


<p style="text-align: center;">HYPERION MASTER DATA MANAGEMENT SOLUTIONS FOR IT</p>	
<p style="text-align: center;">POINT-AND-SYNC MASTER DATA MANAGEMENT</p>	<p style="text-align: right;">04.2005</p>

Hyperion’s new master data management solution provides a centralized, transparent process for managing critical BPM Master Data that drive enterprise reporting. Hyperion MDM expedites and automates the management of BPM master data across disparate enterprise systems including BPM applications, OLAP, BI platforms, enterprise data warehouses, legacy systems ERP. BPM Master Data including hierarchies, dimensions and business rules are maintained in a single repository, facilitating a controlled and efficient change management processes.

Business users enjoy secure access to their own reporting structures, and visibility into all critical BPM Master Data. True multidimensional management of dimensions and hierarchies encourages broad involvement of the business community, while real-time enforcement of business rules ensures system integrity. Complete versioning capability and a detailed audit log enable straightforward troubleshooting.

Benefits of Hyperion MDM include:

- Improved decision-making thanks to broader analysis, timelier intelligence, better accuracy of data and greater system stability;
- Lower operational costs due to streamlined reporting and planning procedures, as well as elimination of manual-process redundancies;
- Optimized value of existing assets thanks to complete interoperability with all major reporting and analysis platforms, including data warehouses, data marts, OLAP cubes, general ledgers and other such systems;
- Greater understanding of the business due to cross-dimensional analysis and visibility into previously hidden corporate wisdom.

Business Intelligence – Hyperion MDM expands the intelligence capabilities of an enterprise by extending access to the hierarchies and dimensions that drive analytic applications.

Enterprise Analytics – Hyperion MDM stabilizes and enhances Essbase environments by allowing business users to manipulate their own hierarchies in a truly multidimensional way.

Enterprise Reporting – Hyperion MDM allows multiple users to access and adjust reporting structures which can be propagated across all reporting and analysis systems

Data Warehousing – Hyperion MDM strengthens data warehousing solutions by centralizing all business rules, dimensions and hierarchies within a stable, secure environment.

ETL – Hyperion MDM expedites ETL processes across disparate applications and systems by putting a business face on a previously IT-driven process.

BUSINESS INTELLIGENCE

Hyperion MDM enables optimization of BI environments through the integration and multidimensional management of reporting hierarchies. As a centralized master data management environment, Hyperion's solution solves the problems caused by overly complex BI processes because it houses all hierarchies, dimensions, mappings and other business rules within a fully transparent, secure repository.

By eliminating the chaos that typically surrounds change-management processes, Hyperion MDM enables a more collaborative relationship between business and IT. Technical staff is freed from the mundane work associated with manually managed processes, allowing more time and energy for strategic issues or architectural projects. Business users enjoy the ability to manipulate their own information assets in a visual, multidimensional environment. Sharing and comparing reporting practices across multiple lines of business and corporate organizations is greatly facilitated.

Benefits of using Hyperion MDM for BI include:

- Manages complex relationships between hierarchies, mappings, business rules and nodes via an administrator workbench and security console; real-time and batch enforcement of business rules ensures system integrity, while versioning allows roll-back to historical models
- More business users get involved in the maintenance of dimensions and hierarchies, increasing the value of enterprise intelligence; multi-level security ensures only certain users can modify certain structures
- Business users can manipulate their own hierarchies and dimensions in a truly multidimensional environment; transparency into previously hidden corporate wisdom expedites creation of new applications
- Time saved via automation of manual processes, allowing analysts and other users to focus on more pressing issues; users can easily create a wide range of what-if scenarios, including analyses of past, present and future reporting structures

ENTERPRISE ANALYTICS

Hyperion MDM strengthens Essbase environments by centralizing the management of dimensions and hierarchies across disparate systems and platforms. As a master data repository, Hyperion MDM simplifies complex relationships between hierarchies, mappings, business rules and nodes via an administrator workbench and security console.

Stability is enhanced by verification processes that run in both real-time and batch to enforce business rules and reconcile reference data. Versioning capability gives administrators the option to roll back the entire reporting system to any historical model. Retention of those models enables analyses of version-over-version.

