

# SmartBoss

Business analytical  
system for top  
management

# Introduction

One of the main objectives of the use of modern IT-technologies by a company is building an *up-to-date controlling system*.

Among the key questions that executive managers of any company ask themselves are the following:

- What is the present-day *state of things* in the company?
- What are the *prospects and main trends* of business development?
- What *actions* should be taken to *improve* the current situation?

The main objective of a *good controlling system* is not to substitute company managers but *to help them find answers* to these vital questions in a more practically feasible way, to create conditions to make *more efficient and reasonable decisions*.

# The problem to be solved

Each major company with a number of relatively independent business units, divisions or departments needs *more than just* accounting and inventory controlling software systems.

The company lacks a system that would *instantly help investors and management team* to understand what's going on, why the company revenue dynamics is this or that, what should be done to decrease expenses and increase the profit, income, productivity etc.

# The Solution

**Smart Boss** is the software system that works in conjunction with potentially *any* accounting, finance and inventory controlling software packages and it allows top managers to see the *overall picture of their business instantly*.

**Smart Boss** *communicates with the business controlling systems* via conversion block based on a specially designed Open Interface Definition.

# Main Idea

There are a number of companies providing financial software (accounting and tax) to small businesses and individuals.

Now it's time to add *new highly needed analytical software* to their products variety.

# Presentation Plan

1. Market niche.
2. **SmartBoss** description.
3. Summary.

# Market snapshot

There is a well-known business analysis software made by SAP AG, Germany. It is a *huge and very expensive* package. SAP cannot use data received from *any* other financial or inventory controlling system.

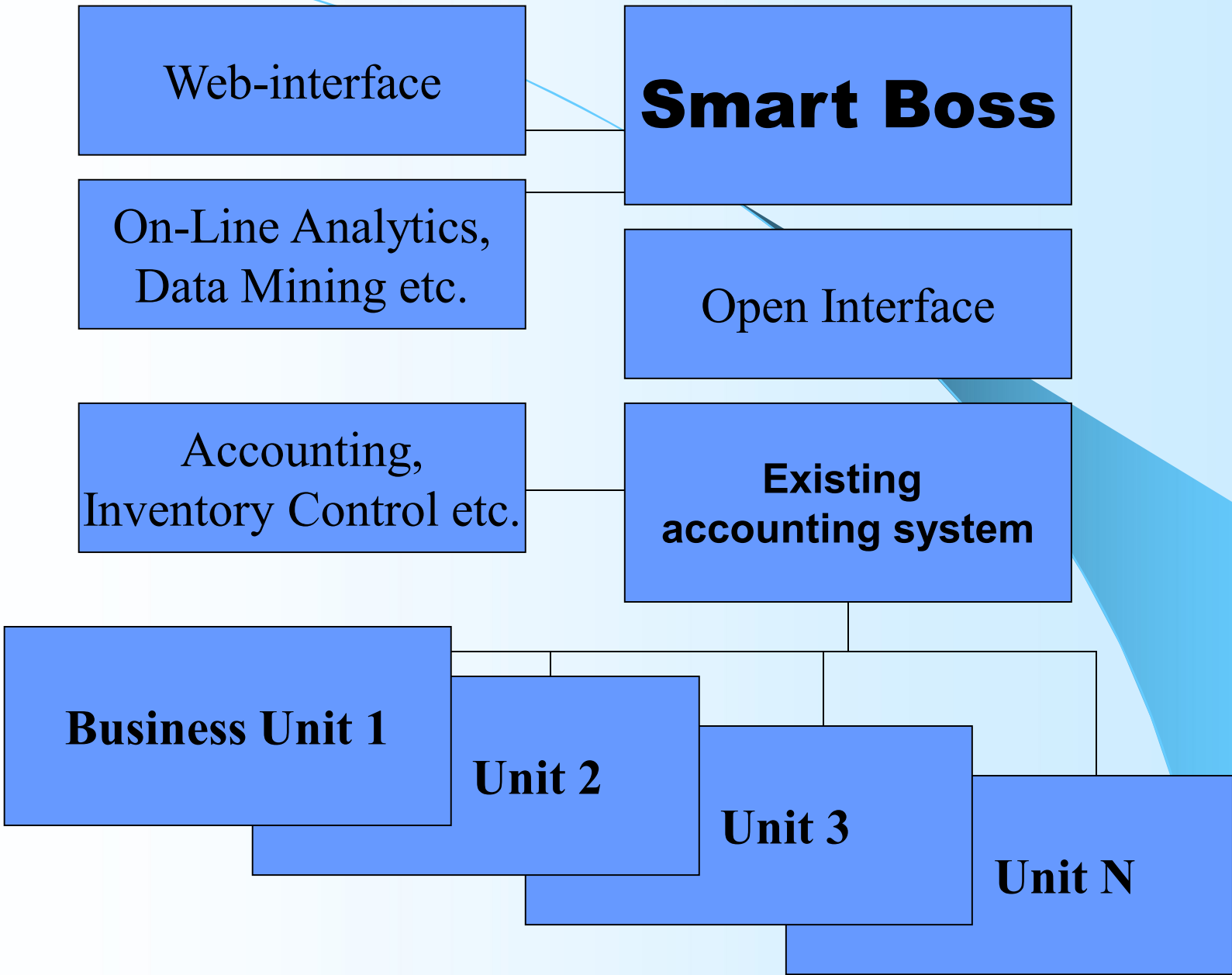
Market lacks *business analysis software* for mid-size and small businesses. This software package should be comparatively *inexpensive*. It should have ability to *interchange data* with widely used financial and inventory controlling systems.

