

**BScaler™**  
**Enterprise Resource Manager**

**WORKFLOW**

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Communications

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# Agenda

- ERM Overview
- ERM Workflow Process
- ERM Roles and Responsibilities
- ERM Roles Mapped to Organizational Chart
- ERM Application Administration
- ERM Front Office Modules Workflow
- ERM Back Office Modules Workflow

# Overview of BScaler ERM™

- Focus on *ALL* business resources
- Automates *ALL* activities in workflow from start to finish, accessible through Web Browsers
- ERM activities organized by roles and responsibilities that map to positions and functions in an organization chart
- Central and Secure Repository of *ALL Company Business Data*
- ***DATA ENTERED ONCE – USED MANY TIMES:  
From ANY WHERE, at ANY TIME***

# BScaler ERM™

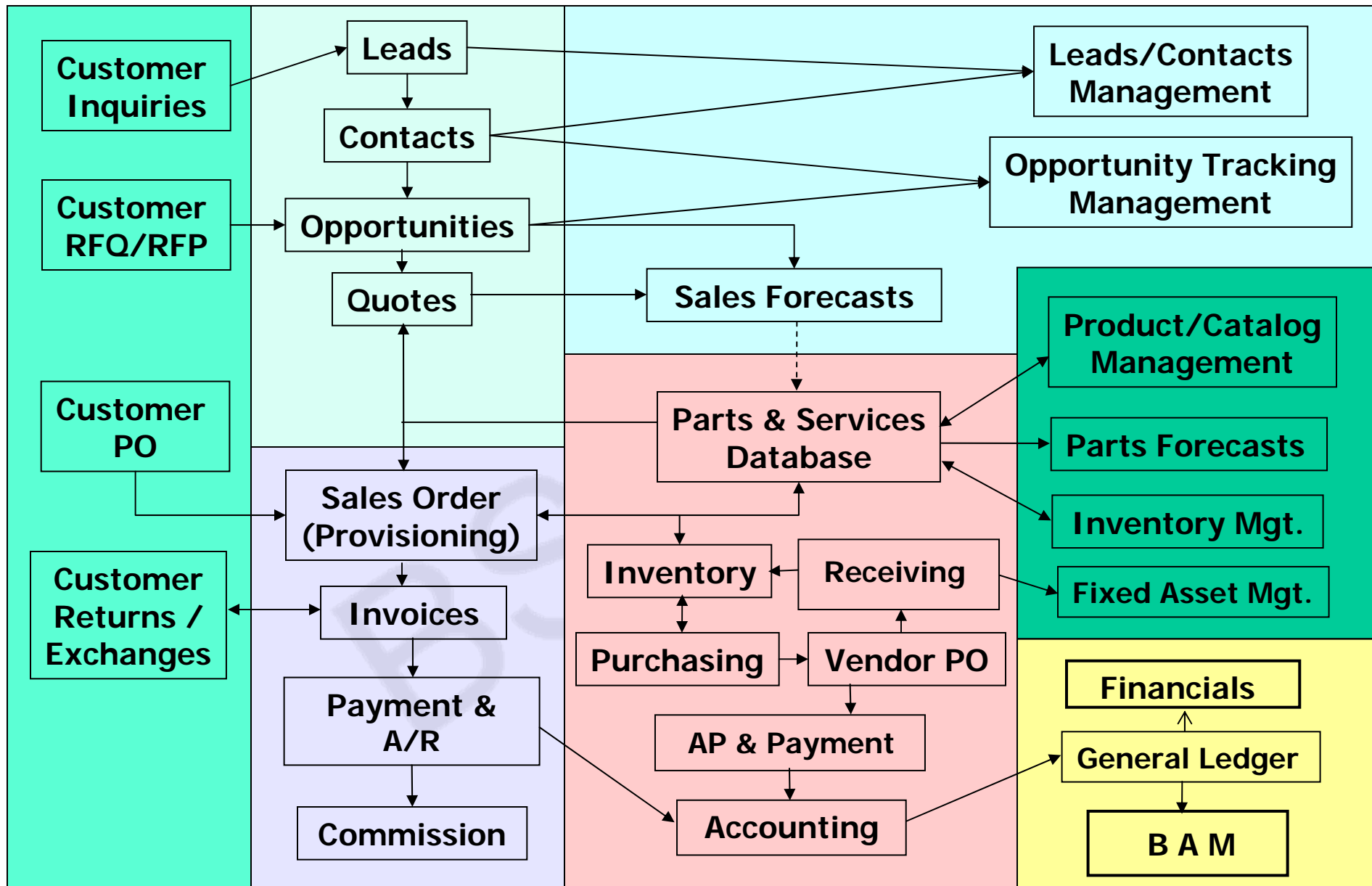
## WORKFLOW AUTOMATION

Enterprise Resource Management workflow processes, summarized here as Front Office and Back Office, are automated and integrated across the whole enterprise to guide transactions from inception to completion.

