



# Enterprise Performance Management

Enabling faster, real-time response in volatile market conditions.

*“We are witnessing a time when the power of the CEO in business and government is under attack. A new breed of board member has emerged that is more risk-averse as a result of Sarbanes-Oxley, or more demanding and an activist about results. (Enterprise) performance management offers advanced capabilities to enable CEOs and management teams to better execute on their strategic visions.”*

—Gartner, April 2008

Responding to the unprecedented volatility of today's economic and competitive climate, it is now more important than ever to apply rigor to your business. Fortunately, many organizations are improving their management processes and systems by leveraging Enterprise Performance Management (EPM) solutions. EPM is helping organizations meet the combined internal strategic and operational improvements, as well as external compliance and disclosure demands they face. Organizations excelling in a unpredictable economy are leveraging EPM to look at their business and market changes regularly and respond in real-time, before it's too late.

MarketSphere's EPM team brings deep experience in best practice implementation methodologies and supporting technologies. As one of the nation's leading EPM strategy and implementation firms, our clients include Fortune 500 and medium-sized businesses and span almost every industry

## MarketSphere Can Help

MarketSphere can deliver the following in a parallel, coordinated approach or individually to address an organization's specific needs. In addition, we offer an EPM Assessment Review for those clients who are evaluating various software and implementation options.

## EPM Assessment Review

The MarketSphere Assessment Review is designed to help clients make an informed and value-based business decision regarding the utilization of EPM software and the improvement of related processes. The Assessment process helps clients define their business needs and prioritizes those needs into an EPM Roadmap and associated timeline. The MarketSphere team takes into account current IT investments and outlines the benefits of different future state options, included functionality and estimated cost differences. The review spans areas such as migration from an existing software application to an upgraded version of that application software, or migration to new, or different application software.

**UnitedHealth Group**  
Manager of Corporate Systems

*"Your team led the project from requirements gathering and design through the implementation, testing and go-live. They worked very hard and demonstrated their knowledge of the (software) development process."*

### Enterprise Planning & Forecasting

Spend less time accumulating the budget and/or forecast and more time analyzing the information.

- Planning, Budgeting & Forecasting
- Workforce & Capital Expenditure Planning
- Planning System Design & Implementation
- Balanced Scorecard

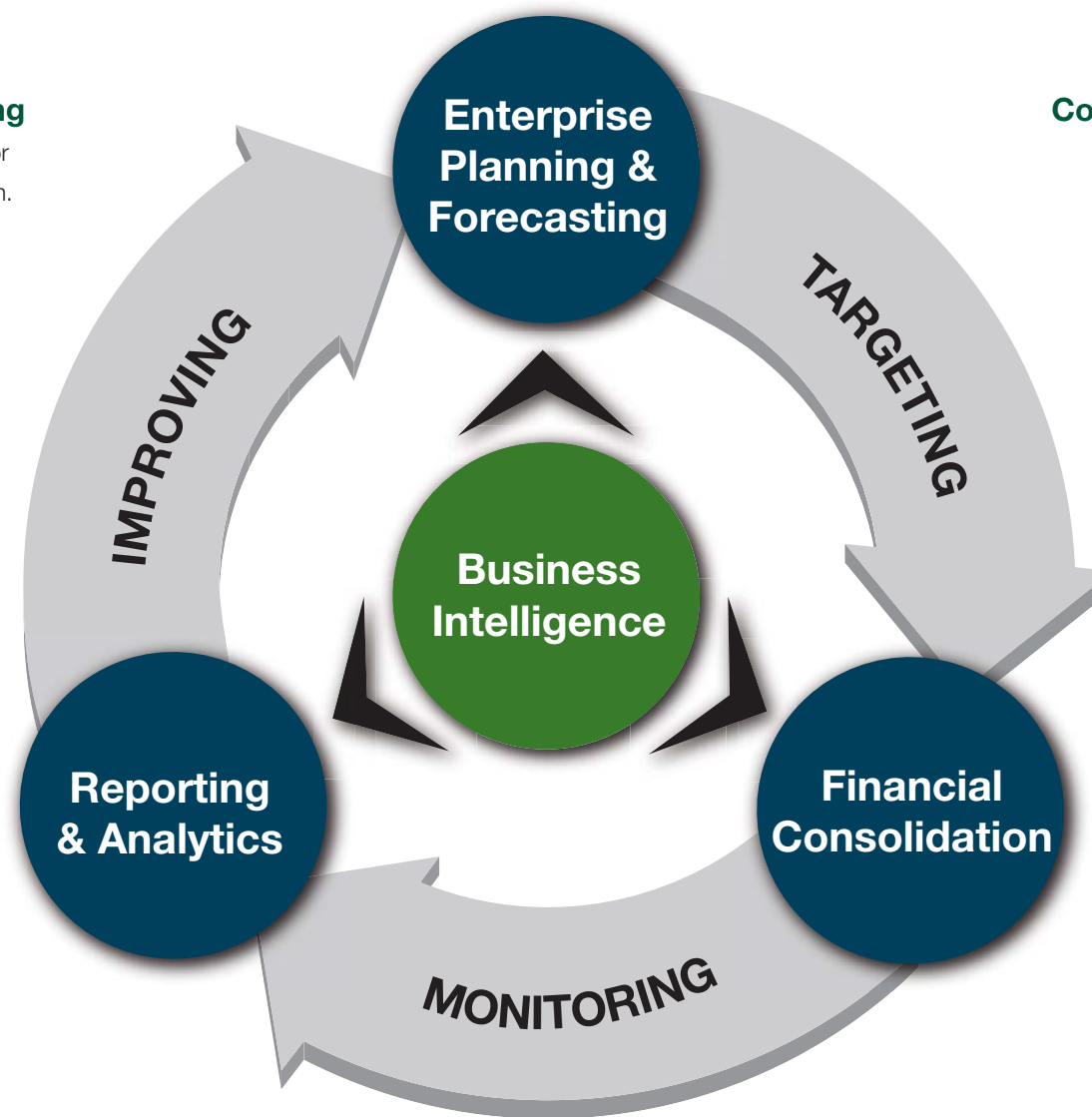
**Alcoa Corporation**— Manager, Corporate Profitability Reporting

