

## INSIGHT

Newsletter May 2009

## SAFEGUARDING AND DEVELOPMENT OF ENTERPRISE VALUE IN UNCERTAIN TIMES

INTEGRATING HYPERION FINANCIAL MANAGEMENT (HFM) WITH HYPERION STRATEGIC FINANCE (HSF) ALLOWS ENTERPRISES TO CLOSE THE GAPS BETWEEN CONSOLIDATION, CONTROL AND STRATEGIC PLANNING. FOR THIS PURPOSE, STAMPA & PARTNERS LTD AND PEBBLEAGE LTD COMPLETED A STRATEGIC PARTNERSHIP.

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Navigating safely through economic uncertainty or during a downturn is a demanding challenge for enterprises at every level. In particular they need to be able to assess in confidence all financial impacts of alternative strategies, while including macroeconomic and capital market information in their scenarios.

The safeguarding and development of enterprise value have first priority and set high challenges to financial management and board members. Ideally financial management and strategic planning have to be integrated and gaps between consolidation and strategic planning have to be consequently closed. This is a decisive step toward better insight, higher reactivity, and increased efficiency of finance departments.

### Closing the gap between consolidation, control and strategic planning

To solve this complex issue, Stampa & Partners Ltd and PebbleAge Ltd (see box for reference) completed a strategic partnership on April 16, 2009. This allows for the bridging of best practice in financial management, consolidation and control with best practice in strategic finance. This partnership delivers increased added-value to board members, the CFOs and senior management.

Thanks to PebbleAge's integration between Oracle Hyperion Financial Management (HFM) and Strategic Finance (HSF), enterprises can close the gap between consolidation, control and strategic planning. Customers of both partners will benefit from years of know-how.

### PebbleAge's customers will benefit from Stampa's expertise in matters of:

- Group Accounting and Consolidation
- International Financial Reporting Standards (IFRS)
- Fast Close
- Implementation of Oracle Hyperion Financial Management (with Stampa's IFRS First and IPSAS First HFM templates)

### ABOUT THE AUTHORS

**Dante Stampa** is CEO and delegate of the board at Stampa & Partners Holding Ltd.

**Christian Kobel** is chairman of the board and Managing Partner Strategic Finance at PebbleAge Ltd.

**Stampa's customers will benefit from PebbleAge's expertise in matters of:**

- Corporate Finance
- Implementation of Oracle Hyperion Strategic Finance (HSF)
- Specific knowledge and technology for extending business functionalities with custom development
- Additional solutions complementing Oracle's EPM Suite

For many years, PebbleAge Ltd has successfully implemented Hyperion Strategic Finance (HSF), the market leading corporate finance solution. PebbleAge supports this unique tool by delivering consulting, deployment, training, professional services and long term customer support. Very flexible and based on best of breed corporate finance, this solution gives senior finance professionals a unique way to deliver fast, accurate and detailed decision information on all strategic scenarios. The market has welcomed the recent functional extension with the Crystal Ball integration. This opens new perspectives on risk management and impact analysis of changing economic landscape and market conditions. Monte Carlo simulation and statistical driver analysis are now available in Hyperion Strategic Finance (HSF) and extend the practice to Value@Risk and measuring of appropriate equity, while the powerful debt scheduler and funding option let you test and explore alternative capital structures and refinancing options. In addition, PebbleAge has developed custom solutions for customers as well as deep integration with other modules from Oracle's EPM suite, such as Hyperion Financial Management (HFM).

**This deep and seamless integration of Oracle Hyperion Financial Management (HFM) and Strategic Finance (HSF) provides Finance Executives and the CFO's office with unique opportunities:**

- Ongoing valuation of business, from single business units up to consolidated group level
- Integrated (re)forecast of cash impacts at any level of the group, on short, mid and long term perspectives
- Pro-forma restatements of past results in new business structures
- Covenant tests, analysis and forecast based on latest company data (actual, quarterly, monthly)
- Impairment tests and many other hot valuation topics
- Unlimited scenario management capabilities based on automated latest actual import

**Oracle Hyperion Strategic Finance (HSF) is used by hundreds of successful companies around the world for:**

- Working capital management
- Debt refinancing
- Restructuring scenarios
- Investment benchmarking
- Reforecast of results
- Divestment and M&A strategies

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## ABOUT PEBBLEAGE LTD

PebbleAge is a Swiss based consulting and development firm headquartered in Geneva. Its main focus is on the Enterprise Performance Management (BPM) domain. Its mission is to support Finance Executives and the CFO's office in their daily burden and responsibilities with appropriate tools and methods. For this purpose, PebbleAge has selected outstanding solutions and software partners to work with. In addition, PebbleAge has developed highly specific knowledge and technology for extending business capability with custom developments.