

# Confidential & Secret

Presented by

SBA \* Consulting, LTD

©2012 SBA \* Consulting, LTD

**Before you buy  
that  
Accounting/ERP/CRM  
System**

Presented by

**SBA \* Consulting, LTD**

©2012 SBA \* Consulting, LTD

# The Secret to maximizing the process

By knowing what business are you really  
in?

How you want to run that business?



**Self/Corporate Realization**

# Self/Corporate Realization

- Your company isn't running the way you want
- You're not maximizing the potential
- You don't have Key Performance Indexes (KPI) or metrics
- Your accounting isn't sound

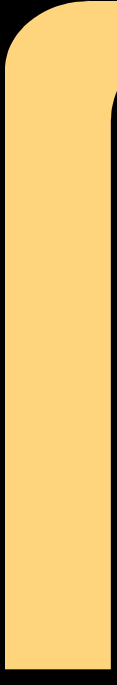
# Self/Corporate Realization

- You have doubts about your internal systems, processes, procedures and controls
- There may be embezzlement (or not)
- The cost of running the business seems high
- Employees don't seem productive enough

# Facts



You know intuitively you need:

- a) better data capture
  - b) accounting
  - c) performance indicators
  - d) productivity
- 

# What can you do?

Nothing! - bad choice

Fix the current system! - a possibility

Start from scratch? - a possibility



# What can you do?

A decorative L-shaped bar is positioned in the top-left corner of the slide. It consists of a vertical yellow bar on the left and a horizontal bar extending to the right. The horizontal bar is divided into four segments: a yellow segment, a purple segment, a yellow segment, and a red segment.

Simple decision?

# What can you do?

YES it is!

and NO it isn't...

It is not a simple decision if you want to get all you can out of that accounting system and your company!



Phases

# Phases

A decorative graphic consisting of a thick yellow L-shaped bar on the left side, a horizontal bar at the top with segments in yellow, purple, and red, and a vertical purple bar on the left side.

- I. Before you purchase
- II. The Search and Purchase
- III. After the Purchase

# Phase I

Before you purchase

# Phase I

A macro top down analysis of your business

- a. Strategic - what is your business
- b. Operationally - How can we improve it
- c. Systemically - Can we improve our systems and procedures?
- d. Finance/Accounting - are we capturing all the data that needs to be captured?

# Phases - Results of Phase 1

1. What business are we really in
2. What types of controls do we need
3. What are the types of KPI's and metrics required
4. What type of system do we purchase:
  - a. Accounting only
  - b. Enterprise Report Planning (ERP)
  - c. Customer Relationship Management (CRM)
5. On what type of Platform (in-house, SaaS)?

# Phase II



The Search and Purchase



## Phase II

The search for that right system.

- System attributes vs results of Phase I
- Base/stock system vs customization
- Budget vs Final cost due to customization
- Vendor, quantity of installations, experience in your industry, reputation by clients
- Time frame

# Phase II

## REALITY CHECK TIME

Do you really need to buy every option?

Are you going to implement everything at one time or do a roll-out?

What is the TCO?

# Phase III

After the Purchase

## Phase III

Phase III is the detailed macro level system analysis.

Phase III can be standalone if you've already purchased your system but haven't yet implemented.

Even if you have a working system, it will help you tune your installation.

## Phase III

A detailed top down analysis of your business in light of this overarching question:  
How does or can the new system perform these tasks (set up, collection, reporting)

- a. Strategic - what is your business
  - i. What data do we need to collect to run it properly
  - ii. Do we need to change our Chart of Accounts
  - iii. What manual or other automated procedures/policies need to be changed

# Phase III

- b. Operationally - How can we improve our systems
  - i. Detailed listing of all the changes we need to make
  - ii. Conversion charts showing what our systems have currently and where they will map
  - iii. Detailed analysis of reports and reporting requirements
  - iv. Meetings with all the stakeholders to ensure buy-in at all levels of the company

