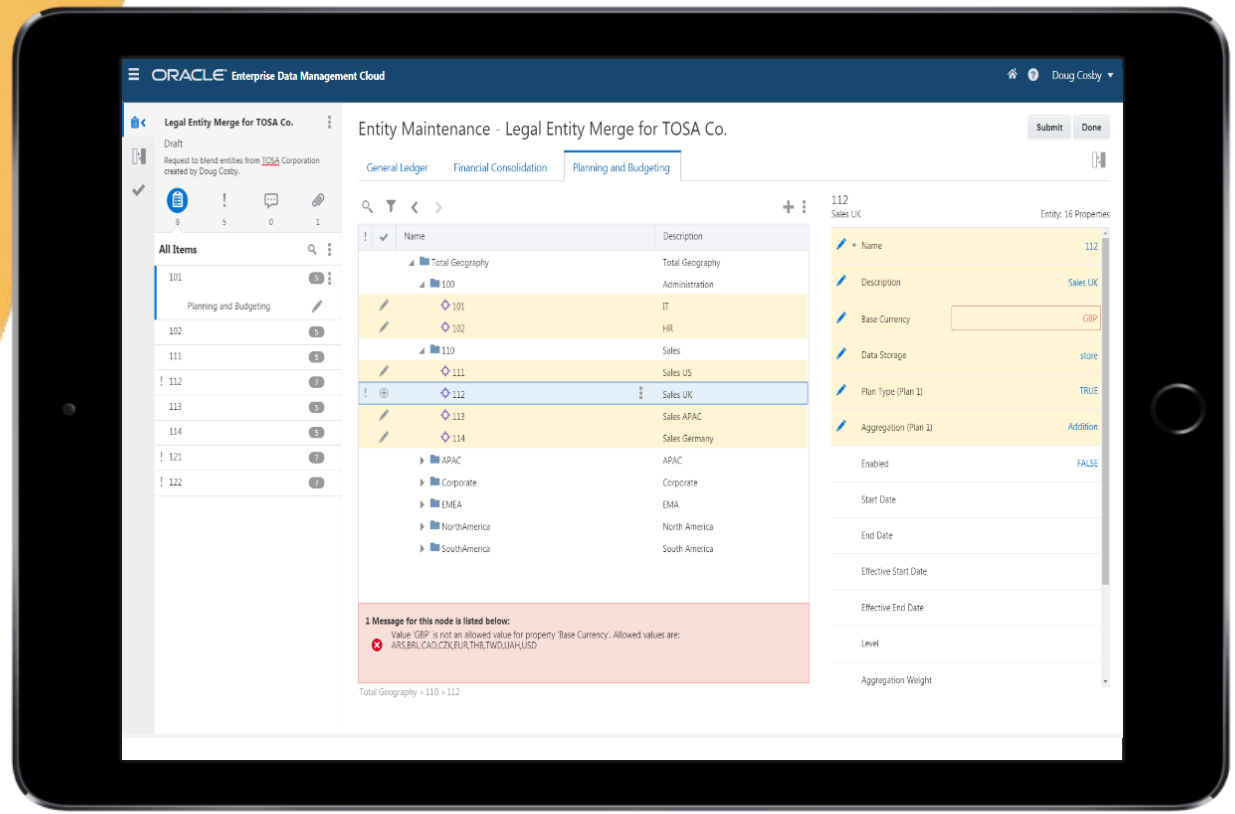
Accelerate Cloud Adoption

- **Enable Cloud ERP and EPM migration** and hybrid coexistence
- Facilitate alignment with **pre-built application adapters**
- **Publish to any source or target:** Cloud, on-premises, hybrid environments
- Drive design, alignment, and **consistency of data elements**