# Usual financial software limitations

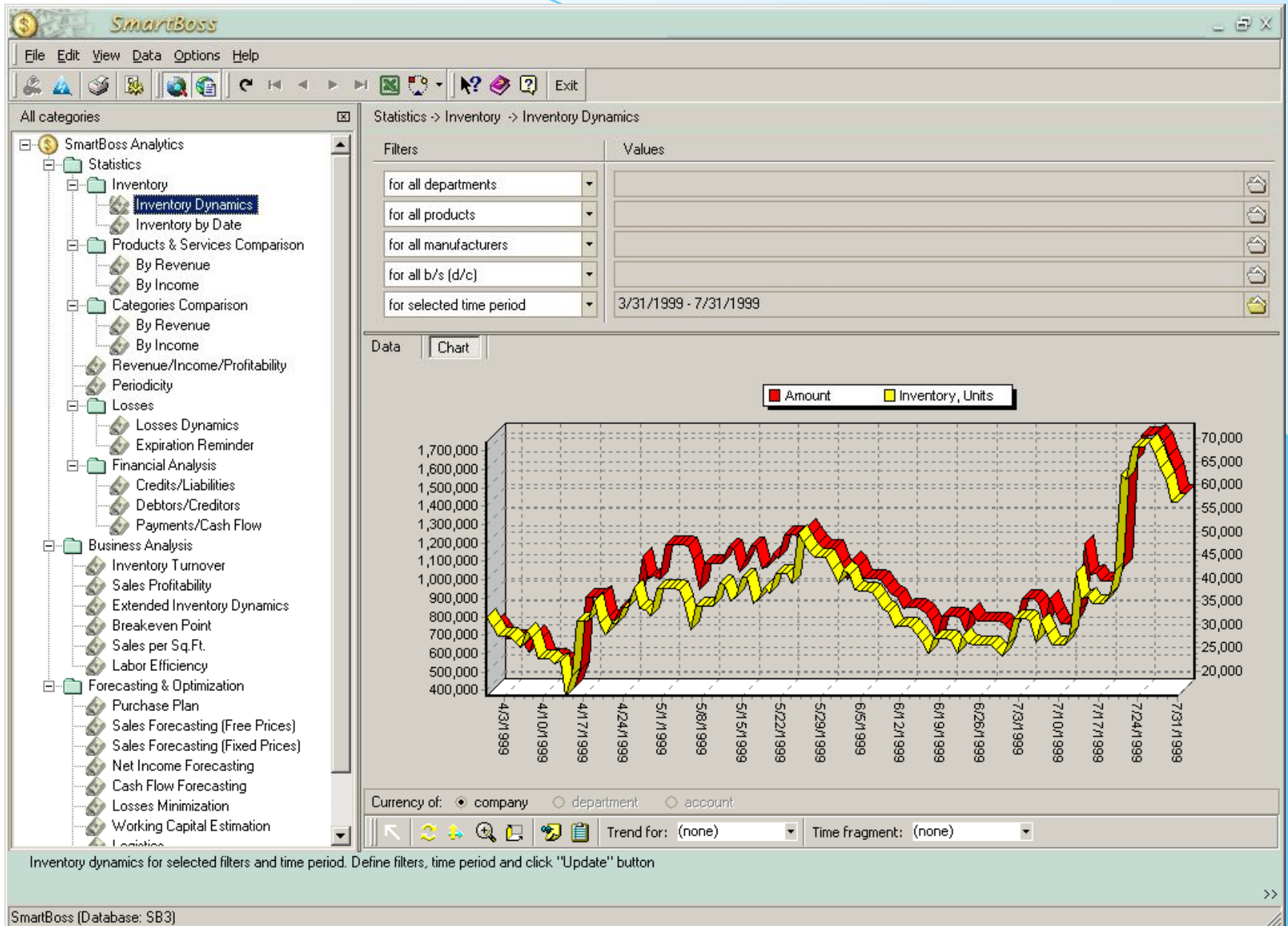
- Unable to form *arbitrary views* of financial and inventory data according to *arbitrary attributes* and attribute sets;
- Creates of a *statistical picture only*, whereas the dynamics is missing;
- *Scene modeling* functions *unavailable*;
- *Unable to show trends*, to forecast the situation and to estimate risk;
- *Insufficient speed of responding* to the request concerning the need for analytical information preparation.