- Front Office
  - **Leads** become **Contacts** that evolve to **Opportunities**
  - **Opportunities** are **Forecasted** and become **Quotes**
  - **Quotes** → **Orders** → **Invoices**
  
- Back Office
  - **Invoices** → **AR** → **Revenue** + **Deferred Revenue**
  - **Revenue** funds **Procurement** → **AP** → **Inventory** & **Fixed Assets**
  - **AP** → **Payments**, **Bank Reconciliation** → **G/L** = **Assets, Liabilities & Equity**
  - **G/L** → **Balance Sheet**, **Income**, **Expense**
  - **Executive Dashboard**
  - **Financial Statements**

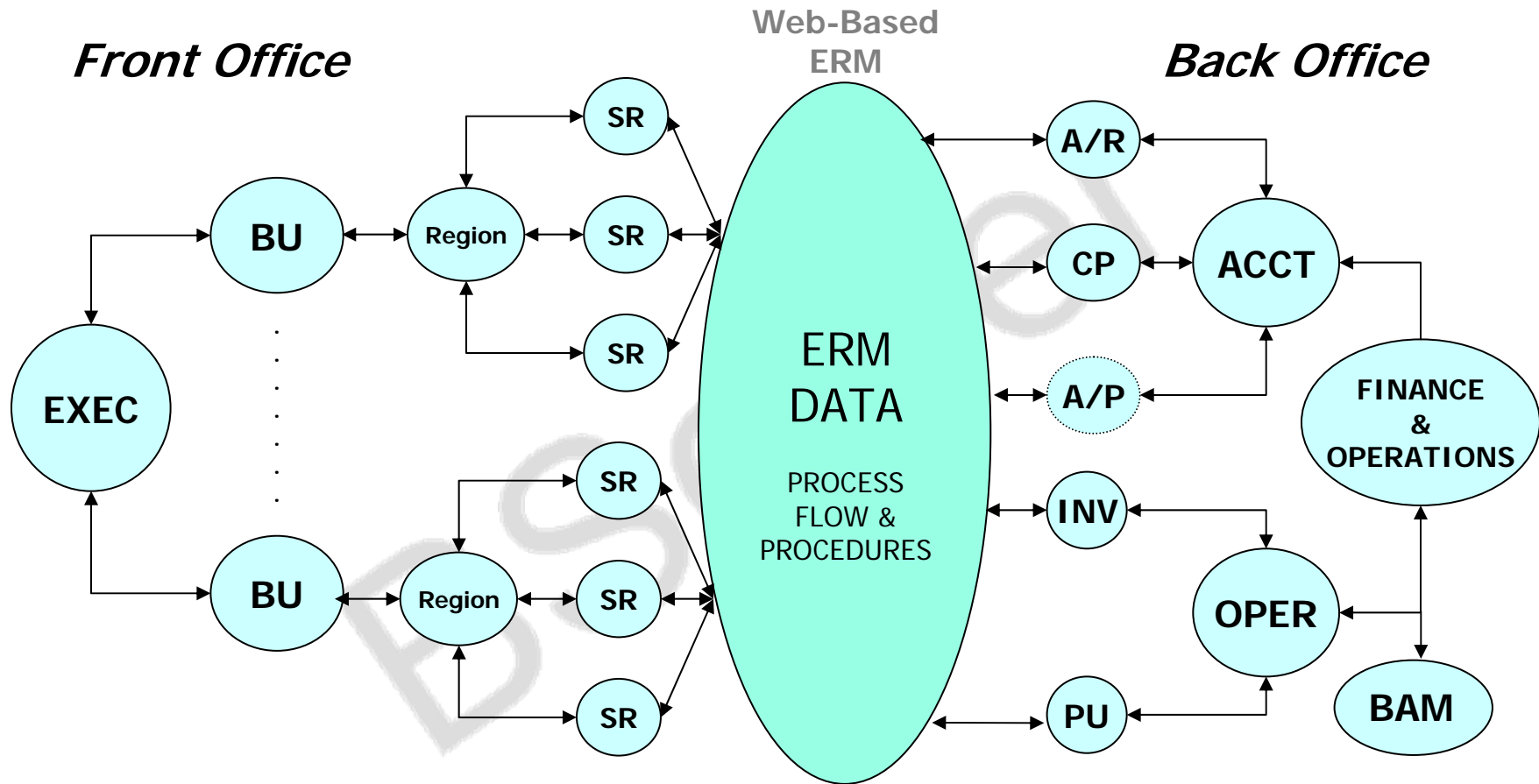
The data is in one place – the workflow is unified.