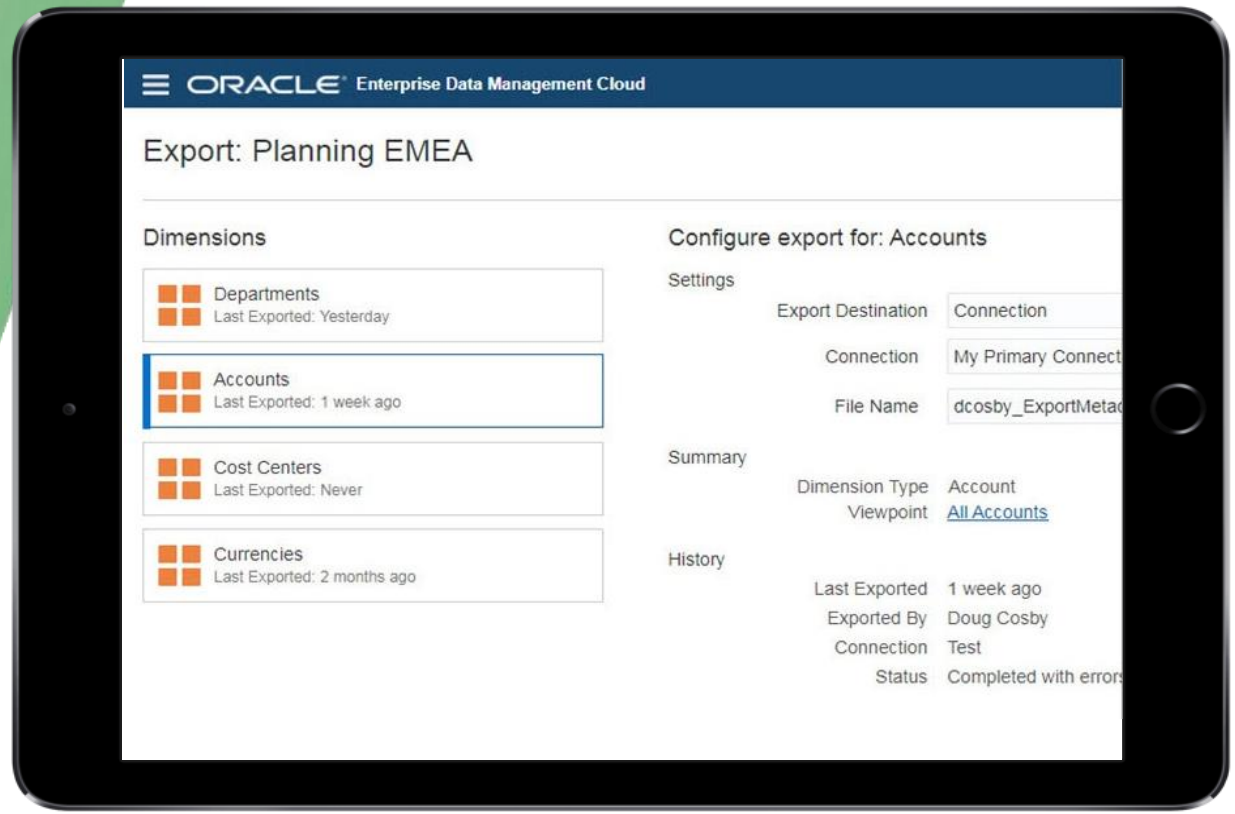
Assimilate Business Transformation Faster

- **Compare, analyze, and conform** structural changes
- Gain speed and agility with **request-driven management**
- Apply **scenario modeling and visualization** of changes before committing
- Leverage **drag and drop hierarchy management**
- **Maintain a granular change audit**



