

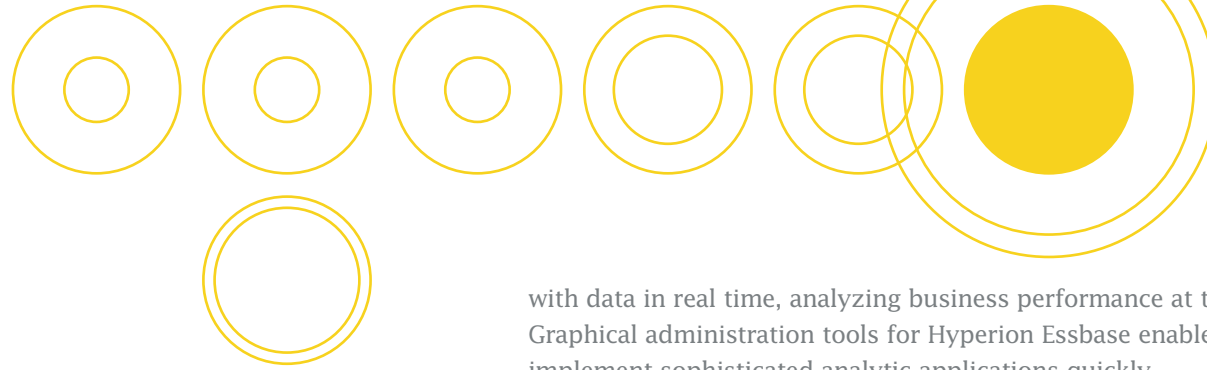


Hyperion Essbase OLAP Server

Hyperion® Essbase® OLAP Server is a technology platform optimized to support many different categories of existing and emerging analytic applications. As the underlying online analytical processing (OLAP) software technology, Hyperion Essbase organizes and presents data along familiar business dimensions—such as products, customers, geographies, time periods and many more—and enables end-users to view and explore that data intuitively. Hyperion Essbase simply turns data into actionable information to help companies drive better business decisions.

Today, organizations across the globe use Hyperion Essbase to examine their past performance and to model and forecast their future direction. Hyperion Essbase delivers proven, enterprise-class performance and scalability, supporting hundreds of gigabytes of data and thousands of users in production environments. With Hyperion Essbase, end-users can interact



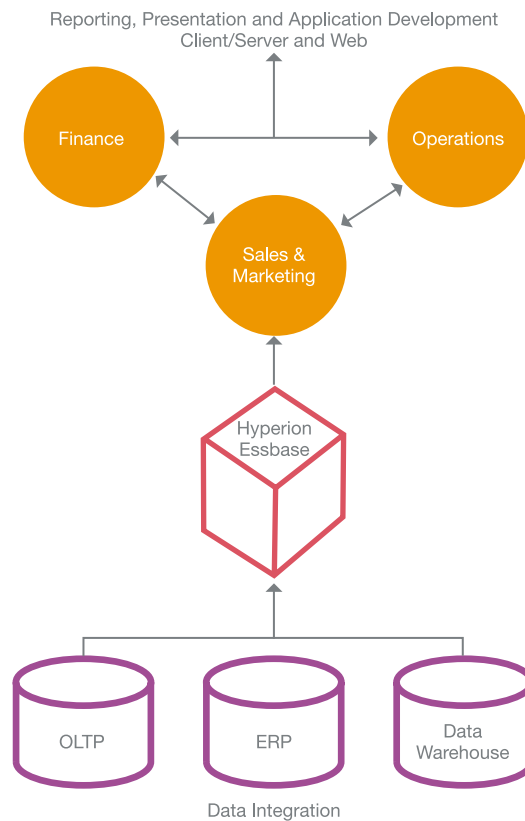


with data in real time, analyzing business performance at the speed of thought. Graphical administration tools for Hyperion Essbase enable users to design and implement sophisticated analytic applications quickly.

Hyperion Essbase extends the value of existing investments in IT infrastructure. By acting as a framework and engine for business analysis, Hyperion Essbase allows organizations to leverage data in their data warehouses, legacy systems, enterprise resource planning (ERP) systems, e-business systems and customer relationship management (CRM) applications. Hyperion delivers tight integration with many popular ERP, CRM and data warehousing systems to facilitate rapid deployment and easy maintenance, lowering an organization's total cost of ownership.