# BScaler™ ERM Workflow – Best Practices



# SaaS+™ Integrated Workflow Automation

## Data Entered Once, Used Any Time, Anywhere



EXEC – Executives  
Region – Geography

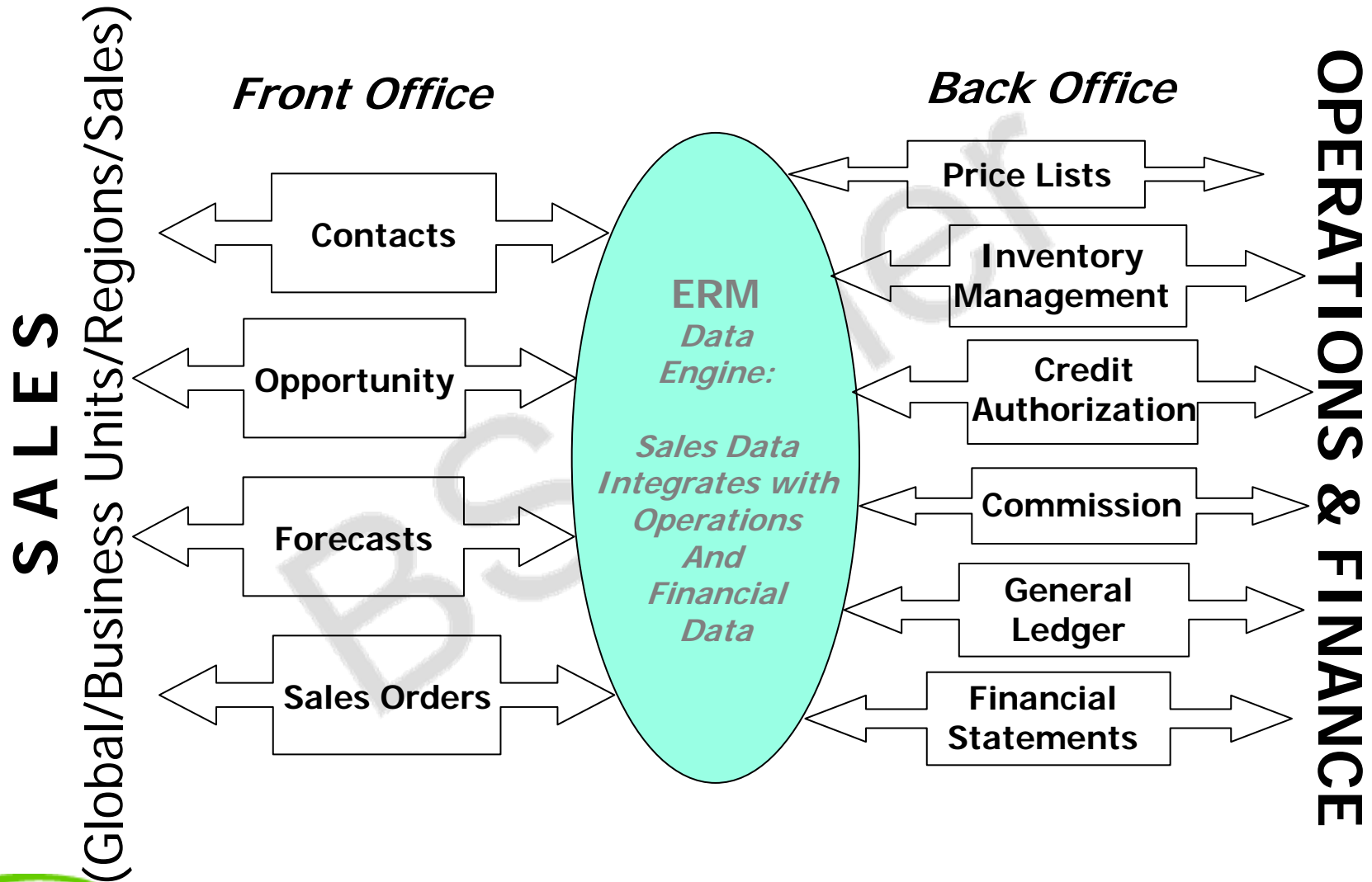
BU – Business Unit  
SR – Sales Rep

A/R – Receivables  
CP – Commission Payment  
INV – Invoicing

A/P – Payables  
PU – Purchasing  
BAM – Business Activity  
Monitoring

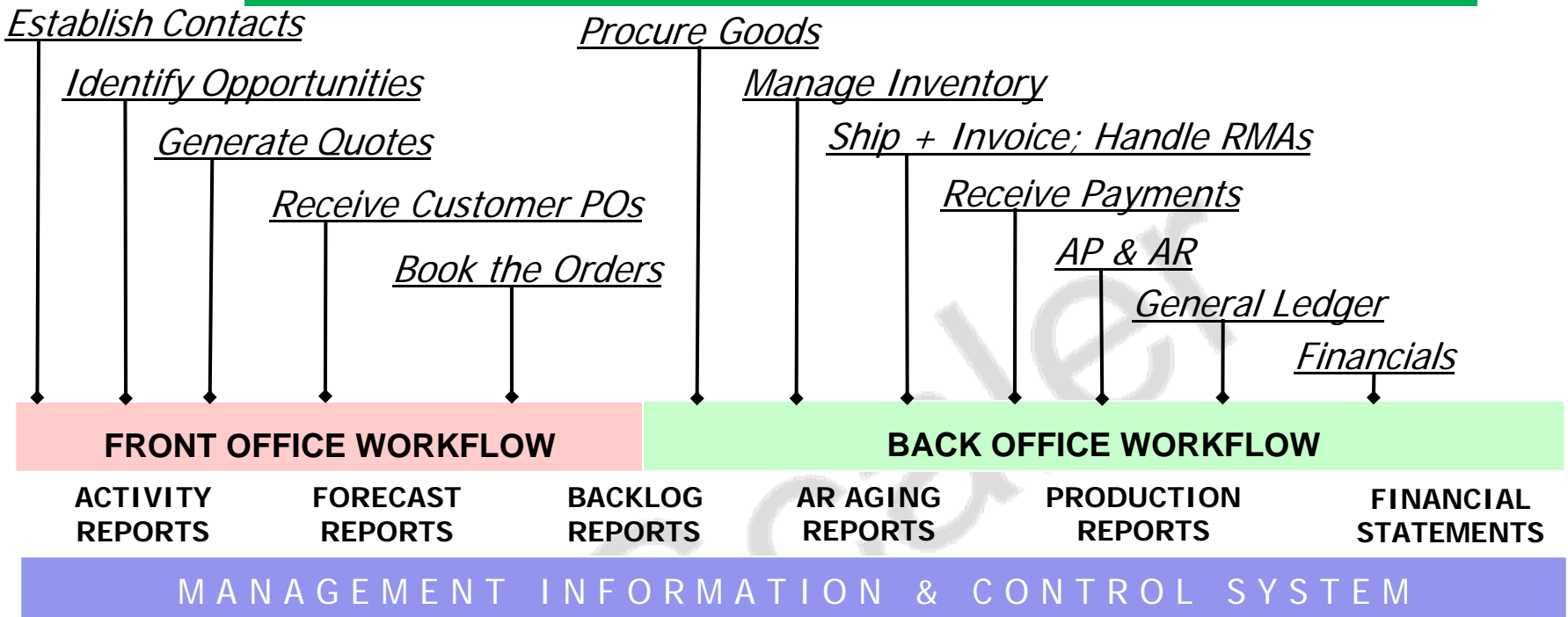
# ERM™ Workflow Automation

## *A Unified Data Engine*



# BScaler ERM™ Workflow

Information Seamlessly Flows from Each Function to the Next



- ERM™ meets the following criteria for an enterprise system:
  - Do all functions have access to and use the same data? In real time?
  - Are the processes fully integrated? (i.e., position-based budgeting sees the HR data; CRM sees and posts to live inventory data for orders)
  - Can users move seamlessly from one function to another?