# Smart Boss Key Features :

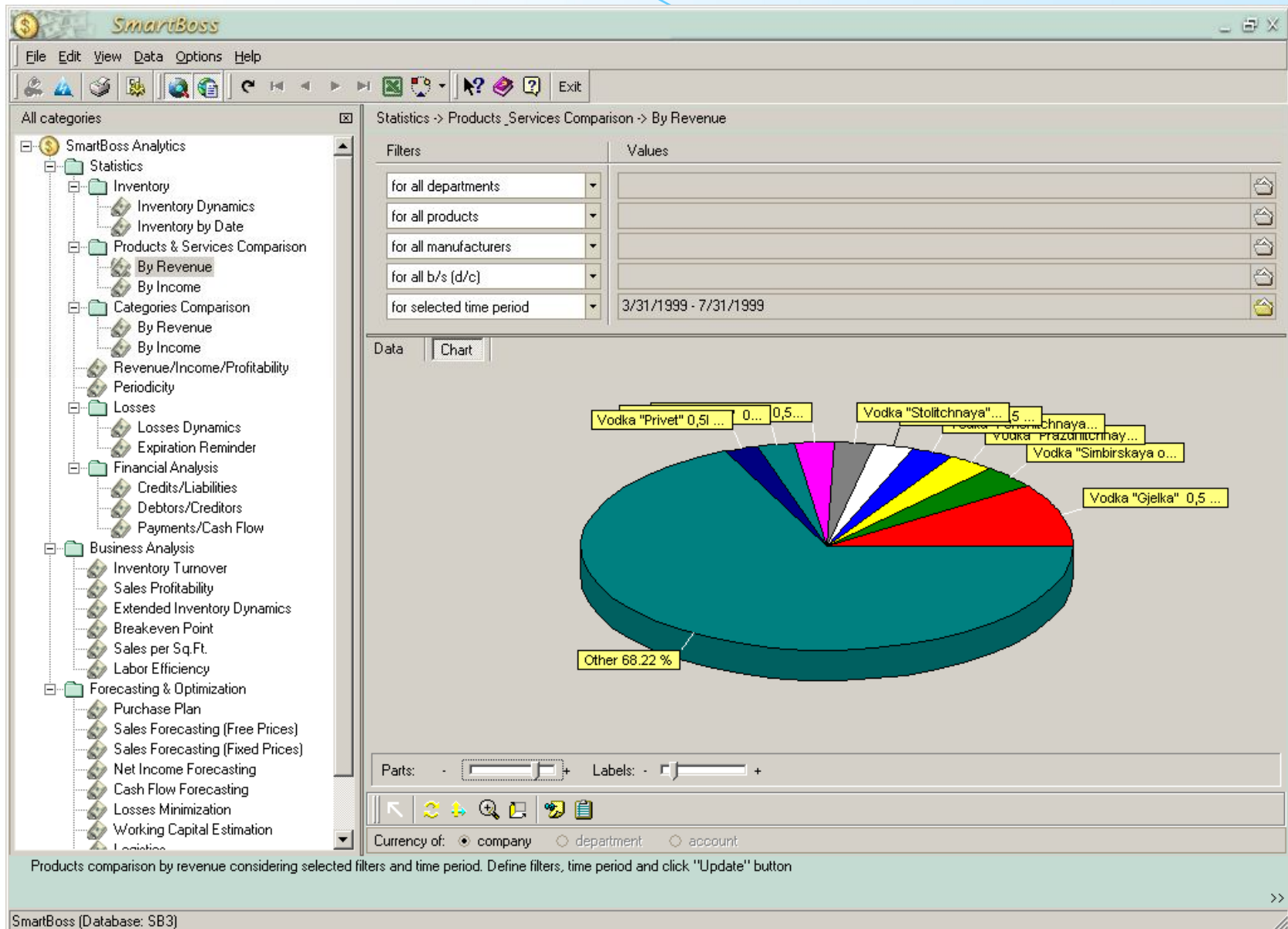
- **Instant access** to your major business information from *anywhere in the world*
- **Access validation** and **data protection**
- **Market analysis** of your business data
- **Risk management**
- **Market forecast**
- **Advantage** for a company with several divisions working in **different countries**: ability to work with *different local currencies* and to take into account *high inflation rate* of the given country.
- **Compatibility** with any accounting system via **Open Interface**