Align Enterprise Applications

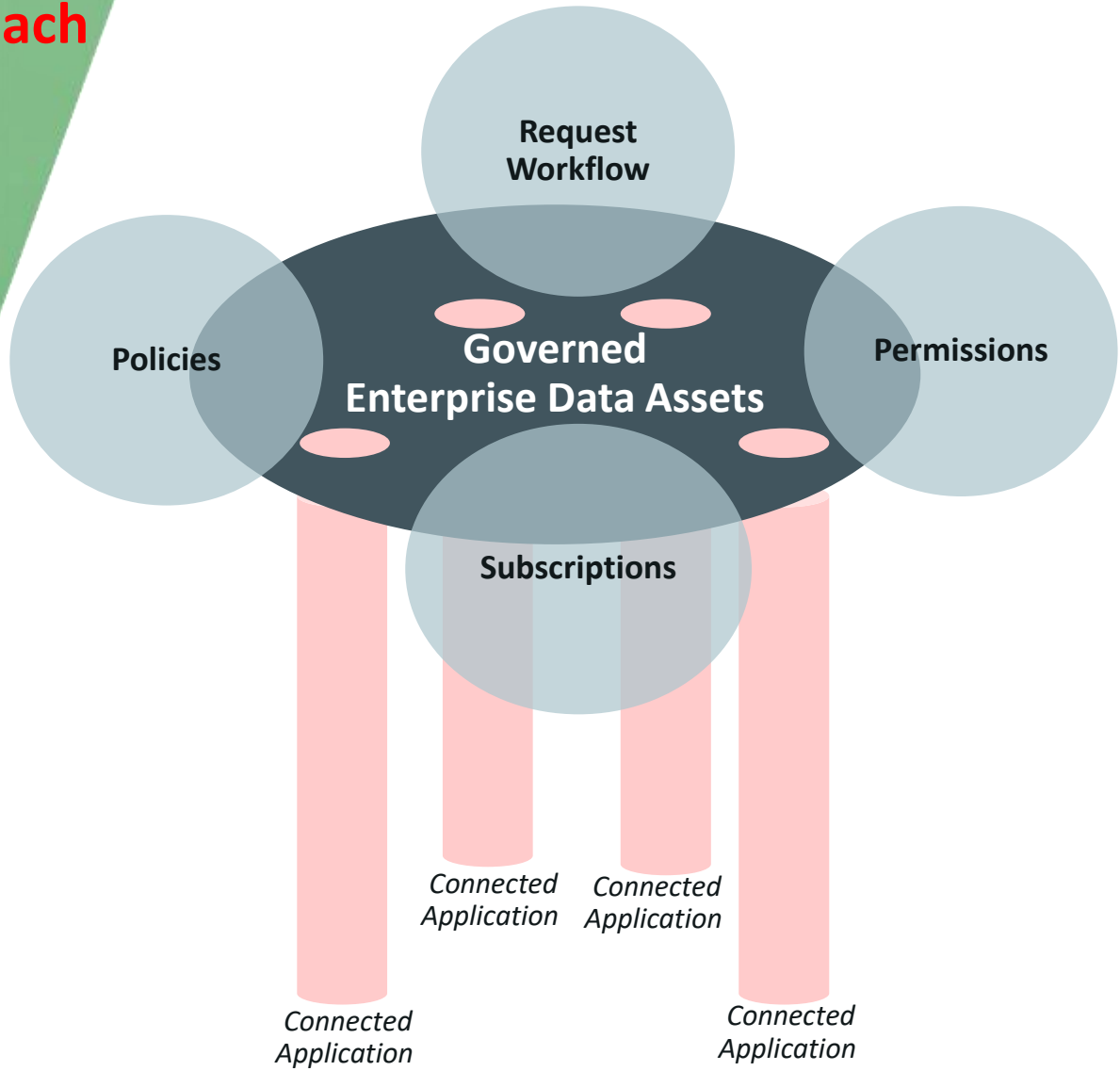
- **Gain a consistent, unified view**
- Leverage **self-service** enterprise data maintenance
- Realize transparency around changes with **clear audit trail**
- **Achieve trustworthy analytics**



Govern Your Changes

Agile, Secure, Incremental, Collaborative Approach

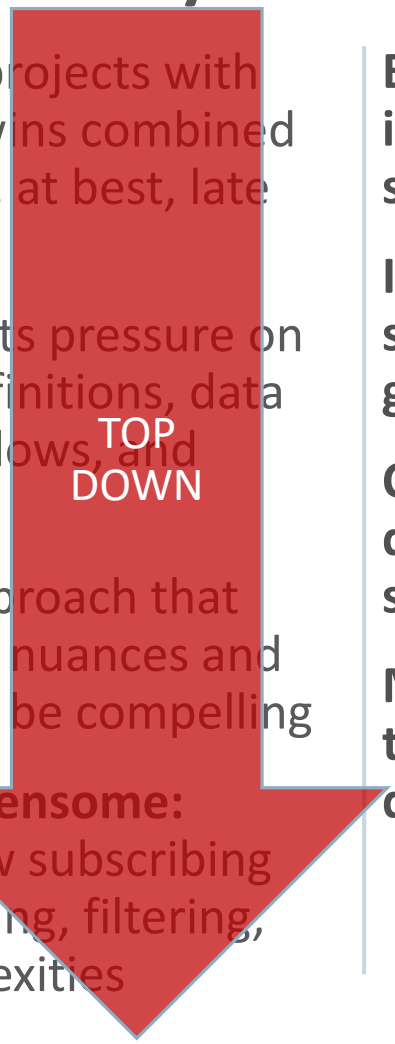
- **Changes to Enterprise Data…**
  - –Applications
  - –Dimensions
    - Nodes
    - Relationships
    - Properties
- **Governed by…**
  - –Request Workflows
  - –Subscriptions
  - –Permissions
  - –Policies



How is Oracle Enterprise Data Management Cloud Different?