Hyperion Essbase is the intelligent server behind more than 100 industry-leading analytic applications developed by Hyperion and more than 300 Hyperion Alliance Partners. Hundreds of powerful, easy-to-use calculation functions, along with a rich scripting language that supports procedural, statistical and dimensional calculations, make Hyperion Essbase the OLAP server of choice for building the most powerful analytic applications.

Hyperion Essbase is the analytic platform that integrates data from multiple data sources and supports a comprehensive set of tools to meet the needs of analysts, knowledge workers, executives and application developers.



Integrated Analytics for All Aspects of Business

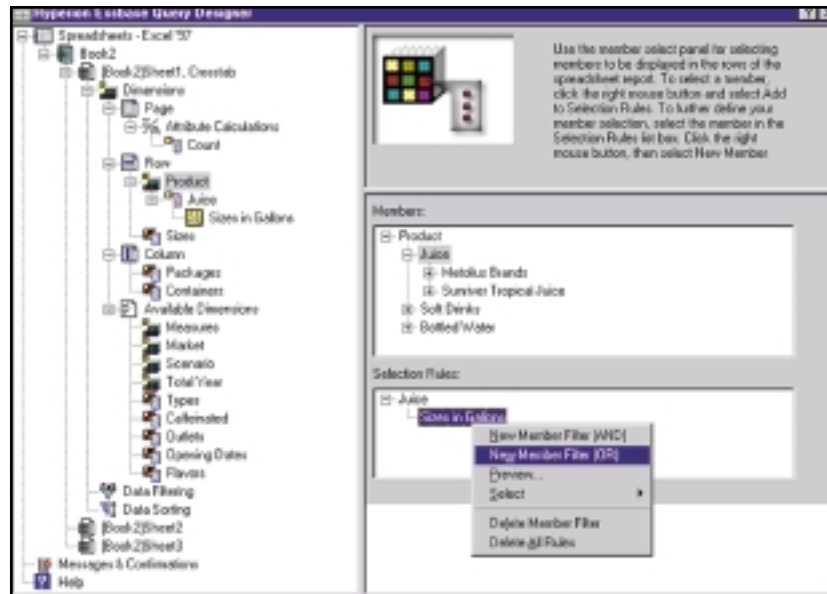
Hyperion Essbase enables sophisticated analyses that help companies better understand and optimize many different aspects of their businesses. Analytic applications built on Hyperion Essbase address a broad range of disciplines, including manufacturing analytics, demand management analytics, e-business analytics, ERP, CRM analytics, and human resource management (HRM) analytics. The integrated nature of analytic applications built on Hyperion Essbase allows companies to strategically manage their enterprises, supporting the complete management cycle of reporting, analysis, modeling and planning.

Hyperion Essbase's open architecture makes information available in a variety of formats to support the diverse user communities, application requirements and information delivery architectures found in an enterprise. Dozens of tools from Hyperion and Hyperion Alliance Partners provide out-of-the-box and custom development options that deliver information in many types of client/server and Web-enabled interfaces, including HTML, Java and ActiveX. Finally, Hyperion Essbase provides unique multi-user read/write capability and a robust security model, which are required to support sophisticated modeling and planning applications. Customers can look backward to analyze historical patterns and look forward to model the business impact of different possible internal and external changes. These factors make Hyperion Essbase the natural choice for deploying the broadest range of enterprise-class analytic applications.

Sophisticated Analytics for Enterprise Applications

Hyperion Essbase OLAP Server includes several powerful features for today's demanding analysis requirements. A rich library of functions offers hundreds of easy-to-use, powerful calculations. For example, statistical calculations address many of the issues involved in CRM analysis, such as ranking customers based on profitability and determining the strength of the correlation between profitability rank and influencing demographic factors. Hyperion Essbase supports demand management applications by forecasting and tracking fluctuating minimum, maximum and average inventory levels. The ability to calculate future values based on historical values adds further detail and modeling capability. Allocation calculations enable sophisticated product and customer profitability analysis by spreading items such as revenues and expenses across departments, products, customers and projects. Hyperion Essbase also includes built-in time and financial intelligence, which enable easy analysis of opening and closing inventories and flexible period-to-date reporting. This advanced analytic functionality empowers users with the most complete, accurate picture of business performance through value-added business metrics.

