

Business Intelligence & Hyperion User Group

8th December 2011

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Background Info – Irish Life



IL in existence since 1939



IL&P created in 1999

Separation of IL&P into 2 entities to be complete by end Q1 2012



Background Info – Irish Life & EPM

- Irish Life – monthly reporting & quarterly forecasting / annual budgeting:
 - Group Finance
 - Group IT
 - Irish Life Financial Services
 - IL Corporate Business

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- Irish Life – monthly reporting & quarterly forecasting / annual

budgeting:

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EPM Planning &
Reporting system
implemented in 2010
in partnership with



Background Info – Irish Life Group & EPM

- Irish Life – monthly reporting & quarterly forecasting / annual budgeting:

- Group Finance

- Group IT

- Irish Life Financial Services

- IL Corporate Business

The part I work in:

Largest part of the Life Company

€31 billion - we manage the most money in Ireland for pensions and investments

7 of the 10 biggest - US companies choose Irish Life for pensions for their Irish employees

No. 1 for Brokers - Voted Best Life Company by Brokers – IBA & PIBA Awards

Outline of Presentation

- **Planning & Reporting Overview – Pre EPM**
- Planning & Reporting Overview – Now
- Project Benefits
- Summary of Implementation Project

Planning & Reporting Overview

- Prior to 2000 everything was done on excel
- Irish Life implemented Oracle Financial Analyser (OFA) in 2000
- Primarily for costs (payroll & overheads) budgets, forecasts and monthly reporting
- Migrated from OFA to Enterprise Performance Management (EPM) in mid 2010

Planning & Reporting – Pre EPM

Monthly Reporting

Costs (Payroll & Overheads)
Headcount
Fixed Assets

Quarterly Forecasting / Annual Budgeting

Sales & Margins
Costs (Payroll & Overheads)
Headcount
Fixed Assets
Cost Allocation (division level)

Planning & Reporting – Pre EPM

Monthly Reporting

Costs (Payroll & Overheads)
Headcount
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Quarterly Forecasting / Annual Budgeting

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Costs (Payroll & Overheads)
Headcount
Fixed Assets
Cost Allocation (division level)

In OFA
OFA supplemented by Excel / Access
Excel / Access

Outline of Presentation

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Planning & Reporting – Now

Whats now in EPM

Monthly Reporting & forecasting/budgeting for:

Costs (Payroll & Overheads)