Traditional MDM: Current reality

- **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



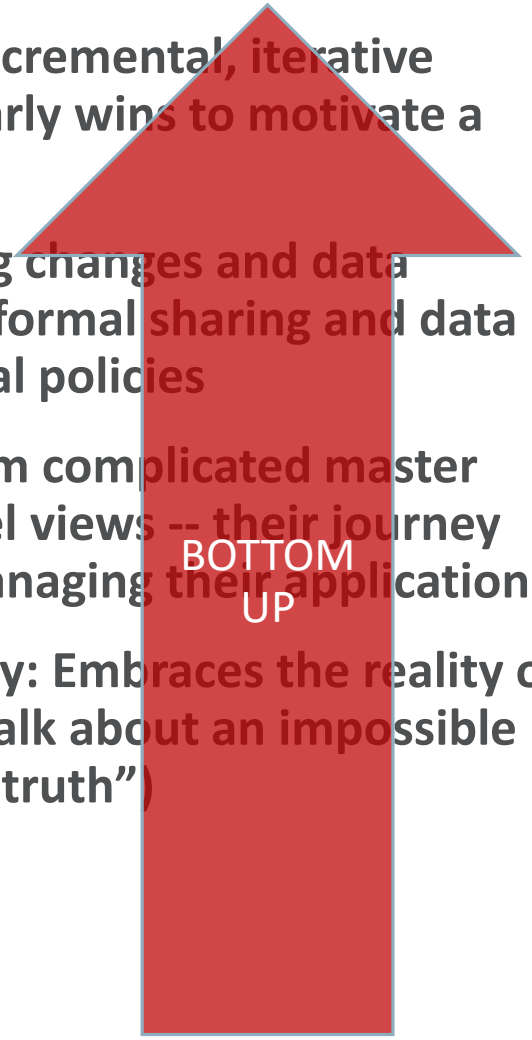
EDM: Agile, Iterative, Context Sensitive

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

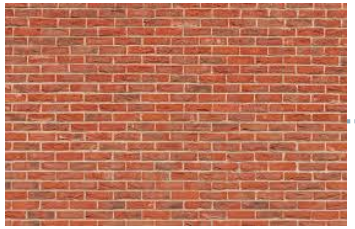
Contextual: Shelters users from complicated master data models or corporate-level views -- their journey should begin and end with managing their applications

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



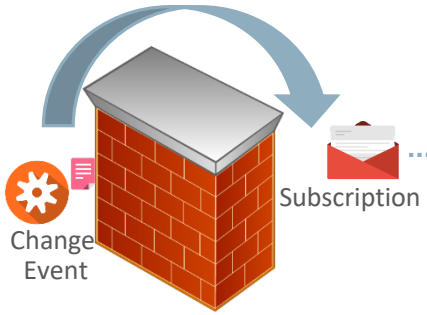
Navigating the Enterprise Data Management Continuum

What's Possible Now? → Roadmap



Start with walls

Install a window



Toss changes over walls

Open a door

Tear down walls

Tailored views for application maintenance

View multiple applications

Compare, rationalize and map across applications

Subscriptions across applications

Permissions and approvals allow safe multi-application maintenance

Policy-driven data mastering

Polling Question #2

Polling: How well do you trust the data and insights from your systems?

Not well. We spend hours rationalizing data and argue over the numbers in meetings

Reasonably well.

Very well. We have invested in an MDM or data governance project/solution that helps

CH Robinson EDM Cloud Implementation

Enterprise Data Management

C.H. ROBINSON

Our people, processes, and technology improve the world's transportation and supply chains, delivering exceptional value to our customers and suppliers.

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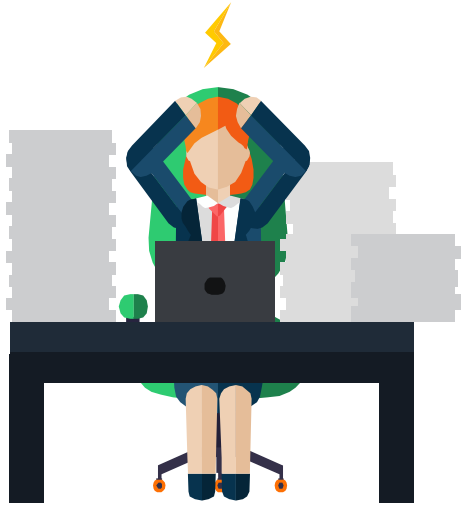
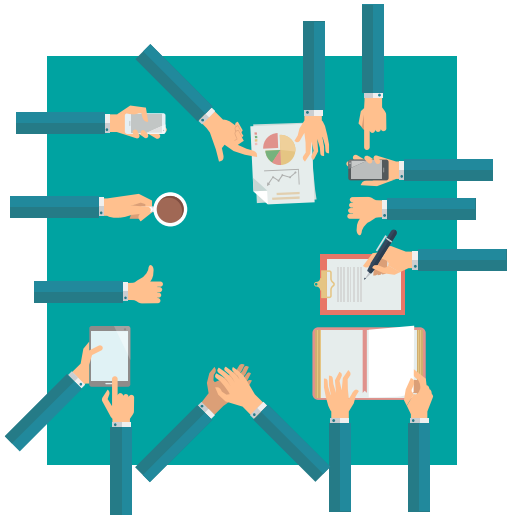
Powered Enterprise EDMCS

