

EXECUTIVE BRIEF

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# Connected enterprise planning empowers businesses with agility and innovation



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Technology and innovation were once tools companies adopted to make specific work tasks more efficient as quick solutions. But today, digital solutions drive the global economy and create new solutions in every sector, industry and specialized area. The events surrounding COVID-19 accelerated the adoption of agile technology, which helped streamline innovative communications.

Communications service providers (CSPs) quickly identified how invaluable it is to adapt your business to make decisions and provide new services quickly while preparing as much as possible for multiple outcomes. All of this becomes easier when you can see your operations at a glance, and it starts with a connected enterprise planning (CEP) approach.

CEP is the process of breaking down organizational siloes to connect your operational, financial, human resources, manufacturing, customer service and full line-of-business planning. It allows you to bring together various processes for broader and deeper insights to determine how well everything is performing together and independently in a sweeping glance. Even better, if you detect problems, CEP can help you make corrections instantly.

According to Jennifer Toomey, VP, EPM Product Marketing at Oracle:

“Connecting your financial, operational and line-of-business planning brings together discrete planning processes, so you can plan across your entire organization.”

Top CEP users, such as financial teams, rely on artificial intelligence (AI), machine learning (ML) and data science to monitor, forecast and predict changes.



Rita Sallam, Distinguished VP Analyst at [Gartner](#), reinforces the power of these tools and trends:

*“These data and analytics trends can help organizations and society deal with disruptive change, radical uncertainty and the opportunities they bring over the next three years. Data and analytics leaders must proactively examine how to leverage these trends into mission-critical investments that accelerate their capabilities to anticipate, shift and respond.”*

CEP uses advanced technologies like data science, AI and ML to improve forecast accuracy and predict changes. And it connects directly to actuals and operations, so you can see how well you’re performing and adjust the plan as targets move.

CSPs can incorporate valuable connected data and authoritative insights into your business’s planning with these tools and strategies. The knowledge you gain will allow you to synchronize your departmental, operational and corporate goals, empowering your leaders in the decision-making process and enabling your business to become more agile.

According to Laurence Goasdooff at Gartner, *“Seventy five percent of enterprises will shift from piloting to operationalizing AI, driving a five-time increase in streaming data and analytics infrastructures by the end of 2024.”* That means that businesses will have access to more adaptable and flexible systems in the cloud to handle complex business situations at the enterprise level.

Businesses worldwide are moving toward a connected enterprise plan and away from the traditional ways of siloed planning.

## Should connected enterprise planning replace siloed planning?

Teamwork, collaboration and corporate culture are not only trending buzzwords in the modern business sphere; they are concepts that business leaders need to bring to life to compete in disruptive times. As cultures change to increased collaboration, you want your technology to support these modern processes. In that case, you are probably considering moving away from siloed planning.

Siloed planning is a traditional strategy based on distinct departments and teams within a company. While businesses might long to escape this now archaic paradigm, it is challenging to use spreadsheets and applications reliant on older technology.

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VP, EPM Product Marketing,  
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These tools aren't useless. Still, using them could leave you behind in your organizational goals and behind the competition. Separate systems don't provide an at-a-glance overview, which means they aren't agile. Worse, they require disproportionate amounts of time to integrate and analyze. Alternately, organizations can increasingly invest in and adopt connected enterprise planning to maximize agility and collaboration across the business. The main reason for connected enterprise planning's success is that it ensures interconnectedness in every area: HR, marketing, operations, sales and finance. These areas are naturally interconnected, and by using cloud-based solutions, companies can create and foster an organic means of seamless communication.

Telecommunication companies can benefit from this approach in the following ways:

- Improving communication and efficiency for multi-departmental projects
- Improving work culture through company-wide messaging
- Fostering trust and improving organizational morale

Let's take a closer look at the various verticals in telecommunication businesses that benefit from connected enterprise planning.

