## Day at a Glance Locations for Breakouts will be assigned as we approach March 20.

| | Essbase/Planning/Other | HFM/FDM/DRM/Other | Infrastructure/General | Reporting/Other |
|---|---|---|---|---|
| 7:30a | Registration and Continental Breakfast | | | |
| 8:00–9:00a | Delivering High Performance with Large Complex Dimensions in ASO & Memory Processing<br>*Jim Frederick, Land O'Lakes and Jon Harvey, eCapital Advisors* | Data Relationship Management<br>*Todd Rebner, AdvancedEPM* | Design, tune and optimize Oracle EPM 11.1.2.x architectures<br>*Mark Wirth/John LoPresti, The Hackett Group* | Smart View 11.1.2.1.102 New Features<br>*Craig Mesenbring, Harbinger Consulting Group* |
| 9:00–10:00a | Essbase Calc Scripts for Mere Mortals<br>*Edward Roske, Oracle Ace Director, InterRel* | EPMA: The Good the Bad and the Ugly<br>*Dale Torgerson, HCG* | Automate and Run Your Hyperion Environment with Zero Scripts, Zero Code, Zero Hassles<br>*Quinlan Eddy, Star Analytics* | iPad Integration with OBIEE (HFM and Oracle Financial Management Analytics)<br>*Justin Gillespie, The Hackett Group* |
| 10:00–11:00a | The World of Allocations: Essbase, Planning or HPCM<br>*Sean Bernhoit, Linium* | HFM Application Design for Performance<br>*Chris Barbieri, Oracle Ace, Edgewater Ranzal* | Modernize your Hyperion:  What's new in Oracle EPM Infrastructure<br>*Eric Helmer, Oracle Ace Director, Linium* | Report Creation, Management, Distribution and Automation<br>*Jim Wilking, Harbinger Consulting Group* |
| **Add'l Session**<br>10:00–11:00a | | | Virtually Impossible? Re-thinking Your Approach to Hardware Virtualization with Hyperion<br>*Casey Ratliff, eCapital Advisors* | |
| 11:00–12:00p | What's New and What's Coming in Oracle's EPM 11.1.2.2<br>*John Zimmer, Oracle* | Optimizing HFM Through Configuration and Data Analysis<br>*Jonathan Berry & Ed Delise, Accelatis* | Life Cycle Management<br>*Casey Ratliff, eCapital Advisors* | Getting Started with MDX<br>*Shane Schmitt, Key Performance Ideas* |
| 12:00–1:10p | Lunch (General Session) | | | **Prefunction Area/Ballroom South** |
| 1:10–2:10p | 10 Reasons You Don't Have to "Code" or "Customize" Hyperion Planning<br>*Edward Roske, Oracle Ace Director, InterRel* | Oracle EPM (Hyperion) Data Integration Extravaganza<br>*Todd Rebner, AdvancedEPM* | Automate and Run Your Hyperion Environment with Zero Scripts, Zero Code, Zero Hassles<br>*Quinlan Eddy, Star Analytics* | Data Governance<br>*John Zimmer, Oracle* |
| 2:10–3:10p | Hot Topics and Emerging Trends in Hyperion Planning<br>*Chris Churchill, Edgewater Ranzal* | Integrated Analytics<br>*Nelson Fernandes, Oracle* | Under the Covers: Architecture and Internals of Oracle EPM Fusion Edition<br>*Eric Helmer, Oracle Ace Director, Linium* | Load Generation Testing:  Design, Execution and Analysis for EPM<br>*Jonathan Berry and Ed Delise, Accelatis* |
| 3:10p | **Reception and Vendor Raffles** | | | **Prefunction Area** |
| 3:40p | **Let It Roll: How Companies Are Abandoning Budgets in Favor of Rolling Forecasts**<br>  *Steve Player, CEO, The Player Group and North American Program Director for the Beyond Budgeting Round Table*<br>  **Sponsored by eCapital Advisors**<br>Back by popular demand. Steve Player will leverage his book, "Future Ready: How to Master Business Forecasting" during this presentation. Steve will go beyond his 2010 TechDay session which introduced rolling forecasts to HUGmn members. He will explain the new role finance is playing and how to create the time to become more effective. You will: See how rolling forecasts creates a more powerful way to adaptively manage; Review the five attributes of a diamond level forecasts; Examine the case examples of organizations that have already switched; Find the path for your organization's development. | | | *Ballroom South* |