C.H. Robinson EDM Cloud Implementation

Challenges Prior to Implementation

Key challenges included:





- A wide variety of poorly integrated legacy ledgers and information systems
- Manual consolidation that was prone to error and out of line with best practices
- No appropriate tool to carry out forecasts, planning, or budgeting
- No master data management system ensuring metadata integrity across enterprise applications

Polling Question #3

Polling: What kinds of issues present the biggest roadblocks as you plan and execute transformational events? Pick the top 1:

Assessing the impact of changes before you commit to them

Collaborating across functions, geos, and divisions to build consensus

Ensuring compliance with standards, policies and regulations

Coexisting legacy systems with cloud systems to address mission-critical business processes

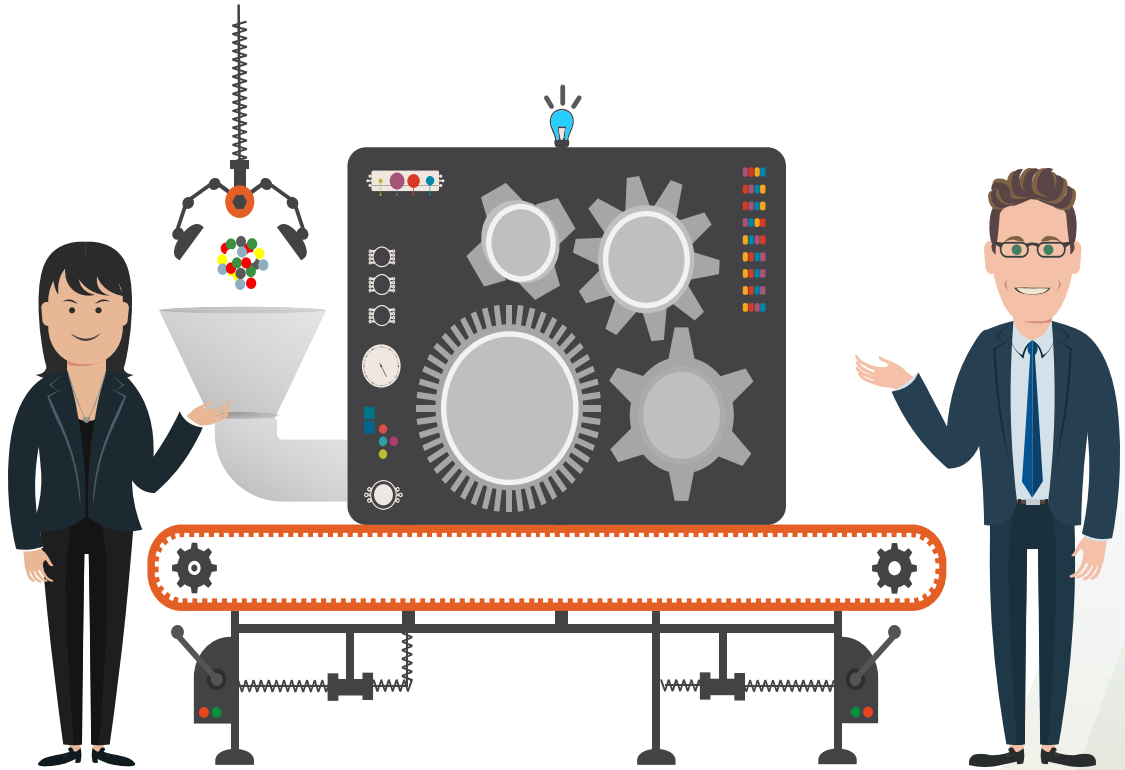
Poor alignment between the business and IT. Change processes are cumbersome, and we need to wait for IT

Powered Enterprise EDMCS

C.H. Robinson EDM Cloud Implementation

Choosing a solution:

- Financial Consolidation and Close Cloud (FCCS)
  for financial consolidation and automated cash flow
- Enterprise Planning and Budgeting Cloud (EPBCS)
  for planning, budgeting, and management reporting
- Oracle Financials Cloud for enterprise resource planning
- Enterprise Data Management Cloud (EDMCS)
  for master data management



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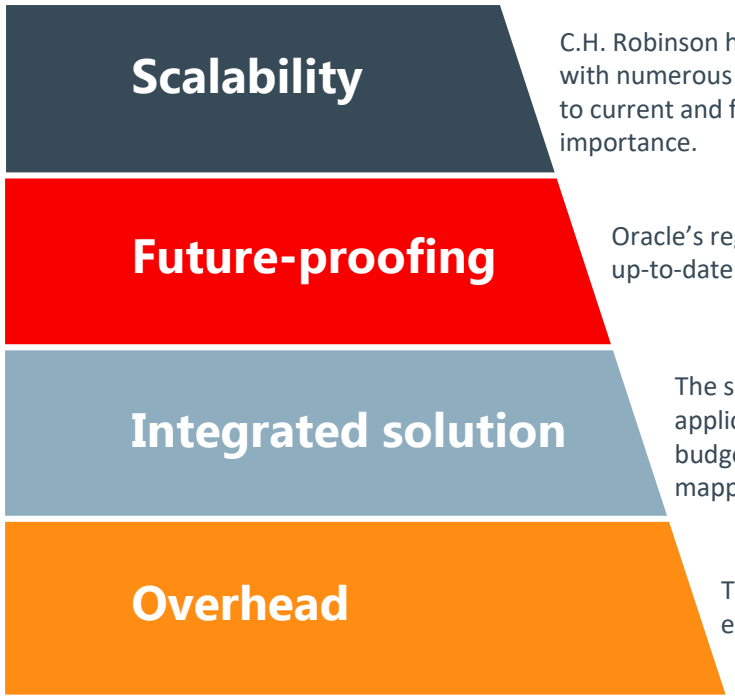
Powered Enterprise EDMCS

C.H. Robinson EDM Cloud Implementation

Why we chose Oracle Cloud:

There were numerous reasons underpinning the decision to fully embrace the Cloud, among which were:



C.H. Robinson has experienced greater than 7% revenue growth over the past decade, with numerous acquisitions. Legacy systems and practices were ad hoc and poorly suited to current and future needs. Scalability of the enterprise solution was of paramount importance.

Oracle's regular updates and patches ensure that the Cloud solution offers the most up-to-date technology and security.

The suite of Cloud applications is constructed to allow easy integration across applications. Data from the GL supports downstream consolidation, planning, budgeting, forecasting and management reporting without complicated data mapping and integration.

The Cloud solution reduces dependence on in-house technical support and expense on IT infrastructure.

Powered Enterprise EDMCS

C.H. Robinson EDM Cloud Implementation

Why we chose EDMCS: In this context, EDMCS was a critical component. With no legacy master data management system in place, C.H. Robinson could have implemented any MDM system, on-premises or otherwise.

Built for the Oracle Cloud
EDMCS features application adapters for PBCS, EPBCS, and the Cloud GL. automatically populated members with necessary properties, enforced metadata rules, and allowed for direct connection to the Cloud applications with configuration enabled via question and answer wizard

Request structure
The request functionality allows metadata changes and modifications to be grouped in batches that can be individually visualized in the application, exported to a spreadsheet to be updated en-masse, and retained in an easily audited format

Compare and share metadata in viewpoints
EDMCS features a unique data chain object structure that includes viewpoints. This allows metadata managers to compare, contrast, and share members and hierarchies across different applications

Growing with the Cloud
EDMCS is updated on a monthly basis by Oracle, improving on old functionality and adding new application adapters and features according to a compelling product roadmap

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Polling Question #4

Do you have data management issues and fragmentation as you move to a cloud or hybrid environment?

Yes, and this is slowing our move to the cloud

Not yet, as we are not very far along on our journey to the cloud

No, we have an enterprise data management strategy to alleviate this

Powered Enterprise EDMCS

C.H. Robinson EDM Cloud Implementation

About the implementation:

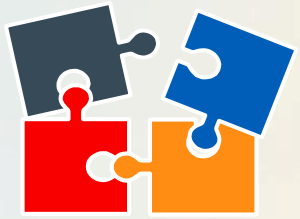
As an early adopter of EDMCS, C.H. Robinson can offer a number of takeaways from implementing this new product:

***Effective integration*:** the application adapters allowed for easy and effective integration with Oracle Cloud applications. Preconfiguring the master data management solution to the needs of the downstream applications allowed for a rapid implementation that would have been difficult or prohibitive with legacy systems.