(Source: "What is ERP?" by Byron D. Miller, CIO Analyst Corner, December 3, 2003)

# *SaaS+™* ERM Appliance Server

- Full ownership benefits
- One vendor for hardware, software, and support – no finger-pointing for problem resolution
- Consistency in Service and Support
- Telephone Support Desk
- Reliable Disaster Recovery

# ERM SaaS -- Software as a Service

- Minimal up front cost
- Flexible subscription based on # of users
- No “extras” -- all inclusive:
  - BScaler telephone Support Desk
  - BScaler training and extensive documentation included in setup process
  - BScaler Backup & Restore
- Secure: role-based, encryption, redundancy

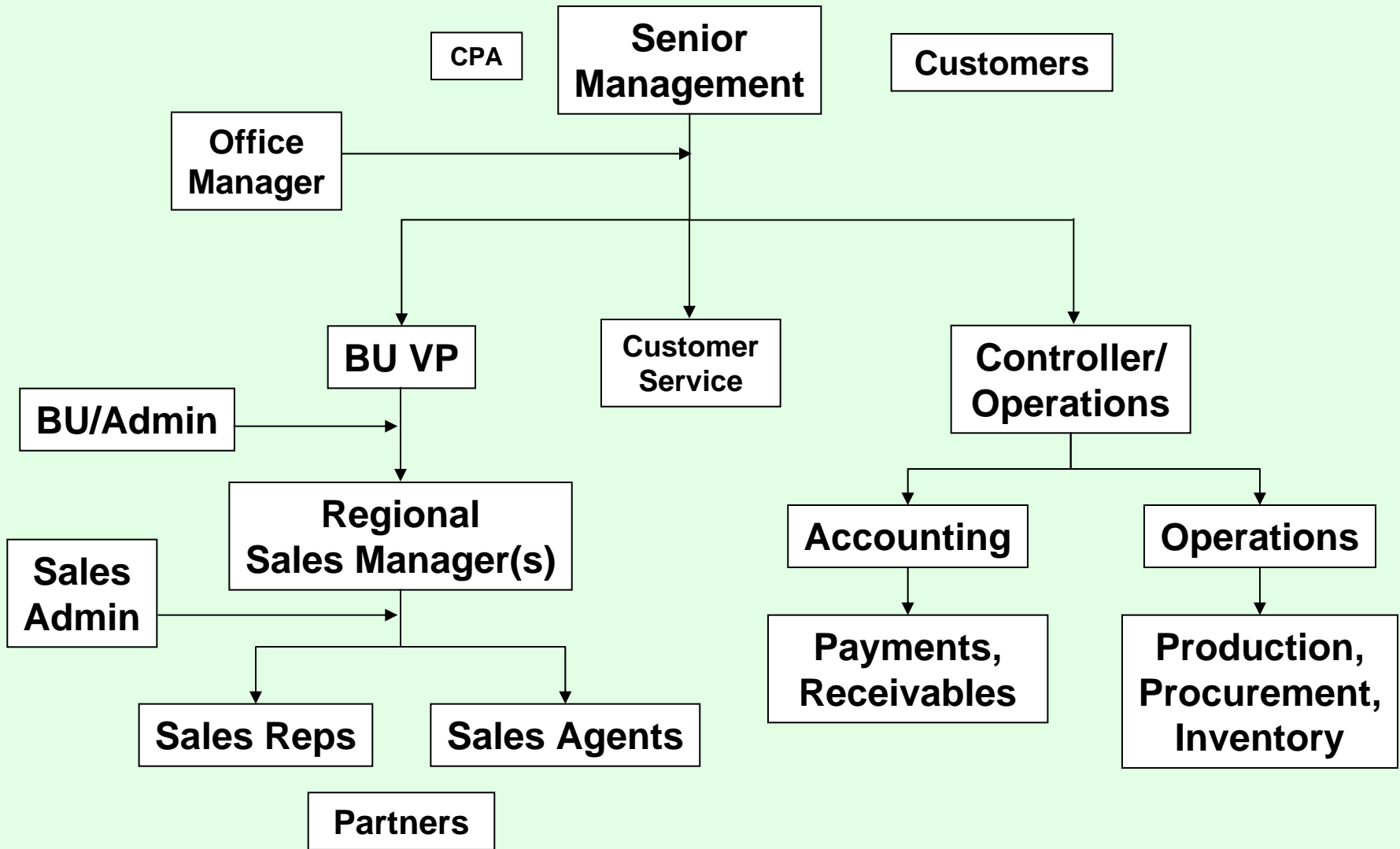
# BScaler Finance and Accounting Outsource

- BScaler does the Accounting and Financials
- Frees client to do business
- Client chooses involvement with ERM:
  - CRM
  - Quoting & Forecasting
  - Inventory Management
  - Etc.
- BAM, extensive reports included
- Involves client's CPA

