

INFORMATION DECIDES

Dramatically Improve the Quality of
Your Strategic Business Decisions

Oracle's Crystal Ball

Increase revenue. Decrease costs. Reduce development time. Every day you strive to meet these goals. And each business decision you make either enables you to advance toward them—or impedes your progress.

Spreadsheets and other data analysis tools lack the functionality, capacity, and power to do the necessary “what if” analyses required for successful performance management, business intelligence, and predictive modeling. You need an integrated solution capable of performing complex risk and uncertainty analyses across a broad range of applications.

Oracle's Crystal Ball is the leading spreadsheet-based software suite for predictive modeling, forecasting, simulation, and optimization. Used by 85 percent of the Fortune 500, Crystal Ball gives you unparalleled insight into the critical factors affecting risk, and calculates the likelihood that you will reach your objectives. With Crystal Ball, you will make the right tactical decisions to move you toward your strategic goals and gain a competitive edge under even the most uncertain market conditions.

Make More-Confident Decisions

Key Benefits

- **Get results quickly.** Start using Crystal Ball in minutes.
- **Enhance your investment.** Draw on the spreadsheet technology you already own.
- **Think in ranges.** Get the full picture in the face of an uncertain future.
- **Communicate.** Share your findings through graphs, charts, and reports that let you vividly present and communicate the results of your analyses.
- **Collaborate.** Work as a team, sharing models and data to get your work done faster.
- **Optimize.** Take uncertainty and constraints into account while you search for the best solution.

Sample Applications

- Capacity Planning
- Cost Estimation
- Strategic Financial Analysis
- Inventory Optimization
- Operations Research
- Project Selection
- Resources Allocation
- Sales Forecasting and Modeling
- Six Sigma/Design for Six Sigma
- Supply Chain Management

Gain Valuable Insight

You've learned to expect the unexpected. Interest rates suddenly increase, sales fail to meet expectations, deliveries are inexplicably delayed, defect tolerances are exceeded. Unfortunately, the spreadsheets you use to understand future uncertainties are built on a static framework of average values. When it comes to predicting possible outcomes or performing complex "what-if" scenarios, spreadsheets are simply not up to the task.

You need a better tool for business forecasting—one that helps you prepare for the unknown and that enables you to make better decisions based on a solid understanding of the variables that will have the greatest impact on your business.

Crystal Ball is a suite of Microsoft Excel-based applications that enable you to do just that. By extending the analytical power of spreadsheets and defining variable inputs in terms of realistic ranges of possible values, you can calculate all possible outcomes and record the results for analysis and reporting. And with the insights gained from these simulations, you can pinpoint which factors are most likely to help you succeed in the near and long term.

Reap Measurable Results

With Crystal Ball, you can use historical and current data to create accurate, predictive models and search for solutions that take into account market uncertainty and constraints. Since Crystal Ball can quickly be applied to new or existing spreadsheet models, you can make the most of the technology you already own. Crystal Ball enables you to

- **Increase revenue.** Maximize growth while optimizing your ability to react effectively to market disruptions and random events.
- **Decrease costs.** Generate sensitivity charts that identify which variables have the biggest impact on your costs.
- **Improve productivity.** Save time by using simulations to quickly and automatically model and visualize thousands of "what if" scenarios.
- **Enhance quality.** Meet quality objectives by using simulation results and capability metrics to determine optimal product specifications and defect tolerances.

With this flexible tool, you can solve problems in which uncertainty and variability have traditionally distorted forecasts and make better decisions to impact your bottom line.

Take Advantage of Valuable Resources

Oracle provides you with a range of resources to help you get the most out of Crystal Ball. Jumpstart your implementation by taking advantage of a full range of training and consulting services. Get education discounts on services, textbooks, and learning aids for professors, instructors, and students. Subscribe to a free newsletter that keeps you on top of the latest trends in risk analysis and spreadsheet forecasting, and gives you access to white papers written by industry experts. We provide all the services and information you need to achieve rapid time to value.

System Requirements Microsoft Windows 2000, XP or Windows Vista operating system, Microsoft Excel 2000, 2002 (XP), 2003 or 2007 Microsoft .NET Framework 2.0 (or 3.0 with Windows XP versions or Windows Vista)	Crystal Ball Standard Edition	Crystal Ball Professional Edition	Crystal Ball Premium Edition	
Monte Carlo simulation, analysis tools and reports	•	•	•	Automate “what if” analysis. Quickly assign ranges of values to your inputs, automatically calculate ranges of forecasted outputs and their probabilities.
Capability metrics	•	•	•	Simplify your workflow. View simulation results, descriptive statistics and capability metrics all at once with split-view graphs and charts. Capability metrics include Cp/Cpk, Pp/Ppk, Z metrics and many others.
Category publish and subscribe	•	•	•	Save time by managing your distributions. Create your distributions once, then use them many times. Share them with other users via the publish and subscribe mechanism.
Crystal Ball tools	•	•	•	Set up and analyze your models. Includes: Batch Fit, Correlation Matrix, Tornado Chart, Bootstrap, Decision Table, Scenario Analysis and Two-Dimensional Simulation.
Extreme Speed simulation		•	•	Get it done, fast. Run your simulations up to 100 times faster than normal with Extreme Speed, powered by PSI Technology.
OptQuest		•	•	Make the right decision. Automatically search for your optimal solution, accounting for uncertainty, constraints, and requirements.
CB Predictor		•	•	Create accurate and realistic predictive models. Analyze historical data with time-series analysis and regression.
Developer Kit		•	•	Customize it. Macros and functions let you tailor the software to your specifications, ensure standardization, and save time through automation.
Real Options Analysis Toolkit			•	Account for potential big gains in your analysis. Add real options to your discounted cash flow analysis to accurately account for the impact of positive uncertainty in estimating your project's value.
Textbooks and multimedia training CD			•	Get the most from your Crystal Ball applications with a multimedia training CD and comprehensive textbooks covering applied risk analysis and real options analysis.

Industries

- Academia
- Aerospace
- Airline
- Biotech
- Construction
- Energy
- Engineering
- Environmental
- Finance
- Government
- Healthcare
- Insurance
- Managing/Consulting
- Manufacturing
- Medical
- Oil and Gas
- Pharmaceutical
- Telecommunications
- Utilities
- Venture Capital

CONTACT US

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