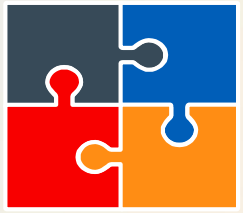
***Simple learning curve*:** although its data model and interface is a departure from the familiar environment of legacy master data management systems such as DRM, in practice it has proven simple for users to adapt. Functional business resources with no experience in master data management found the product easy to understand and use.

C.H. Robinson EDM Cloud Implementation

Piecing the Cloud together - Different implementation timelines across Cloud applications:



Cloud products feature an accelerated implementation timeline, EDMCS was faster in configuration and stand-up than other products in the Cloud EPM suite.



Much of the EDMCS work stream was complete, changes in target applications prevented us from finishing up a “gold copy” of EDMCS.

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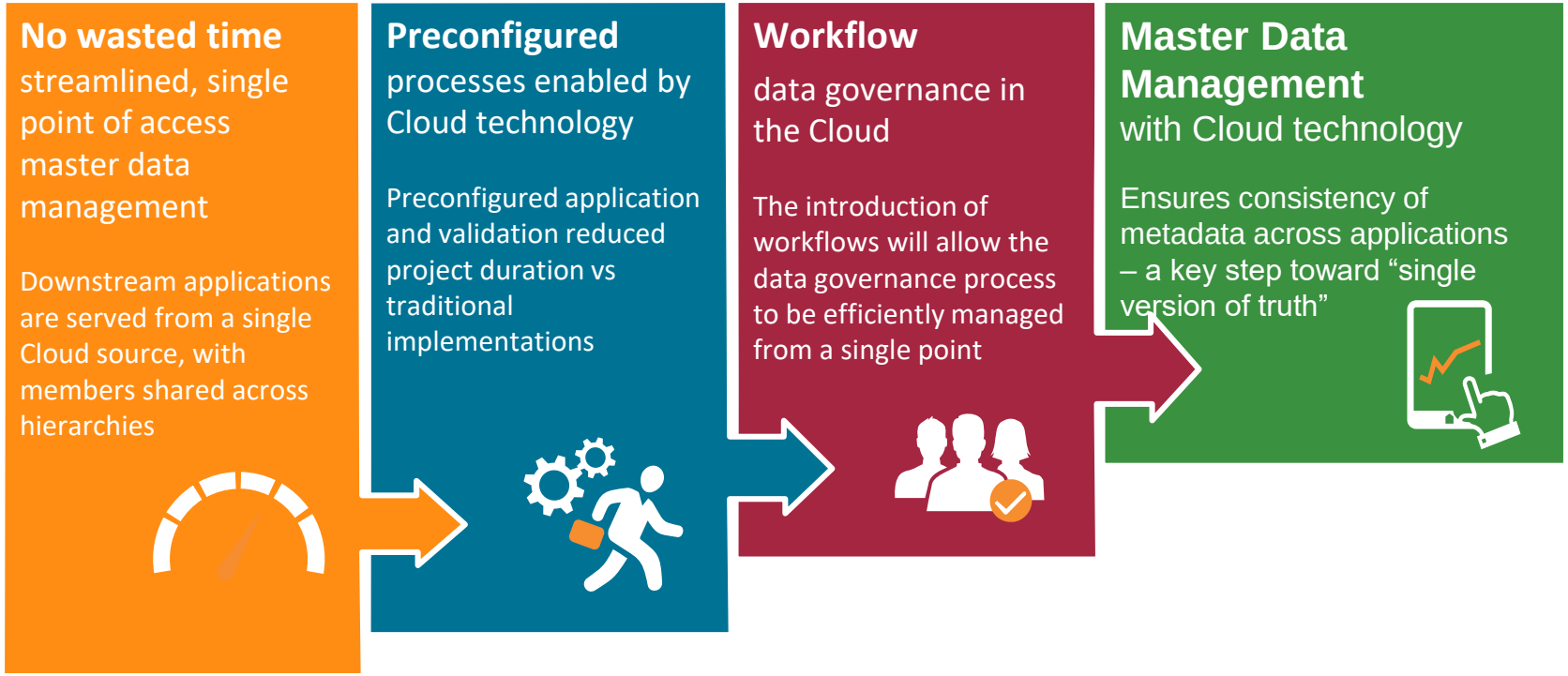
Benefits Realized:

The implementation of EDMCS offers the following benefits:



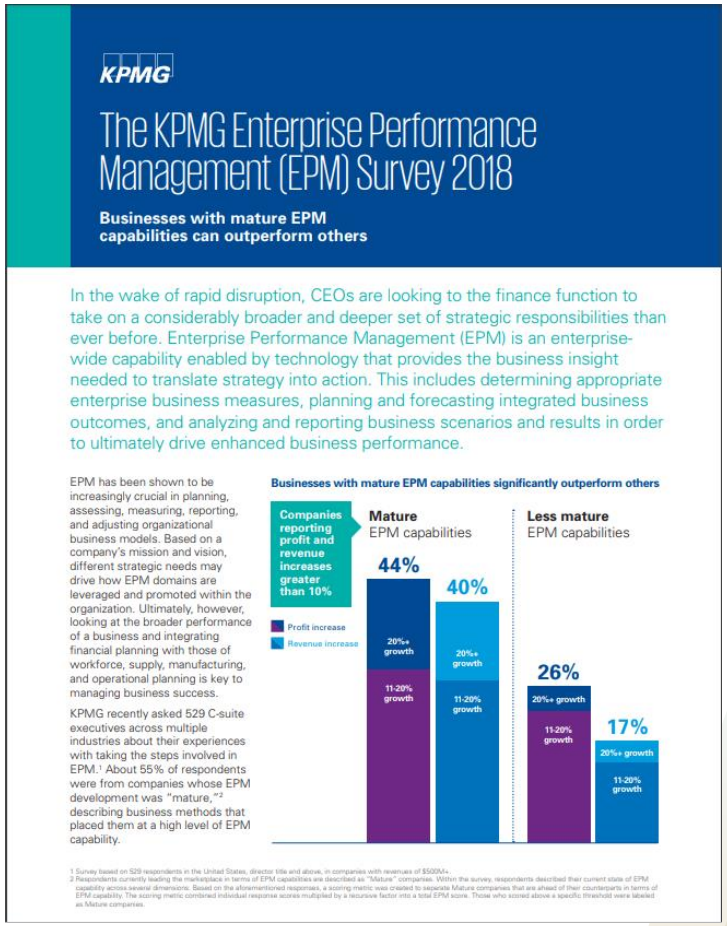
Q&A

Upcoming webcasts

KPMG

Building Competitive Advantage with EPM Capabilities
March 6, 2019 at 2 pm ET

KPMG Advisory Webcast Series
1 CPE Credit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The KPMG Enterprise Performance Management (EPM) Survey 2018

Businesses with mature EPM capabilities can outperform others

In the wake of rapid disruption, CEOs are looking to the finance function to take on a considerably broader and deeper set of strategic responsibilities than ever before. Enterprise Performance Management (EPM) is an enterprise-wide capability enabled by technology that provides the business insight needed to translate strategy into action. This includes determining appropriate enterprise business measures, planning and forecasting integrated business outcomes, and analyzing and reporting business scenarios and results in order to ultimately drive enhanced business performance.

EPM has been shown to be increasingly crucial in planning, assessing, measuring, reporting, and adjusting organizational business models. Based on a company's mission and vision, different strategic needs may drive how EPM domains are leveraged and promoted within the organization. Ultimately, however, looking at the broader performance of a business and integrating financial planning with those of workforce, supply, manufacturing, and operational planning is key to managing business success.

KPMG recently asked 529 C-suite executives across multiple industries about their experiences with taking the steps involved in EPM.[1] About 55% of respondents were from companies whose EPM development was "mature,"[2] describing business methods that placed them at a high level of EPM capability.

Businesses with mature EPM capabilities significantly outperform others

Companies reporting profit and revenue increases greater than 10%

Profit increase

Revenue increase

Mature EPM capabilities

Less mature EPM capabilities

44% 40% 26% 17%

20%+ growth

11-20% growth

1 Survey based on 529 respondents in the United States, director title and above, in companies with revenues of $500M+.

2 Respondents currently leading the marketplace in terms of EPM capabilities are described as "Mature" companies. Within the survey, respondents described their current state of EPM capability across several dimensions. Based on the aforementioned responses, a scoring metric was created to separate Mature companies that are ahead of their counterparts in terms of EPM capability. The scoring metric combined individual response scores multiplied by a recursive factor into a total EPM score. Those who scored above a specific threshold were labeled as Mature companies.

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