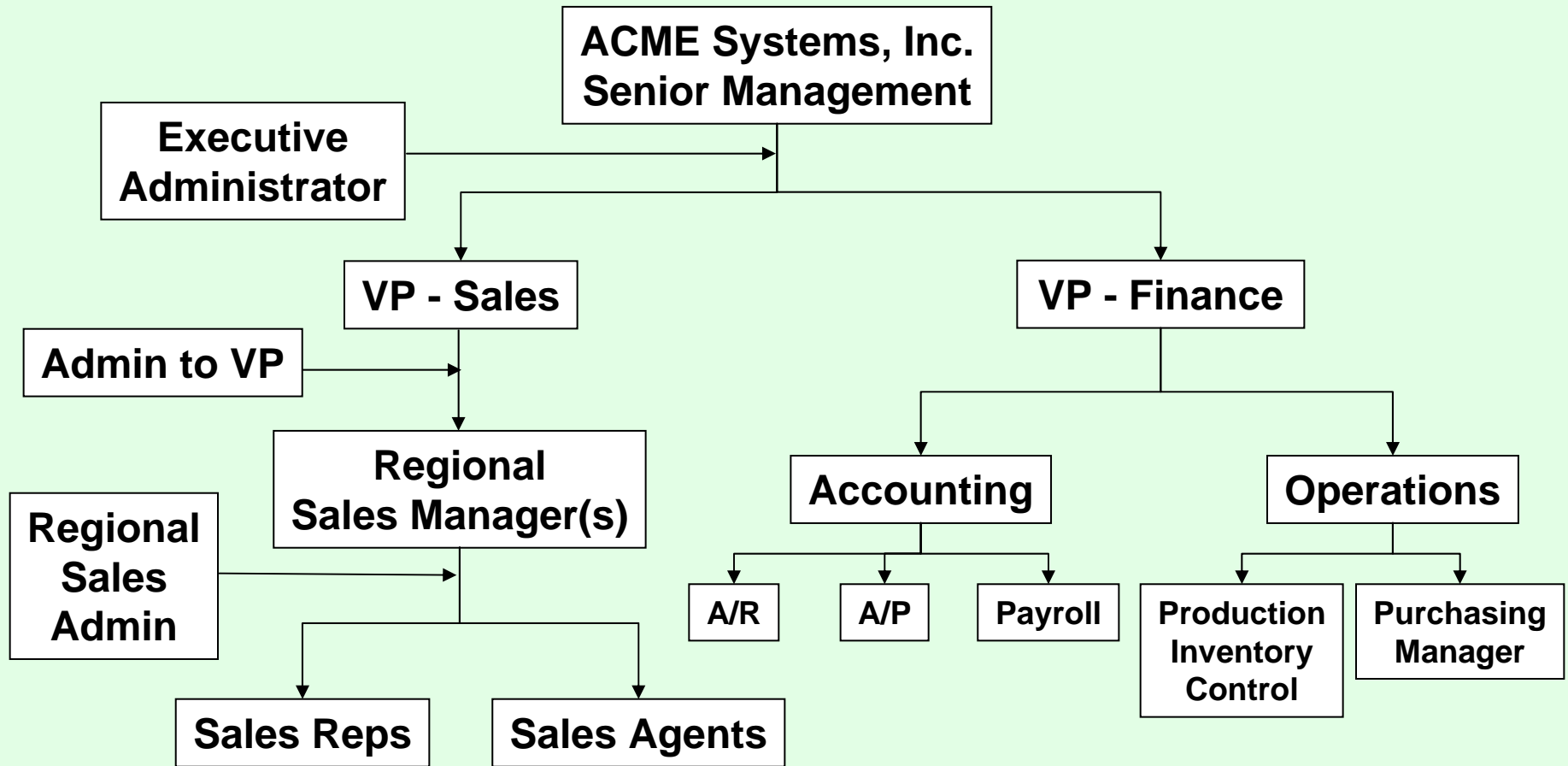
# ERM – Roles and Responsibilities

- **Front Office**
  - Commission-based:
    - Sales Agents, Sales Representatives, Sales Administrator, Sales Manager, Partners
  - Non-Commissioned:
    - Office Manager, Business Unit Sales VP, Business Unit Sales Admin, Customers
- **Back Office**
  - Production/Operations
    - Production, Purchaser, Production Manger, Operations VP
  - Finance/Accounting:
    - A/R & A/P Functionaries, Accountants, Controller
- **Executives—CEO, CFO, COO**
  - Application Administrator (passwords, menus, misc. other)

# ERM Roles Mapped to Organizational Chart:



# ERM Roles Mapped to Organizational Chart: In a Typical Enterprise



BScaler ERM™

APPLICATION  
ADMINISTRATION:

Business Process Engineering

# BScaler ERM™ Application Administration



<b>User</b>	User names (First, Last), login IDs, passwords, work phone, email, Role, Status (Active/Non-Active), Region, and Business Unit
<b>Company</b>	Company information – addresses, phone and fax, e-mail, Fiscal Start Date, and Terms & Conditions – T&C for Quote, T&C for SO, T&C for Invoice, and T&C for PO to Vendor
<b>Manufacturer</b>	Approved Manufacturers whose products and services the Company sells (Example: IBM, HP, Cisco, AT&T etc.)
<b>Category</b>	Categories of products and services sold by the Company (Examples: Hardware, Software, Maintenance, Education, Extended Warranties, Network, Installation, Professional Services, Consulting)
<b>BU</b>	BU or (strategic) Business Unit organizations for Company operations (Example: North America, Europe, Asia; OR Product line specific BUs)
<b>Region</b>	Regions (or Departments) within each BU for Company operations (Example: West, Central, East in North America BU)