Benefits of using Hyperion MDM for Enterprise Analytics include:

- New Essbase applications can be created faster through greater visibility of all enterprise dimensions in a centralized master data repository
- IT can be relieved of hierarchy maintenance allowing them to develop a more strategic and collaborative relationship with business users
- Transparent change management capabilities allows administrators to control the business process while business users can manage hierarchy changes
- Business users can easily create what-if scenarios, including analyses of past, present and future reporting structures, mappings and hierarchies

ENTERPRISE REPORTING

Hyperion MDM enables end users to view and manipulate their own reporting structures in whichever dimensional view serves them best. A multi-threaded architecture allows multiple users to access the same portions of hierarchies simultaneously providing broad flexibility, while stability is maintained through the real-time enforcement of business rules.

Benefits of using Hyperion MDM for Enterprise Reporting Structures include:

- Because business users can manipulate their reporting structures without affecting hierarchies outside their area, they take more ownership of those structures, thus increasing accountability and accuracy
- Minimal time is wasted doing band-aid work that results from changes outside a user's sphere of influence, so employees can focus on more strategic, value-adding initiatives;
- Centralizing the management of reporting structures, duplication of effort is avoided, thus greatly lowering total cost of ownership for any reporting or analysis environment;
- IT and end users can move beyond the traditional back-and-forth processes of emails, phone calls and hallway/elevator encounters;
- End users enjoy enhanced visibility into the hierarchies that form their own reporting structures, as well as other hierarchies and dimensions around the organization.

DATA WAREHOUSING

Hyperion MDM strengthens enterprise data warehousing environments by providing consistent BPM master data management of the critical hierarchies, mappings and reference-data necessary to produce quality information. As a centralized, rule-driven repository, Hyperion MDM accommodates any type of warehouse, star schema or snowflake, as well as data marts, corporate information factories and operational data stores.

Hyperion MDM formalizes efforts to manage alternate dimensions, improving both flexibility and stability of reporting architectures. Complete visibility into the business rules that drive dimensions and hierarchies encourages greater understanding of enterprise data. Troubleshooting is facilitated by an audit log that keeps track of who changes what and when. Storage of historical versions allows roll-back to any model, and also enables analyses of changes over time.

Benefits of using Hyperion MDM in your data warehouse environment include:

- Interoperability with all major data warehousing solutions
- Ensures integrity of master data across disparate reporting and analysis tools
- Centralized management of business rules enables automatic retention of parent-child relationships and derived attributes
- Versioning capability provides ability to rollback to any point in time; further, business rules can be enforced to prevent errors that occur during the master data maintenance process
- Complete visibility into the rollup structures, formulas, and business rules that drive enterprise reports, facilitating knowledge dissemination throughout the organization
- Enables non-technical business users to manage hierarchies without any regard for level restrictions and publish these same hierarchies as balanced, conformed dimensions to the data warehouse.

EXTRACTION, TRANSFORMATION, AND LOADING – ETL

Hyperion MDM consolidates the hierarchies, dimensions, mappings and namings that guide ETL processes. With Hyperion, hierarchies and alternate dimensions can be updated, synchronized and coordinated across multiple source ERP, ETL and BI systems simultaneously, in whichever format a particular application requires. This enables IT to provide broader and more flexible reporting capabilities without custom building limited-use solutions.

Hyperion MDM complements the metadata repositories in ETL technologies which typically manage technical metadata such as field names and mappings. Hyperion's master data management solution eliminates the need to create custom in-house hierarchy management tools, which can provide a short-term solution, but lack the ability to expand and adapt to ad-hoc changes in reporting needs. .

Benefits of using Hyperion MDM in conjunction with ETL include:

- IT first develops the ETL process, then business users manage it, enjoying interoperability with legacy systems and leading ETL vendors, including Ascential, Informatica, and Ab Initio
- Change management is facilitated through centralization and transparency of master data management;
- Versioning capability allows roll-back to any historical model, and a complete audit log enables rapid troubleshooting; real-time enforcement of business rules helps ensure system integrity;
- Verification and validation functionality confirms the accuracy of BPM master data in real-time and batch mode
- Automation of previously manual processes allows faster delivery of scheduled reports, while development of new ad hoc applications is expedited through a centralized master data repository.