## Strategic modeling of operational data

When you create a strategic model of your organization's operational data, you have a blueprint for the best path toward executing your business strategy. It provides a model for different potential outcomes, so you can prepare to respond effectively to each one.

There are several issues you might face without taking the time to design this part of your connected enterprise planning strategy, including:

- Operational inefficiencies when team members work outside the operational plan
- Low interaction and collaboration among functional areas and departmental or divisional units
- Ambiguities regarding roles and responsibilities lead to missed deadlines and low morale
- Increased operating risks due to a lack of clear goals and responsibilities

## Strategic workforce planning

Every business needs the right people at the right time. Currently, there are more challenges than ever in [retaining the right people amid the Great Resignation](#). It's just as challenging to determine what prospective hires want after the disruption of COVID-19.



Your finance and operations teams need to be able to see the big picture of the demand and supply for your organization's workforce in an instant. Communicating instantly with your HR team and strategic workforce planning in the cloud can make that easier.

Collaboration becomes simpler with a strong strategic workforce planning strategy, allowing everyone to enjoy a free-flowing conversation about each for-hire position and the costs of the recruiting process. CEP offers finance and operations leaders the big picture view of the workforce strategy for the future and short-term.

Together, you can figure out what the best candidate looks like on paper, how to determine the best candidate in person, what you can offer and what is out of the question.

By working on a cloud-based workforce planning solution, your finance and HR teams can work together to anticipate workforce needs by staying in contact with management and ensuring the organization has the funds needed to recruit and hire as necessary by having access to key financial data.

Best of all, you can link your talent management strategy to your overarching business goals and broader corporate strategy.

## IT financial management (ITFM)

With an IT financial management (ITFM) solution, you can help your CIO transform the business of IT. ITFM allows for easy oversight of IT expenditures required to ensure quick and easy delivery of crucial IT products and services. With connected planning, you can help executives and financial leaders make more informed and faster decisions.

This more specific and detailed arm of the finance and operations department still complies with those disciplines in the following ways:

- Requiring documentation of expenses
- Mandating regular audits and reports
- Monitoring and inventorying IT resources and assets

Applying a CEP strategy to this area makes creating and maintaining transparency within the IT department and across the executive and traditional financial departments easier. Further, it provides a living detail of the ever-changing digital world and how frequently you need to acquire new equipment.



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## Sales performance management

Every sales department develops its own unique approach to monitoring and managing performance among talented salespersons. Your sales performance management strategy probably involves a set of processes you use to measure, analyze and develop sales input and output from all your sellers. Further, the goal tends to regularly focus on improving performance for everyone to enjoy successful business outcomes, usually measured in profits.

With a connected sales performance management strategy, you can more easily create an overview of your sales department, focusing on:

- Encouraging, motivating, celebrating and incentivizing successful sales behaviors
- Increasing performance visibility and offering actionable insights
- Coaching, training and providing professional development to improve sales employee performance
- Providing built-in accurate crediting to each salesperson for respective sales
- Allowing for quicker and easier settlement of compensation and commission disputes among salespersons
- Striving for operational excellence for large sales teams

To do all of this, the sales department needs to work in tandem with finance and operations, which needs to approve vital expenditures speedily without impeding progress for sales or improperly spending the company's and department's budget. Cloud-based sales performance management can help each member of your sales team take their performance to the next level with proper oversight from your finance and operations department.

As mentioned before, sales teams focus on developing strategies that attract new customers and encourage those customers to make purchases. For that, they need funds provided and approved by the finances department. In other words, sales teams spend money to make money, while finance teams try to reduce costs and boost profits

## Integrated business planning

When business leaders focus on streamlining, budgeting, planning and forecasting for their business, they frequently start with integration. The best way to do this is to rely on an enterprise performance management (EPM) solution to create a single stream of vital organizational information that allows for more speed and agility in your planning process.

Integrated planning starts with a high-functioning, cloud-based platform. You need to invest in something that everyone can use, creating one centralized source of information. With strong integration, you can unify everything from ERPs and CRMs and beyond, granting access to everyone who needs to stay in the know when they need it. You won't need to ask your employees to determine the chain of command for files. With a connected enterprise plan in place, they will know where to find what they need based on their work and previously granted authorized access to information.