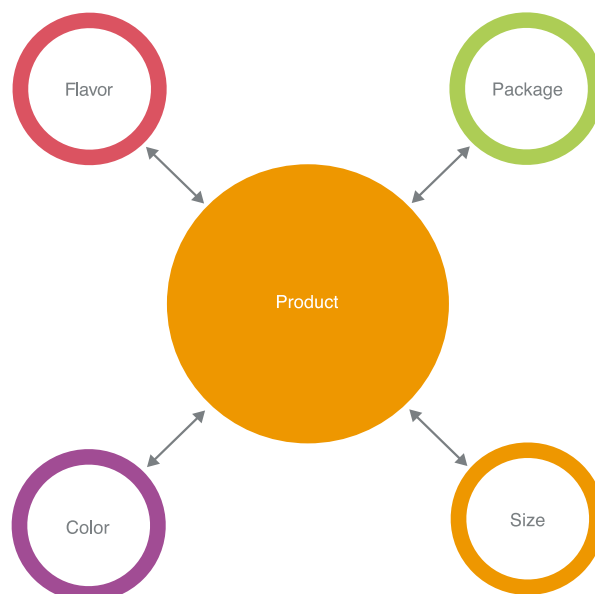
Hyperion Essbase delivers powerful analysis through a number of easy-to-use Windows® and Web interfaces.

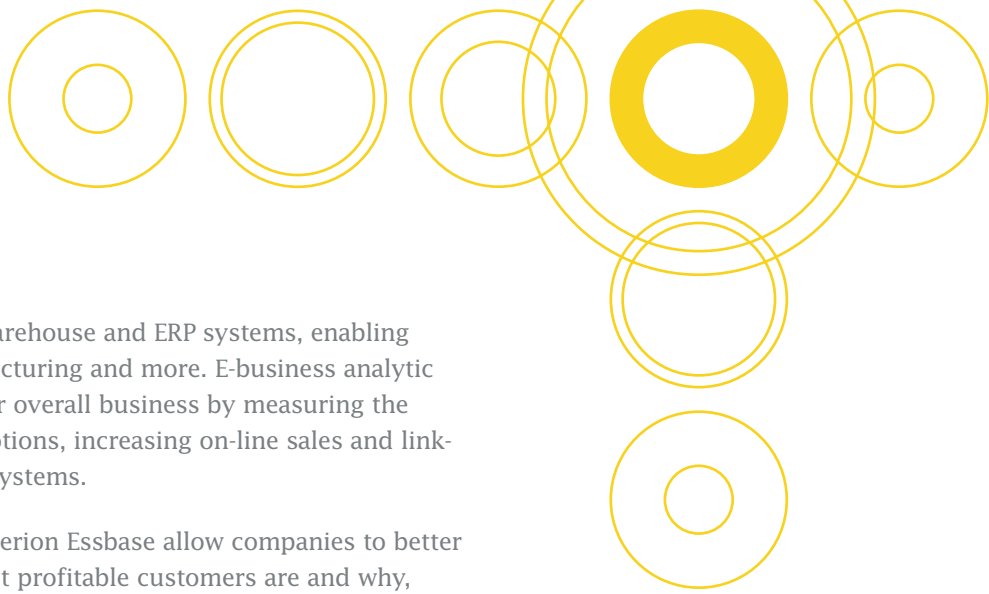


Powerful OLAP Querying

Hyperion Essbase supports drill-down, pivot and “top-n” analytical queries, with sub-second response times. Business users can converse with their data and through iterative analysis, optimize their business. With the Essbase Query Designer, end-users can easily design and execute sophisticated queries without IT assistance. For example, an end-user may want to say, “Show me the sales of product A by region and channel for customers who didn’t buy product B, and who have more than \$50,000 in annual income and fewer than four people in their household.” These advanced queries are easy to develop and share between users, and Hyperion Essbase will deliver immediate answers that empower the user with insightful, timely information.

Hyperion Essbase lets users extend their analyses with an unlimited number of attributes containing descriptive or demographic information.





Broad Application Support

Hyperion Essbase extends the value of data warehouse and ERP systems, enabling analytics for e-business, CRM, finance, manufacturing and more. E-business analytic applications allow companies to optimize their overall business by measuring the effectiveness of on-line advertising and promotions, increasing on-line sales and linking traditional operational systems with Web systems.

