

# Hyperion 'Writes The Book' On Business Performance Management

Submitted by: Object Marketing

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NB: Free press review copies of *On the up and up: Achieving Breakthrough Performance Through Insight*, are available. Please contact on Andrew Smith at Object Marketing on (020) 8762 9292 or e-mail: [andrews@objectmarketing.com](mailto:andrews@objectmarketing.com)

FOR IMMEDIATE RELEASE

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Hyperion 'Writes The Book' On Business Performance Management

LONDON, UK - June 7, 2004 – Today, Hyperion (NASDAQ: HYSL) debuts in the UK the first-ever comprehensive book on Business Performance Management — *On the up and up: Achieving Breakthrough Performance Through Insight*. Business Performance Management is changing how companies operate by providing insight into what drives or drains profits, cash flow and operational efficiencies in companies, and Hyperion is the leading provider of Business Performance Management software solutions.

*On the up and up* offers the insight and inspiration companies need to take their Business Performance Management efforts to the next level. It focuses on the art and craft of managing business performance and helping companies address current business conditions.

“This is a challenging time to run a company,” said Jeffrey Rodek, chairman and CEO for Hyperion, who also wrote the foreword to the book. “The economy is improving and business spending is up, but executives are still faced with a significant degree of uncertainty.

“You can’t control what happens in the external environment, but you can manage what happens inside your company. Leaders in every organisation face the same challenges in managing complexity, uncertainty and rapid change. This book represents the collected wisdom of some of the best thinking on these topics.”

Some of the brightest minds in business contributed to *On the up and up* — including leaders from American Express, FedEx Express, IBM and academics from Kellogg, Kent State and the Wharton School. Highlights of the book include:

- A series of essays on leadership topics ranging from *Creating Premium Value* to *The Changing Role of the CFO* in an organization.

- Profiles of three organizations that have led the way in their use of Business Performance Management to create a more performance-accountable organization.

- A roundtable discussion on Building a Performance-Accountable Culture.

- A Business Performance Management overview that provides a roadmap for companies as they consider the management, technical and other practical issues involved in transforming their companies through Business Performance Management.

The book presents new perspectives on current challenges confronting boards, CEOs and CFOs, what makes a great leader and what successful leaders will need to do to improve performance in today's business climate.

To obtain a copy of *On the up and up: Achieving Breakthrough Performance Through Insight*, please visit [www.hyperion.com](http://www.hyperion.com).

#### About Hyperion

Hyperion is the global leader in Business Performance Management software. More than 9,000 customers – including 91 of the FORTUNE 100 – rely on Hyperion software to translate strategies into plans, monitor execution and provide insight to improve financial and operational performance. Hyperion combines the most complete set of interoperable applications with the leading business intelligence platform to support and create Business Performance Management solutions. A network of more than 600 partners provides the company's innovative and specialized solutions and services.

Named one of the FORTUNE 100 Best Companies to Work For 2004, Hyperion employs approximately 2,600 people in 20 countries. Distributors represent Hyperion in an additional 25 countries. Headquartered in Sunnyvale, California, Hyperion – together with recently acquired Brio Software Inc. – generated combined annual revenues of \$612 million for the 12 months ending June 30, 2003. 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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