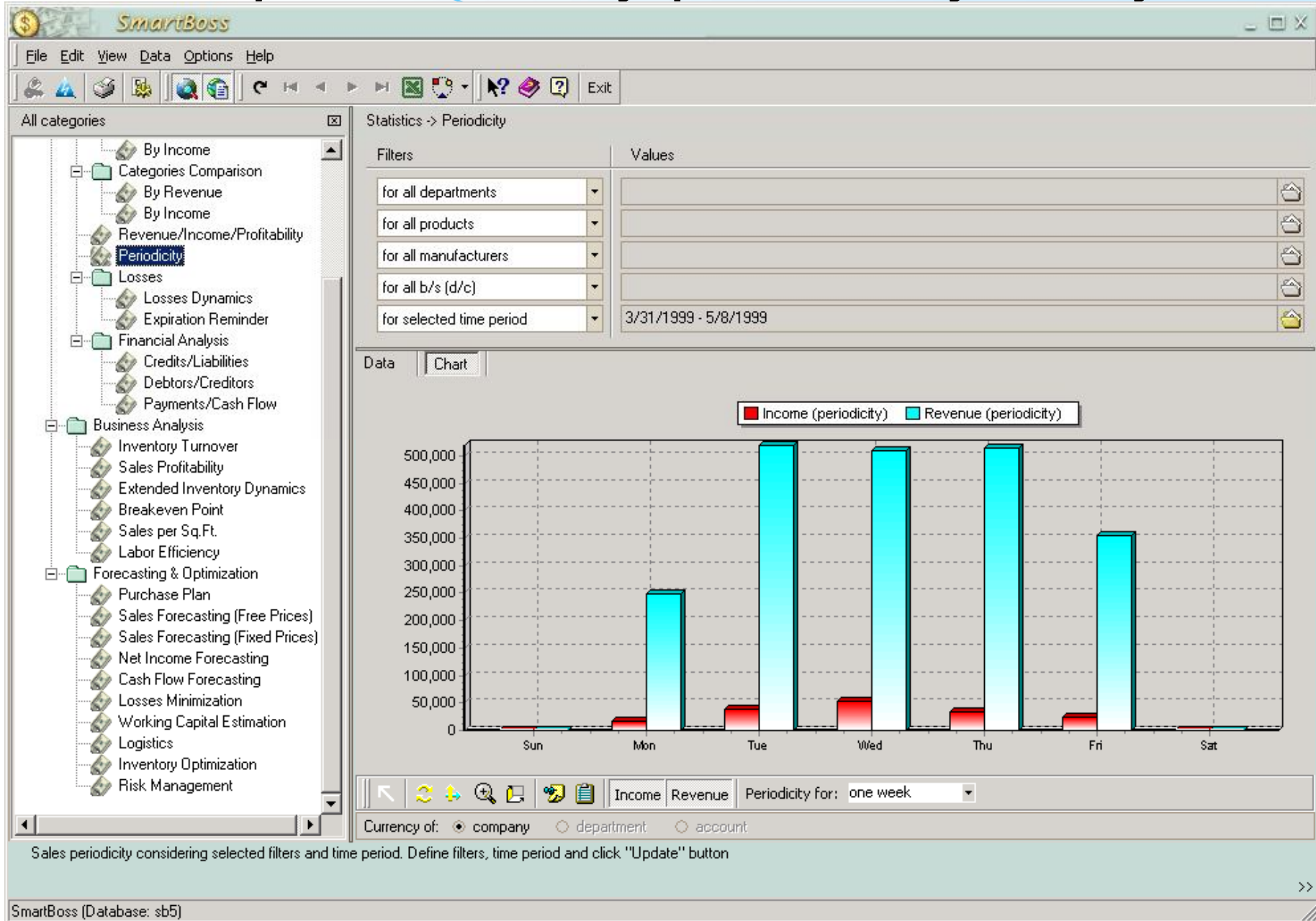
# Sample of inventory dynamics analysis



# Sample of profitability comparison analysis



# Sample of weekly periodicity analysis



# Sample of forecast

**SmartBoss**

File Edit View Data Options Help

Forecasting\_Optimization -> Sales Forecasting (Free Prices)

All categories

- By Income
- Categories Comparison
  - By Revenue
  - By Income
- Revenue/Income/Profitability
- Periodicity
- Losses
  - Losses Dynamics
  - Expiration Reminder
- Financial Analysis
  - Credits/Liabilities
  - Debtors/Creditors
  - Payments/Cash Flow
- Business Analysis
  - Inventory Turnover
  - Sales Profitability
  - Extended Inventory Dynamics
  - Breakeven Point
  - Sales per Sq.Ft.
  - Labor Efficiency
- Forecasting & Optimization
  - Purchase Plan
  - Sales Forecasting (Free Prices)**
  - Sales Forecasting (Fixed Prices)
  - Net Income Forecasting
  - Cash Flow Forecasting
  - Losses Minimization
  - Working Capital Estimation
  - Logistics
  - Inventory Optimization
  - Risk Management

Product parameters		Forecast results				
Name	Unit	Purchase cost	Quantity	Retail price	Total	Profit
Vodka "Posol'skaya" 0,375l Alko-	bottle	\$29.30	46	\$38.07	\$1,347.80	\$935.47
Vodka "Pshenitchnaya" 0,5l ("Kri	bottle	\$26.40	177	\$34.45	\$4,672.80	\$1,424.98
Vodka "Privet" 0,5l Alko-Kompan	bottle	\$26.66	1795	\$34.58	\$47,854.70	\$18,655.84
					53875.30	21016.28

**- Product**

Code	40704
Name	Vodka "Privet" 0,5l Alko-Kompani
Manufacturer	Konstin
Unit	bottle

**- Statistics**

Minimum retail price	\$24.75