CRM analytic applications developed with Hyperion Essbase allow companies to better understand who their most profitable and least profitable customers are and why, where cross-selling and up-selling opportunities exist and how to maximize promotional effectiveness. Demand management and capacity optimization are competitive weapons for manufacturers. Companies are looking to increase profits by increasing warehouse and distribution hub efficiency and optimizing inventory demand planning, trending and forecasting.

Applications built with Hyperion Essbase help leaders in the retail and consumer packaged goods (CPG) industries understand their inventory and customer behavior patterns and plan and measure seasonal discounts. Telecommunications companies use Hyperion Essbase to build profitability models for projecting and planning capital investments.

Industry-Leading Performance

Speed-of-Thought Response Time

Hyperion Essbase delivers speed-of-thought query response time, even to large communities of business users. Business users demand consistent, fast response times to their queries so they can make timely, accurate decisions. Fast performance allows users to interact and explore the data in real time, increasing user adoption and allowing users to focus on optimizing the business, not retrieving information.

In a recent audited, industry-standard benchmark test, Hyperion measured the response for 200 concurrent, zero think-time query streams executing 500,000 queries. The average query response time was 0.019 seconds in an environment equivalent to thousands of real-world users.

Web-Enabled, Server-Centric Architecture with SMP Support

The Hyperion Essbase server—a multi-threaded application that takes advantage of symmetric multiprocessing hardware platforms—is based upon the modern, Web-deployable, thin-client architecture. The server acts as a shared resource, handling all functions such as data storage, caching, calculations and data security. The Hyperion Essbase client is used to retrieve, manipulate and view data that resides at the server. This architecture ensures data integrity, provides scalability to large Web user communities and allows corporations to use their existing PC resources without costly upgrades. With SMP hardware, Hyperion Essbase applications can be scaled to support large volumes of data and very large communities of users.



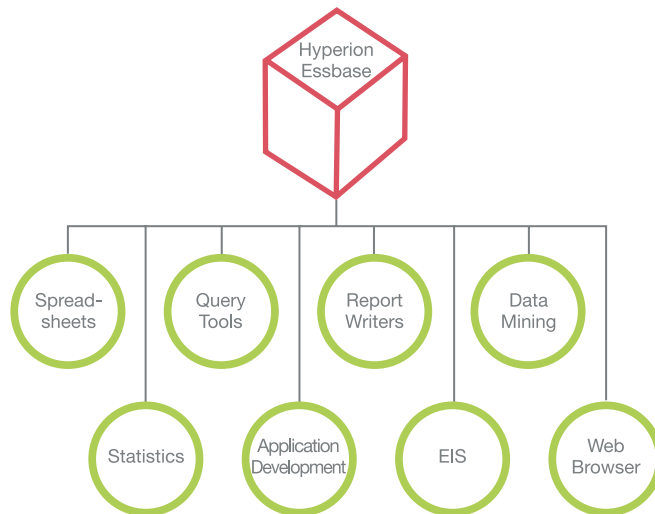
World-Class Partner Solutions for Maximum Flexibility and Choice

Strong Partnerships for Complete Solutions

The Hyperion Alliance Partner program ensures the delivery of the most comprehensive and best-of-breed analytic solutions. Over 60 packaged applications that leverage the scalability, reliability and performance of Hyperion Essbase are available now from Hyperion and its partners. Customers benefit from rapid deployment of pre-built applications that incorporate best practices for specific domains. Certain applications targeted at such specific industries as retail, health care and real estate combine cutting-edge analytic technology with industry-specific expertise.

In addition, over 300 consulting firms and system integrators—including KPMG, Arthur Andersen, Ernst & Young, PriceWaterhouseCoopers, Deloitte & Touche, Shell Services and EDS—employ staff skilled at building analytic applications using Hyperion Essbase. By offering flexible solutions, Hyperion and its partners deliver high return on investment to customers.

More than 50 front-end tools from Hyperion and Hyperion's Essbase-Ready partners are seamlessly integrated with Hyperion Essbase.



