



deFacto
THE NEW STANDARD

PERFORMANCE
MANAGEMENT

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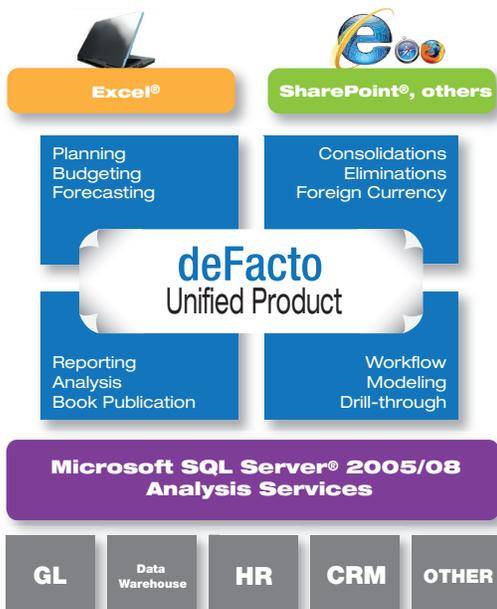
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deFacto Performance Management™

A Microsoft®-centric, fully unified budgeting, planning, consolidation, analysis and reporting tool that is powerful, easy to use and implement, and affordable.

Built from the ground up by the experts behind world-class products from Hyperion Solutions, OutlookSoft, and SAP®, deFacto delivers the best-of-the-best performance management capabilities in a single, fully unified product. deFacto supports sophisticated division-level to enterprise-wide planning and analysis applications such as financial, human resource, supply chain, capital planning, profitability, sales, and many others. It provides all of the functionality user's need, while setting a new standard for business performance management.

deFacto is a critical component of any Microsoft-centric SharePoint, Business Intelligence, or Performance Management strategy.



deFacto is a completely unified, analysis and planning product that offers the full range of capabilities users need including modeling, forecasting, drill-down, drill-through, what-if analysis, reporting, and more.

deFacto empowers users who drive the planning processes throughout an organization with the ability to perform real-time analysis by enabling Excel and SharePoint® with data submission capabilities to its centralized data store.

deFacto uses the full functionality of Excel to provide powerful, but easy-to learn reporting to business users who want to analyze, organize, and use important data. It goes far beyond the usual slicing-and-dicing of data to allow nearly-instant flash reporting of user-specific financial and operational data. deFacto can be used to report against any Microsoft Analysis Services cube.

deFacto complements Microsoft SharePoint PerformancePoint Services components with powerful capabilities such as cube building, user security, advanced logic, web-based data submission, and what-if, all of which can be managed by business users.

deFacto enables any organization to structure and manage data using sophisticated OLAP cubes in a highly efficient, flexible, and easy-to-use manner. Its business rules engine extends deFacto's Excel-based modeling capabilities to support the structure of any business by allowing seamless customization to meet specific needs. deFacto manages ETL and administrative functions, including role-based user security.

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Excel Add-In:

- Input forms
- Reports
- Alternate hierarchies
- Properties/attributes query-ability
- Maintains native Excel formulas and formatting
- Book publication wizard
- Offline support
- Advanced zero-suppression
- Formula-based or matrix-based reporting
- Can work with any Analysis Services cube
- Drill-through to relational data
- Send and receive text comments

deFacto Version 2.0 - Features and Functionality:

Workflow:

- Simple out of the box approval structure for contributor, data entry, reviewer, approver
- Ability to completely customize the approval structure.
- Based on multiple time periods/entities/categories /scenarios

Enhanced Financial intelligence:

- Budgeting/planning/forecasting
- Consolidation
- Intercompany eliminations
- Reporting

Script Logic:

- MDX formulas
- Foreign currency conversion
- Customized logic for specialized business processes
- Inter-model logic

Cube builder/optimizer:

- Create/maintain dimensions and attributes
- Create/maintain sets of cubes
- Create alternate hierarchies
- Make copies of cubes and sets of cubes

Scorecard/Dashboard Integration:

- SharePoint PerformancePoint Services
- Other Analysis Services-based dashboard tools.
- Web-based data entry

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Customer:

- One of the largest mobile telephone service providers in the world
- Strong supporter of a Microsoft-based technology strategy

Business Situation:

- Problem: The customer was experiencing increasing levels of performance and scalability problems with their current performance management solution
- Solution: Replace their current solution with deFacto, starting with a pilot group then a full replacement based on success

Customer Success Case Study: Global Telco

Former customer of a market-leading performance management product

Application/Administration:

- 300+ users
- 12 dimensions with total of 15 hierarchies
- 19,000 members in application
- 60 million records in Fact Table

Resulting User Experience:

- Powerful Reporting - easily create reports and schedules
- Love the Control Panel driven approach to reports in deFacto
- Input schedules are very easy to create and use
- Performance and scalability enables levels of analysis unattainable with previous product

Overall Results

- Gains in performance and scalability beyond expectations
- Processing times from prior technology decreased from several hours to under 5 minutes
- Previous application and logic migrated easily to deFacto in a matter of a few weeks
- Client rollout much simpler – nothing to install, no need for admin rights, rolled out to over 300 users in one weekend
- Savings on maintenance and support costs for one year alone greatly exceeded the total cost of the new implementation
- Significant reduction in overall, on-going system and end-user support
- Adoption of a new performance management platform that can support the rapidly growing needs of the organization

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- **What is deFacto?** deFacto is a unified performance management product that enables any business, regardless of size, to operate like the world's top performers: By measuring and managing financial and operational performance accurately, simply, and quickly.
- **What are the advantages of a unified product?** Many performance management products are a collection of products (i.e. integrated, not unified), each designed to focus on a single function like budgeting or reporting or consolidation, etc. Since most businesses need all of these functions, it makes sense to purchase one product that does it all. deFacto is a unified product that offers significant cost savings, faster implementation times, higher data integrity (all applications use the same base of data; a single version of the truth) and higher utility.

FAQ's

- **What type of applications can deFacto be used to support?** deFacto is designed for organizations looking to support a wide-range of sophisticated planning and analysis capabilities for division-level and enterprise-wide applications, such as financial, human resource, supply chain, capital planning, sales, profitability, and many others.
- **How does deFacto work with Excel?** The deFacto end-user interface is an Excel add-in that utilizes 100% of the native capabilities of Excel. It is a true Excel interface. Additionally, the deFacto Excel add-in can be used to report off of and analyze any Microsoft Analysis Services cube with the same exact experience to the end-user.
- **Does deFacto have a web interface?** Yes, deFacto can be used with tools like Microsoft SharePoint, Decision Support Panel (DSPanel), or Information Builders WebFocus to provide both reporting and write-back capabilities via a Web interface. In fact, since deFacto produces a fully-secure Microsoft Analysis Services cube, any web-based dashboard interface can point to deFacto.
- **What type of built-in financial intelligence does deFacto have?** deFacto has the range of built-in financial intelligence you would expect from an enterprise-level planning tool. It supports foreign currency conversion, allocations, intercompany eliminations, and so forth. deFacto also allows the customization of any business rule or formula that needs to be applied to financial data to support your business needs.
- **How scalable is deFacto and what level of performance can be expected?** deFacto utilizes 'intelligent caching' to support very high processing speeds. Clients have realized reduction in processing times from hours to minutes using deFacto instead of other advanced Corporate Performance Management (CPM) tools. In addition, deFacto can scale to support thousands of users with exceptional performance.
- **How easy is it to migrate from PPS Planning to deFacto?** deFacto was designed to facilitate migrating from PPS Planning, quickly and easily. Most of PPS Planning's assets are directly reusable by deFacto including application, report and template designs, models, dimensions, hierarchies and business rules.

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- **What other products have customers replaced with deFacto?** deFacto is designed to appeal to clients who are aligned with Microsoft's technology strategy. We have found that many OutlookSoft/SAP Business Planning and Consolidation (BPC) customers are attracted to deFacto because of its superior performance, scalability, and affordability. Both products share a similar vision and heritage, so the migration is very straightforward, fast, and cost-effective. Other customers have transitioned from Hyperion and Cognos to get the benefits of a single, fully unified CPM product rather than just a collection of integrated products. These customers realize meaningful improvements in performance and significant cost savings. Clients have seen that the cost of a deFacto replacement is actually significantly lower than the cost of maintaining their existing BPC, Hyperion or Cognos implementation.

FAQ's cont'd

- **Can deFacto leverage all security defined in Active Directory?** Yes. Active Directory can interact with an Analysis Services database at the security level. It can be used like NT Groups to control user access within an Analysis Services database. deFacto preserves this security structure.
- **Can deFacto be used with any Analysis Services cube?** Yes, deFacto is designed with out-of-the-box capability to report or analyze from any Analysis Services cube. The benefit is that you can maintain one Excel interface with the end-user, regardless of how the cube was developed, thereby lowering training costs and making support much easier.
- **Can deFacto store text comments, collection, historization, collaboration, and reporting, in addition to financial data?** Yes, deFacto allows the end-user to enter comments as part of the Excel add-in, typically in a budget/forecast process. Users can also report on those comments either through the Excel add-in or via the web.
- **Can the client leverage Microsoft Office SharePoint Server (MOSS) versioning to keep track of modifications to deFacto reports, so they can roll back if necessary?** Yes, SharePoint's shared library of reports can be utilized. No change to deFacto is required.

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