# Phase III

- c. Systemically - Can we improve our systems and procedures?
  - i. Internal Controls
    - 1. Forensic Accounting
  - ii. Workflow, maximize effort/minimize time
    - 1. Stovepipes
    - 2. Inefficiencies
    - 3. Duplication of Effort
  - iii. Automation with intelligence
    - 1. Why?
    - 2. Rules
    - 3. High Touch vs High Tech

# Phase III

## iv. Why?

1. Why do we do this and not that?
2. Why do we need this process or that form?
3. Question all, eliminate preconceived notions
  - a. Involve ALL stakeholders
  - b. Involve ALL stakeholders
  - c. Involve ALL stakeholders



# Phase III

- d. Finance/Accounting
  - i. Modify Chart of Accounts
  - ii. Modify internal controls
  - iii. Create metrics and KPIs
  - iv. Test all assumptions
  - v. Run dual/parallel systems while Testing
    - 1. Hint - do it intelligently versus the old fashioned way
    - 2. Test your assumptions
    - 3. Modify your procedures
    - 4. Start over if necessary
  - vi. Go live!



Resources

# ERP - From Google

## **Enterprise resource planning - Wikipedia, the free encyclopedia**

[en.wikipedia.org/wiki/Enterprise\\_resource\\_planning](http://en.wikipedia.org/wiki/Enterprise_resource_planning)

**Enterprise resource planning (ERP)** systems integrate internal and external management information across an entire organization, embracing ...

## **2 ERP Software, Enterprise Resource Planning, ERP Vendors, ERP ...**

[www.erp.com/](http://www.erp.com/)

**ERP.com**, the authority for **ERP Software**, **Enterprise Resource Planning**, **ERP Vendors**, **ERP Software Reviews**, **manufacturing software**, and **accounting software**.

## **3. SAP - ERP Software | Enterprise Resource Planning (ERP) System ...**

[www.sap.com/solutions/business-suite/erp/index.epx](http://www.sap.com/solutions/business-suite/erp/index.epx)

The **ERP** software application from SAP helps to improve operational efficiency and productivity of business processes of the enterprise. **ERP** solutions for ...

## **4. ERP Definition and Solutions CIO.com**

[www.cio.com](http://www.cio.com) › ... › [Enterprise Resource Planning \(ERP\)](#) › [Tutorial](#)

**ERP (Enterprise Resource Planning)** topics covering definition, objectives, systems and solutions.

# CRM - From Google

## 1. Customer relationship management - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Customer\\_relationship\\_management](http://en.wikipedia.org/wiki/Customer_relationship_management)

**Customer relationship management (CRM)** is a widely implemented strategy for managing a company's interactions with customers, clients and sales prospects.

## 2. Business CRM Solutions - salesforce.com

[www.salesforce.com/crm/](http://www.salesforce.com/crm/)

Looking for business **CRM** solutions? 77300 companies are already there. Salesforce **CRM** solutions bring peace of mind, knowing that so many companies ...

## 3. CRM Open Source Business & Social CRM Software - SugarCRM

[www.sugarcrm.com/](http://www.sugarcrm.com/)

Customer relationship management **CRM** software for business. In the cloud, online, on demand, onsite - the best sales, email and mobile **CRM** integration.

## 4. CRM Software, Customer Relationship Management - Zoho CRM

[www.zoho.com/crm/](http://www.zoho.com/crm/)

Online **CRM** software for managing your sales, marketing, customer support, and inventory in a single system. Free for 3 users.

## 5. Microsoft Dynamics CRM - Online CRM Software

[crm.dynamics.com/](http://crm.dynamics.com/)

**CRM** software from Microsoft Dynamics **CRM** offers customer relationship management and **crm** online solutions for sales, customer service, and marketing

**Before you buy that Accounting/ERP/CRM System**

A decorative graphic consisting of several horizontal and vertical bars in yellow, purple, and red, framing the top and left sides of the slide.

Thank you for attending



# SBA \* Consulting LTD

SBAConsulting.com  
+1-212-487-5085 +1-516-221-3306  
Sales@SBAConsulting.com  
Twitter: @SBAConsult

©2012 SBA \* Consulting, LTD