**CONFIGURE THE PARAMETERS FOR YOUR SPECIFIC BUSINESS NEEDS. PART OF THE PROCESS ENGINEERING, INCLUDED IN BSCALER ERM.**

# BScaler ERM™ Application Administration

User	Company	Manufacturer	Category	BU	Region	SO Group
FOB	Payment Terms	Probability	Next Action	Service Action	Approve Configuration	

<b>SO Group</b>	Groupings of products and services that the Company sells. ERM creates separate Sales/Service Orders (SOs) and Invoices for items in different SO Groups.
<b>FOB</b>	FOB Terms (Example: Destination, Origin, Other).
<b>Payment Terms</b>	Payment Terms per Company policies (e.g. Net 30).
<b>Probability</b>	The Probability list from which a Company Sales Rep will choose for Opportunities. This enables automated ERM forecasting.
<b>Next Action</b>	Next Action list for Sales Opportunities and Contacts – defined by Company Sales and Management personnel for time management, planning and forecasting.
<b>Service Action</b>	Next Action list for Customer Service users – for time management, planning and forecasting.
<b>Approve Configuration</b>	Company policy may require management approval for quote amount (by Sales Manager or BU Sales VP) and/or appropriate product configuration, prior to submitting a quote to customer.

**CONFIGURE THE PARAMETERS FOR YOUR SPECIFIC BUSINESS NEEDS. PART OF THE PROCESS ENGINEERING, INCLUDED IN BSCALER ERM.**

# BScaler ERM™

## FRONT OFFICE WORKFLOW

# BScaler ERM™ Front Office Modules

CRM

Opportunity

Edit Part

Inventory

Quote

SO Gen

Forecast

Commission

CRM	<u>Customer Relationship Management</u> , where users enter and edit Customer company info and Customer Contact info, and use the ERM time management tools available on <b>My Sales Desk</b> .
Opportunity	A Contact gives the sales rep an <u>Opportunity</u> to sell. The rep selects a Probability percentage. Every Opportunity requires credit approval.
Edit Part	Sales rep creates a part that is not in the usual line of products in order to close a deal. Such parts can go into Inventory.
Inventory	The complete list of items handled by the Company, including assemblies, subassemblies, their parts, and items for sale.
Quote	The sales rep/agent/partner creates the list of Company items to meet the Opportunity. Some quotes need Management approvals.
SO Gen	Sales or Service <u>Order Generation</u> , after the Customer sends a Purchase Order responding to a Quote.
Forecast	This module takes data entered by the sales rep(s), including Probabilities, to make <u>Sales Forecast reports</u> .
Commission	Calculates the <u>Commissions</u> earned by sales reps/agents based on their specific award schedules.

**BUSINESS STANDARD  
FRONT OFFICE  
FUNCTIONS.**

**INCLUDES TIME  
MANAGEMENT IN  
MY SALES DESK**

# Enterprise Resource Mgt Workflow: Front Office Functions

**CUSTOMERS/  
PROSPECTS**



**ABC, Inc.**



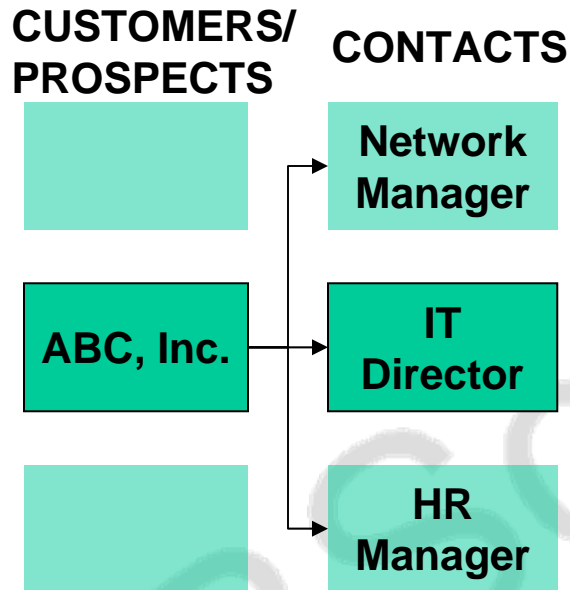
**Sales Agent  
Sales Reps  
Sales Manager**

**Prospects Identified or  
Existing Customers  
(Example: Leads  
Assigned To Sales Reps)**

# Enterprise Resource Mgt Workflow: Front Office Functions



Sales Agent  
Sales Reps  
Sales Manager

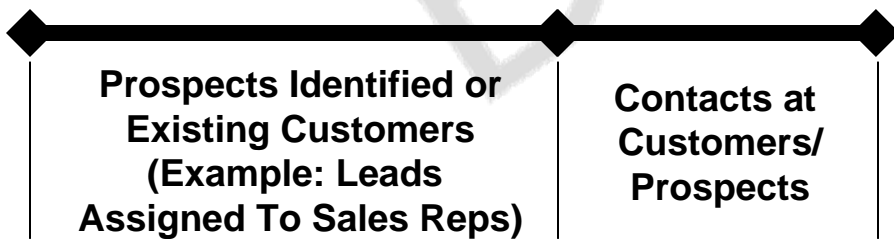


"Customers" can be:

- Existing Customers, OR
- Prospective Customers OR
- Leads from various sources

Contacts within each Customer or Prospect can be one or more individuals or departments