Headcount

Fixed Assets

Sales and Margins

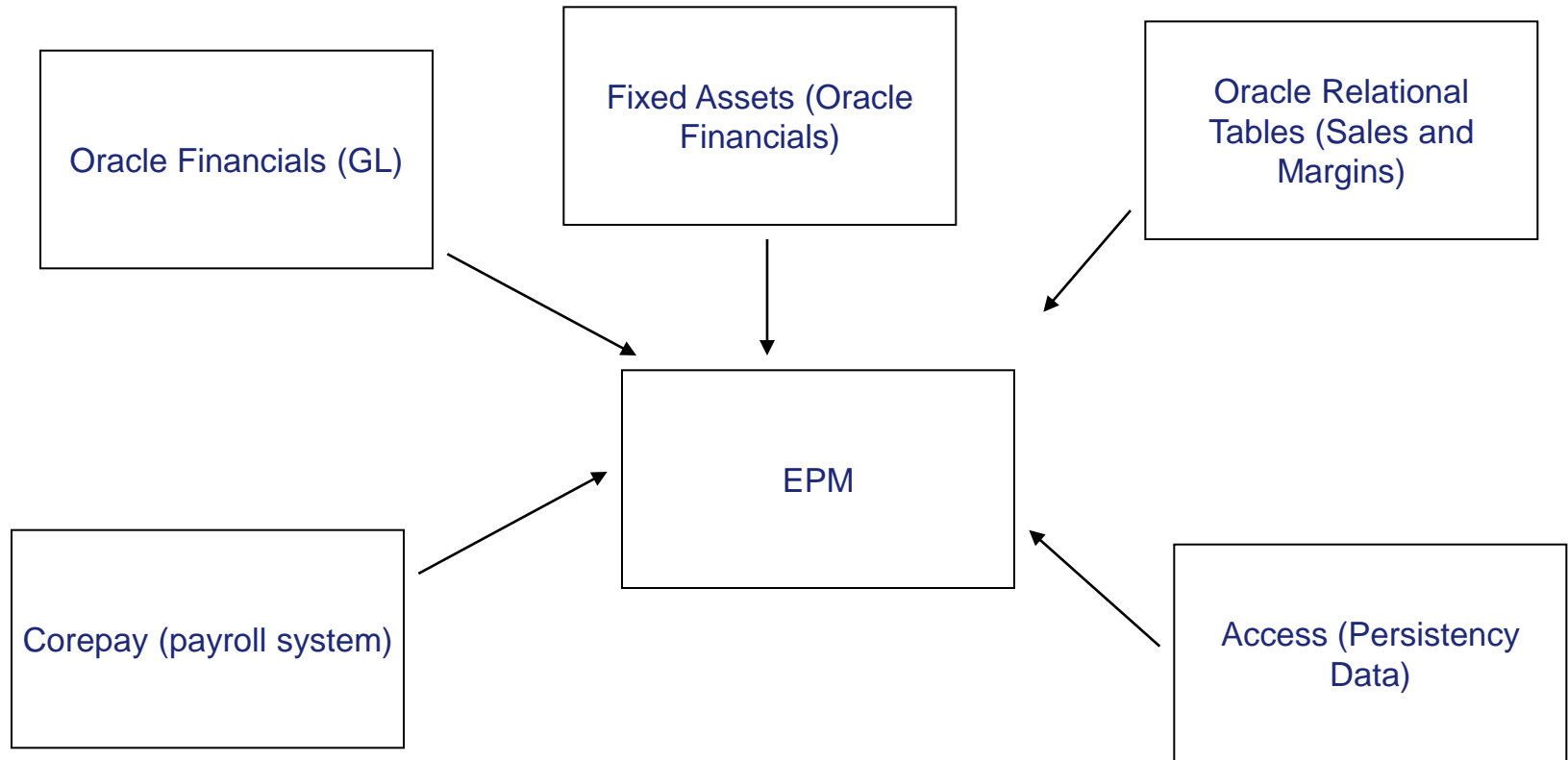
Cost Allocation (divisional & seller level)

Persistency Performance

Operating Profit

Planning & Reporting – Now

EPM using many sources of data



Allows us to manage a lot of data in one place

Planning & Reporting - now

Some screenshots of EPM - Application Library

Oracle Enterprise Performance Management System Workspace, Fusion Edition - Microsoft Internet Explorer provided by Irish Life

File Edit View Favorites Tools Help

Address <http://serv8236/workspace/index.jsp> Go Links

Welcome L970 | Log Off ORACLE

Application Library

CBABC CBSCosts GRPCosts RetailCA **RTAlloc** RTCosts

Summary
Name : RTAlloc
Type : Planning
Created : 24 June 2010 09:33:24
Last Deployed : 15 March 2011 12:33:00
Status : In sync with deployment
Rules Deploy Status : Deployed
Last Rules deployed on : 28 February 2011 16:20:16

Dimensions
AccountMinor
Alias
Organisation
Activity
Allocation
Channel
DetailedProduct
Product

Properties
Status : Deployed
Default Currency : EUR
Plan Type : RetailCA
Plan Type : Seller
Plan Type : Plan3

Description
Allocation and Seller Costing Model

Synchronizations

Rules / Rules Set

PlanType	Rulesets	Rules
Plan3	0	10
RetailCA	0	7
Seller	0	5

HomePage Application Li...

Done Local intranet

start | Inbox - Microsoft... | FW: PTSB commi... | Microsoft Excel | 3 Microsoft Offi... | OUG March 2011 | Shared Documen... | Oracle Enterprise... | 12:45

Planning & Reporting - now

Some screenshots of EPM - Dimension Library

The screenshot displays the Oracle Enterprise Performance Management System Workspace, Fusion Edition, accessed via Microsoft Internet Explorer. The browser's address bar shows the URL `http://serv8236/workspace/index.jsp`. The page title is "Oracle Enterprise Performance Management System Workspace, Fusion Edition - Microsoft Internet Explorer provided by Irish Life".