## SESSION DETAILS ~ Essbase/Planning/Other

| Time | Presentation/Presenter/Summary |
|------|--------------------------------|
| 8:00-9:00 am | **Delivering High Performance with Large Complex Dimensions in ASO & Memory Processing**<br>*Jim Frederick, Land O'Lakes and Jon Harvey, eCapital Advisors*<br>In this session, Jim and Jon will share their experiences as they walk through a real world project utilizing ASO at Land O'Lakes. The resulting system was able to restructure a 12 million member outline, load and aggregate 40 million records of data in minutes in midday batches. Through the discussion of this project, developers and administrators will learn about common pitfalls encountered in working with dimensions of this size and learn design techniques that will help avoid pitfalls and gain faster performance, including one technology that could increase aggregation performance by 25% or more! |
| 9:00-10:00 am | **Essbase Calc Scripts for Mere Mortals**<br>*Edward Roske, Oracle Ace Director, InterRel*<br>The Essbase Block Storage calc engine is one of its most powerful features. Sadly, most people are just using simple member formulas and running default aggregation calcs. To unlock the true power of Essbase BSO, you need to tap into Essbase calc scripts and the 350+ functions that make up the Essbase Calc Script language. In this session, we'll go way beyond the basics (like CALCALL, CALCDIM, and SET) and get into complex topics such as allocation, data cleansing and cross-dimensional calculations. We also give you a few tips and tricks on optimizing calc scripts and we'll make sure to explain why that whole "FIX on sparse, IF on dense" mantra is wrong half the time. If you want to learn everything about Essbase Calc Scripts (well, that you can possibly learn in one hour), join Edward Roske, calc script master, as he expands your mind in ways you never thought were legally possible. |
| 10:00-11:00 am | **The World of Allocations: Essbase, Planning or HPCM**<br>*Sean Bernhoit, Linium*<br>In order to understand the true financial performance, enterprises need to know the true cost. Accurate allocations and cost management help them gain insight into their costs and profitability to understand the true cost and profitability drivers within their business and empowers them with the visibility and flexibility to improve resource alignment, increase margins and ensure profitability. Join the Linium Insight experts to explore different methodologies for allocating and understanding those corporate costs. The latest enterprise performance management tools offer help through traceability maps and audit trails to provide transparency to the cost allocation models as well as multidimensional analysis, to identify sources of profitability and aid decision making through scenario based modeling. |
| 11:00-12:00 pm | **What's New and What's Coming in Oracle's EPM 11.1.2.2**<br>*John Zimmer, Oracle*<br>This presentation will cover recently released solutions and the pending new release of Oracle Enterprise Performance Management version 11.1.2.2. |
| 1:10-2:10 pm | **10 Reasons You Don't Have to "Code" or "Customize" Hyperion Planning**<br>*Edward Roske, Oracle Ace Director, InterRel*<br>Nervous about changing the underlying relational tables? Updating the validatedata.jsp page? Never fear! This session will come to your rescue. We'll show you the supported ways to meet some of your requirements that don't require web developing or DBA skill sets. We're sure these topics will help you deliver the best possible Planning solution to your organization with the minimal amount of maintenance as you upgrade to newer versions. Consider this to be your "before I can go outside the box, I better learn where the edges of the box are first" session. |
| 2:10-3:10 pm | **Hot Topics and Emerging Trends in Hyperion Planning**<br>*Chris Churchill, Edgewater Ranzal*<br>This informational session will delve into hot topics surrounding the Hyperion Planning product suite. Combining trends across numerous industries with an eye toward new release features and functionality – join us as we discuss a plethora of topics that companies investing in the Hyperion Planning suite are asking. Topics will include: How do companies combine their annual operating plan, long range plan, and rolling forecast processes? Metadata Management – EPMA, DRM, Classic – What's the right approach? ETL – FDM, ODI, Informatica, Outline Load Utility – Which one is right for our implementation? How can an organization forecast quicker and more accurately? Where does Oracle BI fit into the mix? What is full use Essbase, and do I need it? Where is the line between Planning, HFM, and HSF? What do I do where? And more. |