Telecommunication companies that use an integrated business planning and execution (IBPX) solution can leverage a combination of best-in-class EPM and Supply Chain Planning (SCP) with IoT, AI and prescriptive analytics, helping them adapt to the demands of end-to-end planning and the evolving needs of global telecommunication companies.

Integrated planning also helps with planning, budgeting and forecasting through a holistic approach to organizational management.

## Marketing finance management

Marketing finance management doesn't work quite the same as other financial areas, like ITFM and project financial planning. However, although marketing finance operates on its own parallel grid, it is still tied to the organization, and your other finance team members need to know what is going on with expenditures. Hence, the benefit of a central connected planning strategy.

Marketing managers and planners can draw from top-down campaign budgets transparently, reflecting their campaign and priorities. Simultaneously, they can still draw from standard, bottom-up costs, drawing from the prescribed finance budget.

## Project financial planning

You can manage your business expenses better with a strong overall financial planning strategy. You can see everything you spend, such as purchasing office supplies, raw materials for production and the payroll costs for your valued employees.

Most businesses rely on two primary categories to simplify this range of costs:

- **Capital Expenditures (CapEX)** are your [major long-term expenses](#), such as your physical assets like your headquarters and other branches and buildings, technology and other equipment and company vehicles.
- **Operating Expenses (OpEX)** are short-term, intermittent, non-tangible, or variable expenses, such as employee salaries, utilities, property taxes, rent and the cost of goods sold.

Project financial planning is specific to each designated project and might require a combination of CapEX and OpEX to see the project through to fruition. For instance, your project might take



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place off-site or in another city, so you will have to provide a viable workspace for your employees, whether a rented building or a temporary unit like a portable office shipping container.

## Successful connected enterprise planning with Oracle

Oracle offers the most comprehensive cloud enterprise performance management (EPM) and connected enterprise planning solution on a single platform. Today, more than ever, chief financial officers and business leaders seek solutions that connect every aspect of their organization to ensure that departments and staff members stay on the same page. Oracle has a strong record of success in helping today's top businesses reach new heights through connected enterprise planning.

Here is one success story:

### MTN

One Oracle customer, [MTN](#), based in Africa, has had 18 countries on the continent implement their Oracle Cloud EPM. The company had multiple individual silos of data, and they wanted to streamline their financial planning process.

Tax reporting was particularly challenging for them. Oracle was able to come in and create a process on the Oracle platform that narrowed things down to one single point, allowing for top-down or bottom-up function as needed.

MTN was especially pleased with the planning tools that helped with working capital and the real-time, multi-functional dashboard.

## What can an Oracle Cloud complete planning solution do for your business?

By providing a unified view of financial, operational, and line of business planning, Oracle Cloud Enterprise Performance Management (EPM) improves planning accuracy and makes your company more agile. With Oracle Cloud EPM, you can:

- Design decision-oriented plans that help you create goal-oriented, driver-based plans that offer immediate insight into your performance. Use the interactive dashboard and reports to leverage predictive planning to recommend the best path going forward.
- Connect every aspect of your business with a connected plan that is fully integrated across finance, operations, and all lines of business. Analyze the impact of any changes you make across the organization.
- Use a free-form approach to modeling at scale, focusing on complex financial and operational hypothetical scenarios, using large-scale, free-form and ad hoc modeling. The predictive planning features validate assumptions and help you reduce risk in your decisions





## Conclusion

With Oracle's cloud-based solutions and CEP approach, [the right tools](#) can position telecommunication companies for business growth and innovation.

Oracle will help tailor your planning strategy to your organization's specific needs and allow you to level the playing field among your competitors. With the use of cloud technology, you can take your business to the next level and several steps above it to achieve unprecedented success.

Propel your business to reach new heights with [connected enterprise planning](#).

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