

# Hyperion Again In Visionary Quadrant In New Analyst Report On Performance Management

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Quality of Vision, Ability to Execute Evaluated in Latest CPM Magic Quadrant

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SUNNYVALE, Calif., October 16, 2003 – Hyperion (Nasdaq: HYSL) is again in the visionary quadrant for Corporate Performance Management (CPM), according to a just-released report by Gartner, Inc., a leading industry analyst firm. According to the Magic Quadrant for CPM Suites, Hyperion was evaluated on “completeness of vision” and its “ability to execute.”

Gartner’s report relies on the vision and ability to execute criteria to evaluate solutions providers in the category. According to Gartner, “visionaries have a clear vision of market direction and are focused on doing that, but they can still improve in terms of optimizing service delivery.”

“The publication of a second Magic Quadrant dedicated to performance management is significant for what it says about the evolution of this category,” said Nazhin Zarghamee, chief marketing officer for Hyperion. “Businesspeople are increasingly seeing performance management as a dynamic movement of people, processes and technologies that will revolutionize the way companies achieve transparency, accountability and improved performance.

“We believe the second Magic Quadrant confirms what customers tell us about Hyperion. They’ve embraced our vision of ‘breakthrough performance everywhere’ and are energized by the prospect of using our software to create performance accountable organizations.”

Gartner defines CPM as the methodologies, metrics, processes and systems used to monitor and manage the business performance of an enterprise. Hyperion uses a similar term, Business Performance Management, to define its solutions that are designed to help businesses translate strategies into plans, monitor execution and provide insight to improve financial and operational performance.

Hyperion agrees with Gartner's approach to CPM. As Gartner described it in a September report, successful vendors "will have to prove that they understand your underlying business context while providing additional CPM applications built on their platform and tools." (Gartner, Inc., "Corporate Performance Management Issues for 2004" by B. Wood, F. Buytendijk and L. Geishecker, September 19, 2003.)

"The combination of a strong and integrating business intelligence platform with applications that incorporate complex business processes—such as global financial consolidation, strategic modeling or enterprise scorecarding—are the cornerstone of Hyperion's advantage in the performance management market," said Zarghamee.

#### About The Magic Quadrant

The Magic Quadrant is copyrighted 2003 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

#### About Hyperion

Hyperion is the global leader in Business Performance Management software that enables companies to translate strategies into plans, monitor execution and provide insight to improve financial and

operational performance. More than 6,000 customers worldwide use Hyperion's Business Performance Management family of packaged and tailored applications and its leading business intelligence platform. Hyperion has a network of more than 330 partners to provide innovative and specialized Business Performance Management solutions and services.

Headquartered in Sunnyvale, California, Hyperion generated annual revenues of 0 million in fiscal 2003. The company employs more than 2,200 people in 20 countries and is represented in 16 additional countries through distributor relationships. Hyperion is traded under the Nasdaq symbol HYSL. For more information, please visit [www.hyperion.com](http://www.hyperion.com), [www.hyperion.com/contactus](http://www.hyperion.com/contactus) or call 800 286 8000 (U.S. only).

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