## SESSION DETAILS ~ HFM/FDM/DRM/Other

| Time | Presentation/Presenter/Summary |
|------|-------------------------------|
| 8:00-9:00 am | **Data Relationship Management**<br>*Todd Rebner, AdvancedEPM*<br>If your company already uses Oracle Hyperion, is in the process of post-mergers and acquisitions integration, is struggling to meet GL regulatory demands or is experiencing either financial or product hierarchy management and data relationship challenges then Hyperion DRM can help. As companies grow and evolve, it becomes essential to manage master data across information silos that result from mergers and acquisitions, departmental initiatives, or legacy system proliferation. Data consistency, integrity, quality and accuracy suffer and no one trusts the information and insight that ensues. This presentation will discuss how Oracle Hyperion DRM provides the industry's first data model-agnostic master data management solution built to enable financial and analytical master data management in dynamic, fast-changing business environments. We will also discuss embedded FDM mappings, BPEL, and the WDK. |
| 9:00-10:00 am | **EPMA: The Good the Bad and the Ugly**<br>*Dale Torgerson*, HCG<br>This presentation will include an overview of EPMA (Enterprise Performance Management Architect) functions, review of features, when this tool is appropriate, as well as best practices (the Good), challenges (the Bad) and pitfalls (the Ugly). There will be something for the organization trying to decide to implement EPMA and something for the new and/or experienced user. |
| 10:00-11:00 am | **HFM Application Design for Performance**<br>*Chris Barbieri, Oracle ACE, Edgewater Ranzal*<br>HFM application performance is a complex function of application design, data volume and quality, user process, and infrastructure design. Chris Barbieri reviews each of these aspects of system performance, explaining the relationship between application design and performance, along with updated application statistics to answer the question "what's normal?" More than just statistics, Chris describes how HFM behaves according to variations in design. He'll present statistics on data volume and discuss the impact of data on performance, particularly compared with rules performance. Finally, Chris will review some common tuning parameters related to consolidation and reporting performance. |
| 11:00-12:00 pm | **Optimizing HFM Through Configuration and Data Analysis**<br>*Jonathan Berry and Ed Delise, Accelatis*<br>There are many factors that can cause a Hyperion Financial Management implementation to perform sub-optimally. Problems may stem from incorrect server configurations. Other problems may be caused by your data. Zeros can creep into the data over time or SubCubes can become too dense. Several problems can be prevented or eliminated through manual inspection. This presentation will discuss the potential issues and how they can manifest to the end user. You will walk away with concrete steps to take to eliminate some of the most common problems found in HFM implementations. |
| 1:10-2:10 pm | **Oracle EPM (Hyperion) Data Integration Extravaganza**<br>*Todd Rebner, AdvancedEPM*<br>This session will outline the numerous ways in which data, metadata, mappings, pseudo-etl, etc., can be exchanged within and around various Hyperion products (Essbase, Planning, HFM, FDM, DRM) automatically. The presenter will share real-world examples of these various techniques as well as the associated pros-and-cons. Whether your preference is "old-school" flat file, relational retrieval, cloud publishing or web services exchanges, we've got it covered in this session. |
| 2:10-3:10 pm | **Integrated Analytics**<br>*Nelson Fernandes, Oracle*<br>From the spreadsheet to the iPad, this presentation will focus on the integrated analytic solution offerings with Oracle's Enterprise Performance Management suite. |

## SESSION DETAILS ~ Infrastructure/General

| Time | Presentation/Presenter/Summary |
|---|---|
| 8:00-9:00 am | **Design, Tune and Optimize Oracle EPM 11.1.2.x architectures**<br>*Mark Wirth/John LoPresti, The Hackett Group*<br>A discussion on optimizing your Oracle EPM performance through proper architecture design, optimization techniques and validation using load generation tools and system monitoring. |
| 9:00-10:00 am | **Automate and Run Your Hyperion Environment With Zero Scripts, Zero Code, and Zero Hassles**<br>*Quinlan Eddy, Star Analytics*<br>Ah, the black art of running and managing your Hyperion environment. Choose your poison: ESSCMD, MaxL, HFM Console, FDM Console, Perl, Python, or a little API coding? Scattered scripts, manual processes, remote desktop consoles, multiple tools to automate and connect various Hyperion processes with all the systems they touch, a very 20th century approach to making it all work.  All these moving parts create challenges in providing consistent, reliable, accurate, and timely access to your critical planning, reporting, analysis, and financial close processes and data. This presentation will showcase a cost effective and flexible alternative that will reduce implementation and ongoing maintenance costs while bringing greater reliability, visibility, and timeliness to your finance systems environment. See how a growing number of Hyperion customers such as EDMC are saying NO to scripts and code with the Star Finance Command Center. |
| 10:00-11:00 am | **Modernize your Hyperion:  What's new in Oracle EPM Infrastructure**<br>*Eric Helmer, Oracle Ace Director, Linium*<br>Hyperion EPM Fusion edition is a dramatic change under the covers. Corporations must consider more global approaches to infrastructure to maintain availability and performance while reducing footprint and cost. Technologies such as virtualization, cloud computing, software and a service, Appliances (Exalytics), and open source operating systems (Linux) are more commonplace. Join Oracle Ace Director Eric Helmer as he covers what's new, what's supported, and what options you have when implementing your EPM project. |
| 10:00-11:00 am | **Virtually Impossible?  Re-thinking Your Approach to Hardware Virtualization with Hyperion**<br>*Casey Ratliff, eCapital Advisors*<br>Gain knowledge of what organizations are doing with virtualization, approaches to improving your virtualization, or/and how to approach moving to a virtual platform. |
| 11:00-12:00 pm | **Life Cycle Management**<br>*Casey Ratliff, eCapital Advisors*<br>Session Details Coming Soon. |
| 1:10-2:10 pm | **Automate and Run Your Hyperion Environment With Zero Scripts, Zero Code, and Zero Hassles**<br>*Quinlan Eddy, Star Analytics*<br>See Description from 9:00 session. |
| 2:10-3:10 pm | **Under the Covers: Architecture and Internals of Oracle EPM Fusion Edition**<br>*Eric Helmer, Oracle Ace Director, Linium*<br>Oracle ACE Director Eric Helmer will break down the internals of the latest Oracle EPM version 11.  This Session will be geared for IT professionals who are considering implementing or upgrading to Oracle EPM version 11 and want more information on it's inner workings.  Learn the different components of the EPM suite including foundational software and Shared Services.  This session will also cover architecture and data flow, as well as required system administration activities, and upgrade considerations. |