*"Thank you in assisting us in a project to improve profitability and top-line growth (and)... making intelligent business decisions based upon real, actionable data. MarketSphere was a key, instrumental partner... and acted with dedication and integrity in completing what they committed to deliver."*

### Reporting & Analytics

Make better decisions and gain competitive advantage.

- Management Dashboards
- Profitability Analysis
- Human Resource Analysis
- Sales & Procurement Analysis



### Consolidations & Financial Reporting

Face your management and regulatory challenges with success.

- Financial Close Process Design
- Consolidation System Design & Implementation
- Financial Reporting & Analysis

**Hallmark Cards, Inc.**  
Corporate Controller

*"We now have a consolidation and financial reporting system that can meet our current and future needs. The professionalism, knowledge and creative thinking MarketSphere provided throughout the project were invaluable to its success."*

### Business Intelligence

Not only better performance, but long-term scalability, quality and timely data you can trust.

- Data Management & Integration
- Content Management

**CIT Group**—Vice President, Financial Systems

*"Thank you in helping (us) achieve success with our deployment of an enterprise-wide business intelligence suite of applications. Throughout this engagement I was impressed with the integrity, direction, leadership and dedication to CIT."*

## ● MarketSphere and Oracle

### Leveraging Hyperion Application Technology

As a Certified Advantage Partner, MarketSphere has proven itself as the leader in strategy, assessment, implementation and optimization of Oracle® Hyperion™ Applications. Our people combine strategic advisory and deep technical expertise that leverage a proven methodology, templates and supporting tools to deliver client success on each and every project.



Strategic Advisory	Technology Expertise
Enterprise Planning & Forecasting	Hyperion Planning™, Workforce Planning™, Capital Expense Planning™
Consolidations & Financial Reporting	Hyperion Financial Management™, Financial Data Quality Management™
Reporting & Analysis	Hyperion Essbase™, SmartView™ and reporting tools
Business Intelligence	BI Enterprise Edition™, Data Relationship Management™ and integration tools



### Your Resource for Best Practices and Industry Research

Our thought leadership in Oracle solutions provides our clients a key resource to best practices, lessons learned, tips and tricks, and industry research.

- Member of the Oracle Advisory Council
- Member of Beyond Budgeting Roundtable
- **Maximizing Business Insight in Today's Turbulent Times** 12 City Road Show
- Active participant and member of **Oracle User Groups** and featured presentations at Oracle events, including **Collaborate** and Oracle **OpenWorld**:
  - **Embarq** Improves Performance with Driver Based Planning
  - **HealthSouth** Leverages Hyperion Planning and Workforce Planning to Drive Results
  - **Lockton** Improves Business Processes with PeopleSoft
- **Exposing the True Sources of Profits** (November 2008, in collaboration with CFO Research Services, a division of CFO Publishing)
- **Closing the Information Gap Between Production and Reserves: An Enterprise Performance Management Perspective** (April 2008)
- **Strategy and Rolling Forecasts: Maximize the Value of Planning** (March 2008)



During these economic times, you need a partner you can trust. We have the experience and insights to help you succeed.

Contact MarketSphere today at 888.532.3002 or [www.marketsphere.com](http://www.marketsphere.com).

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