Maximum retail price	\$30.80
Average demand for the time period	312
Average retail price for the time period	\$27.81

Data Chart

Date	Demand	Inventory	Profit
5/8/1999	235.63	2119.90	1866.20
5/9/1999	235.63	1884.27	1866.20
5/10/1999	235.63	1648.64	1866.20
5/11/1999	235.63	1413.01	1866.20
5/12/1999	235.63	1177.38	1866.20
5/13/1999	235.63	941.74	1866.20
5/14/1999	235.63	706.11	1866.20
		3298.85	18655.84

Purchase planning based on demand forecasting. System will automatically select optimal retail prices.

SmartBoss (Database: sb5)

# **Smart Boss Key Technologies :**

- **MS SQL Server 2000 with OLAP (On-Line Analytical Processing) cubes**
- **Thin client technology for remote access**
- **Data Mining and Data Analysis Algorithms**
- **Forecasting Algorithms (including Neural Networks)**
- **Comprehensive Visualization Tools**
- **WAP-ready Web Interface**
- **Data Exchange Services**

# Summary

**SmartBoss covers the market need for comparatively inexpensive business analysis software for mid-size and small businesses.**

# Summary

## Smart Boss Key Features :

- **Instant remote access** to major business information
- **Access validation** and **data protection**
- **Business analysis** based on company financial data
- **Risk management**
- **Market forecast**
- **Ability** to work with *different local currencies* at the same time and to take into account *high inflation rate* of different countries.
- **Compatibility** with any accounting system via **Open Interface**