## SESSION DETAILS ~ Reporting/Other

| Time | Presentation/Presenter/Summary |
|------|-------------------------------|
| 8:00-9:00 am | **Smart View 11.1.2.1.102 New Features**<br>*Craig Mesenbring, Harbinger Consulting Group*<br>For those of you that have been waiting to make the switch from the Essbase Spreadsheet Add-In to Smart View, the new commands, options, and other features in Smart View 11.1.2.1.102 are just the tickets to get you to make the leap. Everything from toggling members to and from the POV toolbar to the grid, to member and alias name display, to formula propagation, and butterfly report creation make Smart View the Excel reporting choice of the future for your enterprise. Join HCG experts for this informative session and learn about the added benefits of the recent Smart View release. |
| 9:00-10:00 am | **iPad Integration with OBIEE (HFM and Oracle Financial Management Analytics)**<br>*Justin Gillespie, The Hackett Group*<br>Session Details Coming Soon. |
| 10:00-11:00 am | **Report Creation, Management, Distribution and Automation**<br>*Jim Wilking, Harbinger Consulting Group*<br>In addition to performing ad-hoc analysis, Essbase is used for report generation. HCG will be presenting different ways to streamline and automate Essbase reporting. Automation increases reporting efficiency and allows users to focus on analyzing the data rather than generating reports. HCG will provide a high level overview along with tips and tricks for utilizing Smart View automation, VBA toolkit functions, and the Essbase API (Application Programming Interface). |
| 11:00-12:00 pm | **Getting Started with MDX**<br>*Shane Schmitt, Key Performance Ideas*<br>In this session, we will discuss topics such as MDX basics, Conversion to MDX, MDX with MaxL and MDX Execution in Smart View. |
| 1:10-2:10 pm | **Data Governance**<br>*Presenter TBD, Oracle*<br>In this presentation, you'll learn how to leverage solutions from Oracle that provide business-driven governance and align business systems (EPM, ERP, and BI). |
| 2:10-3:10 pm | **Load Generation Testing: Design, Execution and Analysis for EPM**<br>*Jonathan Berry and Ed Delise, Accelatis*<br>Load testing isn't just for new installations. Although it is a critical function to determine initial hardware needs and system capacity it also establishes response time baselines. Continuous testing and simulation are critical to catching and stopping problems before users complain. Load testing against Hyperion requires detailed knowledge of the product suite to effectively design and analyze load tests as well as expert knowledge of the load testing process. This session will cover the primary aspects of meaningful load testing and user simulation, including: 4 phases - Design, Validation, Execution and Analysis; Single and Multi-User Performance, Concurrency and Longevity; Use Cases, Ramp-Up Profile, Think Times and User Mix; Test Execution - monitoring, test-refinement; Analysis - identifying bottlenecks and remediation. |

## Key note presentation during Reception

| Time | Presentation/Presenter/Summary |
|------|-------------------------------|
| 3:40 pm | **Let It Roll: How Companies Are Abandoning Budgets in Favor of Rolling Forecasts**<br>*Steve Player, CEO, The Player Group and North American Program Director for the Beyond Budgeting Round Table*<br>***Sponsored by eCapital Advisors***<br><br>Today's volatile world is forcing organizations to find dramatically better ways to plan and control operations. As the May 2011 CFO Magazine cover story reports "more companies are abandoning budgets in favor of rolling forecasts. The October 2011 issue of the AICPA's Journal of Accountancy called it "Planning for Uncertainty" while the February 2012 issue of Entrepreneur magazine suggested that you "Ask a Pro: Keep on Rolling". Fortunately that pro – Steve Player, Program Director for the Beyond Budgeting Round Table – will share how these companies are making that transition to faster, more effective ways to plan.<br><br>Leveraging his book, "Future Ready: How to Master Business Forecasting", Steve will go beyond his 2010 HUGmn TechDay session which introduced rolling forecasts to HUG members. He will explain the new role finance is playing and how to create the time to become more effective. You will:<br><ul><li>See how rolling forecasts create a more powerful way to adaptively manage</li><li>Review the five attributes of a diamond level forecast</li><li>Examine the case examples of organizations that have already switched</li><li>Find the path for your organization's development</li></ul> |