Broad Choice of Front-End Tools

More than 30 front-end tools developed by Hyperion Alliance Partners complement Hyperion's tool set, which includes Hyperion® Wired for OLAP, Hyperion Spider-Man™ Web Application, Hyperion® Objects, Hyperion Essbase Spreadsheet Add-In, Hyperion® Web Gateway and Hyperion Reporting®. Hyperion has also established partnerships with industry-leading tool providers to deliver fully integrated Hyperion Essbase-Ready™ solutions. Consequently, the diverse range of tools offered by Hyperion and its partners means companies can leverage their existing technology investments, minimize training expenditures and provide the right tool for the right user. Analysts and other highly interactive users are often accustomed to spreadsheets, and want to

combine the analytic power of Hyperion Essbase with spreadsheet display and macro functionality. Other users may require the ease of use and graphical display of a Web-interactive tool, while casual, view-only users may get their reporting over the Web in HTML format. Choosing Hyperion Essbase-Ready products ensures rapid and sophisticated information delivery that leverages the full analytic power of Hyperion Essbase, tailored exactly to your type of application, type of user and infrastructure.

Customers may also develop their own sophisticated custom analytic applications with Hyperion Essbase. These applications can be designed using Visual Basic, C/C++, Java and Active X controls, helping customers leverage the skill base of their programmers.

Hyperion Essbase OLAP Server: The Most Advanced OLAP Platform

Hyperion Essbase provides organizations with unprecedented insights into their markets and customers. It empowers organizations to gain competitive advantage, anticipate trends, correct missteps and capitalize on opportunity. Companies can quickly and easily implement Hyperion Essbase solutions, adding value to previously inaccessible data and transforming it into actionable information. Strategic use of that information allows organizations to realize maximum return on their existing IT investments in ERP systems, e-business, CRM systems, data warehouses, legacy systems and more.

The tangible, bottom line benefits of an OLAP server implementation are reason enough to start examining your data today. Find out how you can harness your information resources, improve your company's effectiveness and "See the Future First™."

"The business value of an OLAP server is demonstrated by the applications it can support. Hyperion has been the most successful OLAP server provider to date in attracting ISVs to build analytic applications on its platform. The advanced features in Essbase V6, including attribute support and added calculation functions, can only enhance Hyperion's position."

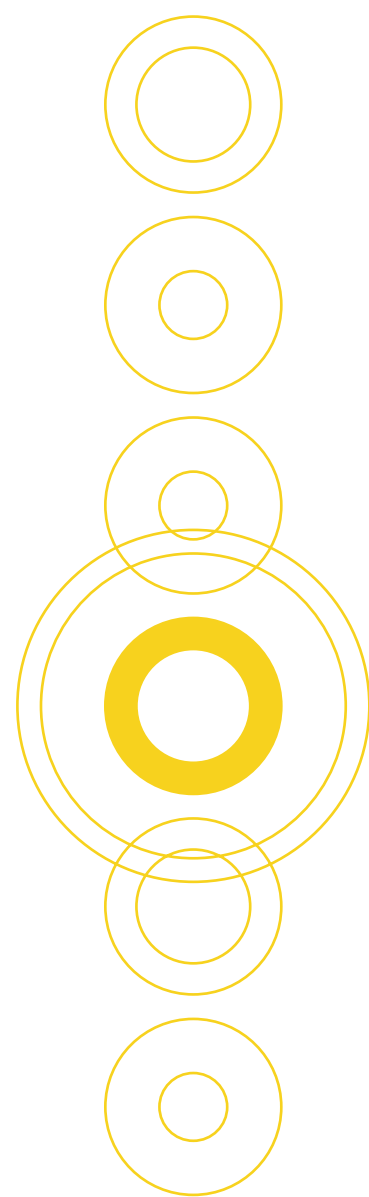
– Henry Morris, vice president for Data Warehousing and Applications at International Data Corporation

"Hyperion Essbase 6 continues the trend of innovative and useful refinements that have been the hallmark of Hyperion's leading and pioneering OLAP server product."

– Mike Schiff, director, Data Warehousing Strategies for Current Analysis, Inc.

"META Group recognizes that the OLAP server is the core enabling technology for analytic applications. To successfully empower large numbers of end-users an OLAP server must support the entire business model and scale to meet the requirements for enterprise-wide Web deployments."

– Aaron Zornes, executive vice president and director of Application Delivery Strategies Service at META Group





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