

OAUG Hyperion SIG meeting

Sunday, April 13, 2008

Facilitator: Kristin Newman, BI Practice - Hitachi Consulting

Agenda

- 1:00 – 1:15 OAUG Hyperion SIG Introduction
 - » SIG Board members
 - » Domain Leads
 - » Webcast Series
- 1:15 – 2:15 Oracle Key Note Speaker: Rich Clayton
- 2:15 – 2:30 OAUG Board Member Speaker: Ray Payne
- 2:30 – 2:45 Collaborate Hyperion Presentations Overview
- 2:45 – 3:15 SIG members Q& A and ideas
- 3:15 – 4:15 Cocktail Reception

Hyperion SIG Board Introductions

- **SIG Coordinator – Ed DeLise, VP Sales, Finit Solutions**
 - 8 Years in Hyperion World, former North American Sales Director for UpStream Software. National Experience with the Hyperion User Group Community.
- **Programs and Education – Doreen Fox-Dwyer, Sr. Manager Financial Reporting, Hess Corporation**
 - 25 Years of hands on experience, experience with Hyperion Product User groups, focus groups, and Hyperion User Groups.
- **Marketing and Communications – Kristin Newman, BI Recruiting Manager, Hitachi Consulting**
 - Significant volunteer coordination background on Local and National Levels, Active in BI User Community with many organizations.
- **Member Services – Teresa Clark, Vice President, Linium**
 - Significant volunteer background, Deep Oracle and Hyperion Application sales and services Background.
- **Oracle Liaison Coordinator – Xena Ugrinsky, VP Strategic Operations, Pinnacle Global Worldwide**
 - 16 years in Hyperion World (10 at Hyperion). Currently Provides EPM Advisory

Hyperion SIG Domain Leads

- The OAUG Hyperion SIG is committed to providing its members with the highest quality, most relevant and most timely Hyperion resources available (at least outside of Oracle!).
- Domain Leads will be the “go to” people to help coordinate, evaluate and select the resources for presentations, for education opportunities, and for web content.
- Their deep backgrounds in their respective areas of expertise make them uniquely qualified to help the OAUG reach its mission to become “Your Home for Hyperion” for our members.

Hyperion SIG Domain Leads

- **Hyperion Planning Lead – Sean Bernhoit, VP, Hitachi Consulting**
 - Involved with Planning since its inception. Sean has built and overseen over 100 installations.
- **Essbase Co-Lead – Tim Tow, President, Applied OLAP**
 - 13 years experience with Essbase. Received an Oracle ACE award in 2007. Has delivered many implementations and provided IP to Hyperion.
- **Essbase Co-Lead - Edward Roske, CEO, interRel Consulting**
 - 13 years experience with Essbase, over 200 Implementations. First to receive a perfect score on the Essbase exam. Wrote “Essbase for Mortals”.
- **HFM / FDM Lead – Robert Cybulski, President, Finit Solutions**
 - 9 years experience with Hyperion Consolidations and Integration Products. Over 70 implementations built and overseen. Delivered largest FDM implementations deployed.

Hyperion SIG Domain Leads

- **Hyperion Strategic Finance – Jay Laabs, Managing Director, Blue Stone International, LLC**
 - 10 years experience with over 100 implementations performed personally. Worked at Alcar, where HSF originated.
- **Master Data Management – Joe Northern, President, MD Strategies**
 - Co-Founder of MDM at BancOne, 12 years experience with MDM, over 20 enterprise wide implementations. Razza product direction and marketing roles.
- **BI** – position open as of February 29, 2008

Hyperion Webcast Series

- January 31, 2008 Design & Best Practices around Oracle/Hyperion Planning
Presenter: Sean Bernhoit, Hitachi Consulting
- February 28, 2008 Loading Data into Hyperion Applications with Financial Data Quality Management (FDM)
Presenter: Ed Delise, Finit Solutions
- March 26, 2008 How Essbase Thinks
Presenter: Edward Roske, interRel Consulting
- May 1, 2008 Migration from OFA to EPB to Hyperion Planning
Presenter: Nilesh Phillips, Linium LLC
- May 22, 2008 Implementing HFM for External and Internal Reporting
Presenter: Doreen Fox-Dwyer, Hess Corporation

Key Note Speaker – Rich Clayton

Vice President, Oracle Enterprise Performance Management Global Business Unit

- Rich Clayton is vice president of marketing for Oracle's Business Intelligence and Performance Management products. In this role, Mr. Clayton works in Oracle's new Enterprise Performance Management (EPM) Global Business Unit and is responsible for driving the global go-to-market strategy for products, channels and sales enablement for the BI and EPM markets.
- For the last 17 years, Mr. Clayton has been marketing enterprise software applications and technology for large, multi-national companies. At Hyperion, Mr. Clayton was vice president of product marketing responsible for go-to-market planning, product positioning, market strategy, sales enablement and pricing and licensing.
- Prior to joining Hyperion, Mr. Clayton was vice president of marketing for a venture backed startup focused on building online e-marketing services for Fortune 1000 companies.
- Before marketing enterprise software, Mr. Clayton worked in corporate finance for several years and was a public auditor with McGladery & Pullen.
- Mr. Clayton earned his bachelor's degree in accounting from Loras College.

OAUG Board Member – Ray Payne

- Johns Hopkins University Applied Physics Laboratory (OAUG User Member)
 - Goals of OAUG Board for 2008

Collaborate Hyperion Presentations

- 80 + sessions to choose from
- Monday → 17 sessions
- Tuesday → 19 sessions
- Wednesday → 29 sessions
- Thursday → 19 sessions

SIG Members Q &A

- Ideas for OAUG Hyperion SIG Board and what you'd like to see over the next 6 months
- New member registration

RECEPTION