The main content area is divided into three panes:

- Shared Library:** Shows a tree view with a single member, "UDA".
- RTCosts:** Shows a tree view of dimensions under the "RTCosts" member. The dimensions listed include:
 - AccountMinor (Local)
 - Total Retained Costs
 - Total Overrides Costs
 - Total Retained Costs Minor
 - Total Retained Costs by Acq/Other
 - Capital and Depn
 - Payroll Model Accounts
 - Asset Model Accounts
 - Total Account Minor Cost Allocation
 - Acq Cost for Closed Fund Accounts
 - Alias (Local)
 - Organisation (Local)
 - Total Organisation
 - Retail
 - Charges In Out
 - Closed Fund
 - No Organisation
 - Assets (Local)
 - Employee (Local)
 - PayGrade (Local)
 - View (Local)
 - Period (Local)
 - Scenario (Local)
 - SL_PENSION_CODE (Local)
 - SL_PensionPct (Local)

- Properties of:** A panel for viewing the properties of a selected dimension. It includes a "Category:" dropdown menu and a table with "Property" and "Value" columns.

The bottom of the browser window shows the Windows taskbar with several open applications: "Inbox - Microsoft...", "FW: PT5B commi...", "Microsoft Excel", "Microsoft Offi...", "OUG March 2011", "Shared Documen...", and "Oracle Enterprise...". The system clock shows "12:47".

Planning & Reporting - now

Some screenshots of EPM – Planning Application

The screenshot displays the Oracle Enterprise Performance Management System Workspace interface. The main window shows a data entry form for 'RTAlloc' with a menu open. The menu options include: Manage Data Forms (F), Manage Task Lists (T), Manage Menus (M), Manage User Variables (U), Manage Smart Lists (L), Manage Properties (P), Dimensions (D), Copy Data (Y), Clear Cell Details (C), Reporting (R), View Statistics (W), Application Settings (S), Business Rule Security (H), Create Application (E), Delete Application (I), Register Application (G), Manage Data Source (O), Copy Document Link (K), Data Load Administration (Q), Manage Database (B), Manage Currency Conversion (V), Manage Exchange Rates (X), and Manage Security Filters (J).

The data entry form shows a table with columns for 'Sales Volume %' and 'Allocation %' under various categories like 'Payroll Other', 'Special Pay Sales Staff', 'Overheads', and 'Charge'. The table is titled 'Monthly BegBalance' and has a 'Channel Bancassurance' dropdown menu.

		Monthly BegBalance						
		Payroll Other		Special Pay Sales Staff		Overheads		Charge
		Sales Volume %	Allocation %	Sales Volume %	Allocation %	Sales Volume %	Allocation %	Sales Volume %
Be		0.00%	33.0133%	0.00%	33.0133%	0.00%	33.0133%	0.00%
Pe		0.00%	3.5458%	0.00%	3.5458%	0.00%	3.5458%	0.00%
Pe		0.00%	1.8537%	0.00%	1.8537%	0.00%	1.8537%	0.00%
Pr		0.00%	0.5386%	0.00%	0.5386%	0.00%	0.5386%	0.00%
Pr		0.00%	32.9850%	0.00%	32.9850%	0.00%	32.9850%	0.00%
Se		0.00%	9.2136%	0.00%	9.2136%	0.00%	9.2136%	0.00%
Pr		81.1500%		81.1500%		81.1500%		0.00%
Be			0.00%		0.00%		0.00%	
Pe			0.00%		0.00%		0.00%	
Pr								
Pr								
Se								
Pr			13.834%		13.834%		13.834%	

Planning & Reporting - now

Some screenshots of EPM – Excel Interface

The screenshot shows the Microsoft Excel interface for 'Cost Allocation Feb 2011 Actual [Read-Only]'. The menu bar includes File, Edit, View, Insert, Format, Tools, Data, Window, Hyperion, and Help. The ribbon shows various options like Font, Paragraph, Styles, and Tables. The main window displays a data table with columns for various cost categories and rows for different departments.

Sales Volume Amt						Monthly BegBalance						Sales Volume Amt Chann					
Pension AP	Pension SP	Protection UL	Protection NL	Savings	Product None	-Total Product											
1072	3171	655	16784	527		23407	1199	1072	3171	655							
135	267	64	4948	89		5706	202	135	267	64							
1314	911	377	4807	800		8794	586	1314	911	377							
233	265	144	2991	188		4260	439	233	265	144							
749	392	114	6969	1947		17145	6975	749	392	114							
41	117	177	699	77		1171	61	41	117	177							
121	663	54	4810	103		6295	544	121	663	54							
107	22	0	4011	467		5849	1241	107	22	0							
150	22	4	3677	66		4186	267	150	22	4							
1072	3171	655	16784	527		23407	1199	1072	3171	655							
135	267	64	4948	89		5706	202	135	267	64							
1314	911	377	4807	800		8794	586	1314	911	377							
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749	392	114	6969	1947		17145	6975	749	392	114							
41	117	177	699	77		1171	61	41	117	177							
121	663	54	4810	103		6295	544	121	663	54							
107	22	0	4011	467		5849	1241	107	22	0							
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1072	3171	655	16784	527		23407	1199	1072	3171	655							
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749	392	114	6969	1947		17145	6975	749	392	114							
41	117	177	699	77		1171	61	41	117	177							
121	663	54	4810	103		6295	544	121	663	54							
107	22	0	4011	467		5849	1241	107	22	0							
150	22	4	3677	66		4186	267	150	22	4							
1072	3171	655	16784	527		23407	1199	1072	3171	655							

The bottom of the screen shows the Windows taskbar with several open applications, including 'Microsoft Office Word', 'Channel Operati...', 'Cost Allocation F...', 'Microsoft Offi...', 'OUG March 2011', 'Shared Documen...', and 'Oracle Enterprise...'. The system clock shows 12:52.

Outline of Presentation

- Planning & Reporting Overview – Pre EPM
- Planning & Reporting Overview – Now
- **Project Benefits**
- Summary of Implementation Project

Project Benefits

- One data store for a wide range of data
- All planning & reporting is within the system
- Significant reduction in the amount of work being supplemented by excel / access
- Potential for errors or inconsistencies reduced
- Faster reporting / planning process
- Hierarchy easy to create and maintain
- Multiple & shared hierarchies

Project Benefits

- New reporting / planning – seller level profitability
- User interface between excel & EPM much better than OFA
- Speed of rollups & calculations much quicker than OFA
- Plenty of scope to add new models / data
- Finance users in control – very limited on going IT involvement
- Less time spent “doing” – more time to “analyse”

Topics to cover

- Planning & Reporting Overview – Pre EPM
- Planning & Reporting Overview – Now
- Project Benefits
- **Summary of Implementation Project**

Summary of Implementation Project

- System selection – in late 2008
- Partner selection process – in late 2009
- Project implementation - in H1 2010

Summary of Implementation Project

- Partner Selection Process:
 - 3 entrants
 - Codec selected
 - Strong track record
 - Irish presence
 - Good testimonials
 - Highly skilled consultants
 - Post project support has been excellent
 - No hesitation to recommend Codec



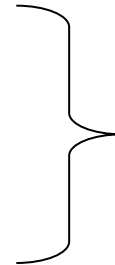
Summary of Implementation Project

- Project Implementation:

- Analysis Phase

- Design Phase

- Planning Phase

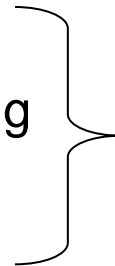


2 to 3 months

- Build Phase

- User Acceptance Testing

- Go Live



2 to 3 months

Conculusion

- Would recommend both:
 - EPM
 - &
 - Codec
- Irish Life happy to provide site reference