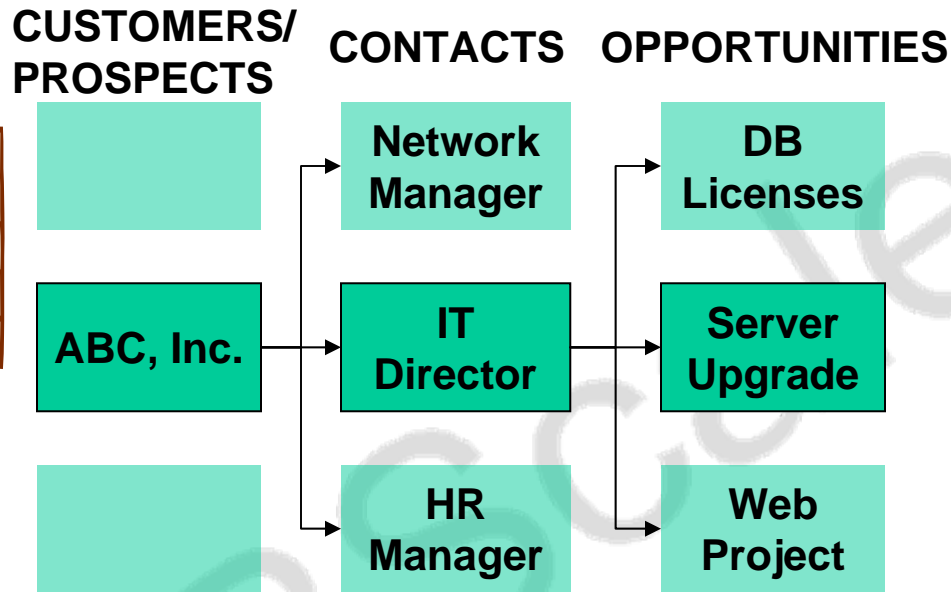
BScaler ERM maintains a centralized database of Contacts and provides secure access *ANY TIME, from ANYWHERE*



# Enterprise Resource Mgt Workflow: Front Office Functions



Sales Agent  
Sales Reps  
Sales Manager



**Opportunities** and their Quotes are central to professional sales operations

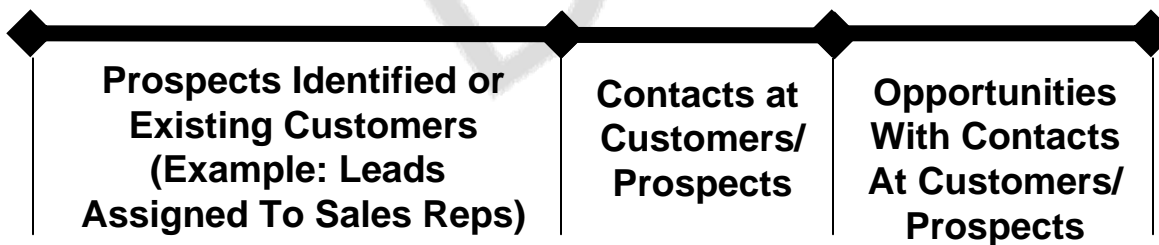
Track and Manage Opportunities within ERM with such information as:

- Probability of sales (Configurable), e.g. 10%, 25%, 50%, 75%, 90%
- Next Action by sellers
- Credit Approval

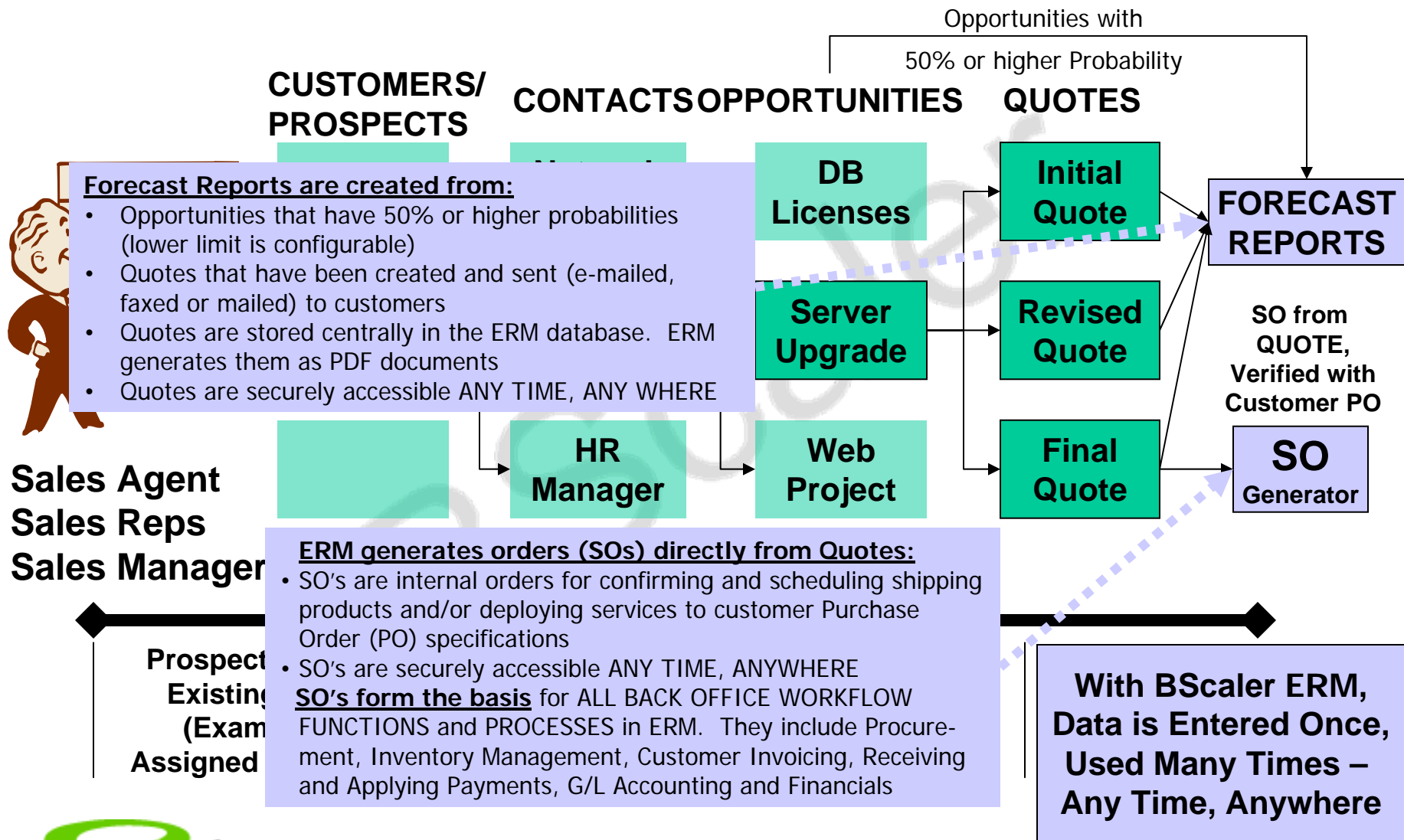
Enable **Sales Workflow Management** within ERM by tracking:

- Forecasts (Sales Rep, Region, Business Unit) available securely *ANY TIME, ANYWHERE*
- Sales Contact and Opportunity Time Management

**BScaler ERM** maintains a centralized database of Opportunities securely accessible *ANY TIME, ANYWHERE*.



# Enterprise Resource Mgt Workflow: Front Office Functions



# BScaler ERM™

## BACK OFFICE WORKFLOW

# BScaler ERM™ Back Office Modules

Inventory

Procurement

So Process

Invoice

AR

Report

Sales Tax

AP

G/L

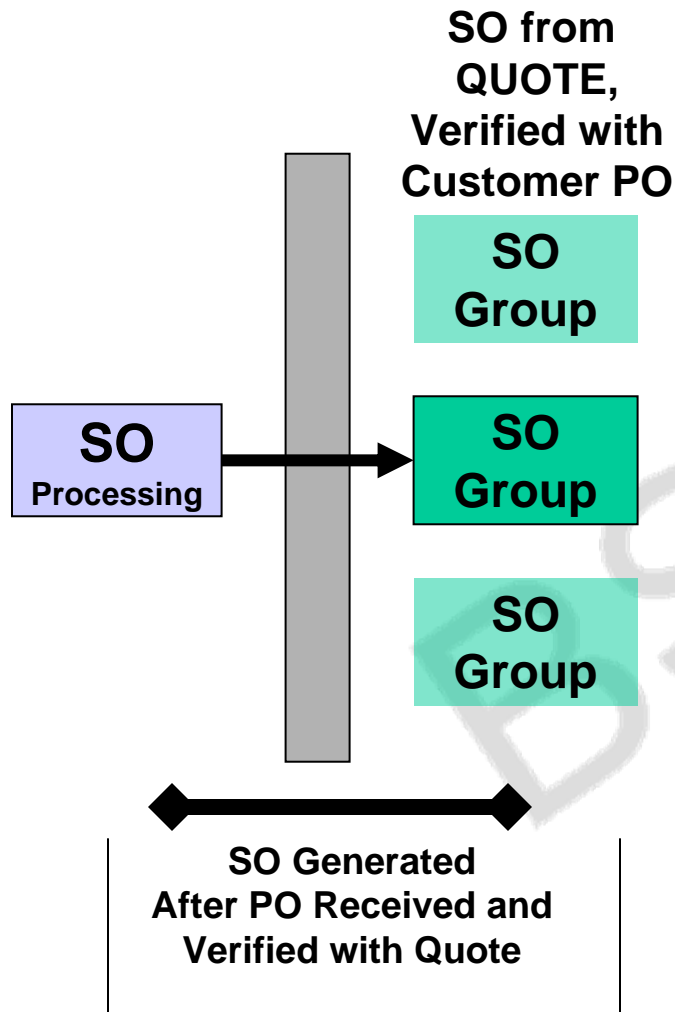
<b>Inventory</b>	Create assemblies and subassemblies, maintain quantities on hand automatically, select which items go on the Price List.
<b>Procurement</b>	Create, approve Purchase Orders for Inventory, Fixed Assets and Utilities. Automatically update General Ledger.
<b>So Process</b>	Also called Booking. From an order, make adjustments per customer then convert to regular Invoice or Deferred Revenue Invoice.
<b>Invoice</b>	Bill for items delivered or shipped (not back ordered); automatically update the General Ledger and adjust Inventory quantities and value. Handle adjustments in this module.
<b>AR</b>	Apply Customer payments.
<b>Report</b>	Generate Invoice Register, Payment Register, Inventory Valuation, Order Backlog, Deferred Revenue Backlog, Inventory Forecast, A/R Aging, A/P Aging etc.
<b>Sales Tax</b>	Enter State and other taxation authority percentages.
<b>AP</b>	Select Invoices for payment; approve full and partial payments; print checks; automatically update the General Ledger.
<b>G/L</b>	Automated or manual control of the General Ledger plus BAM Business Activity Monitoring from the <b>Executive Desk..</b>

**BUSINESS STANDARD  
BACK OFFICE  
FUNCTIONS.**

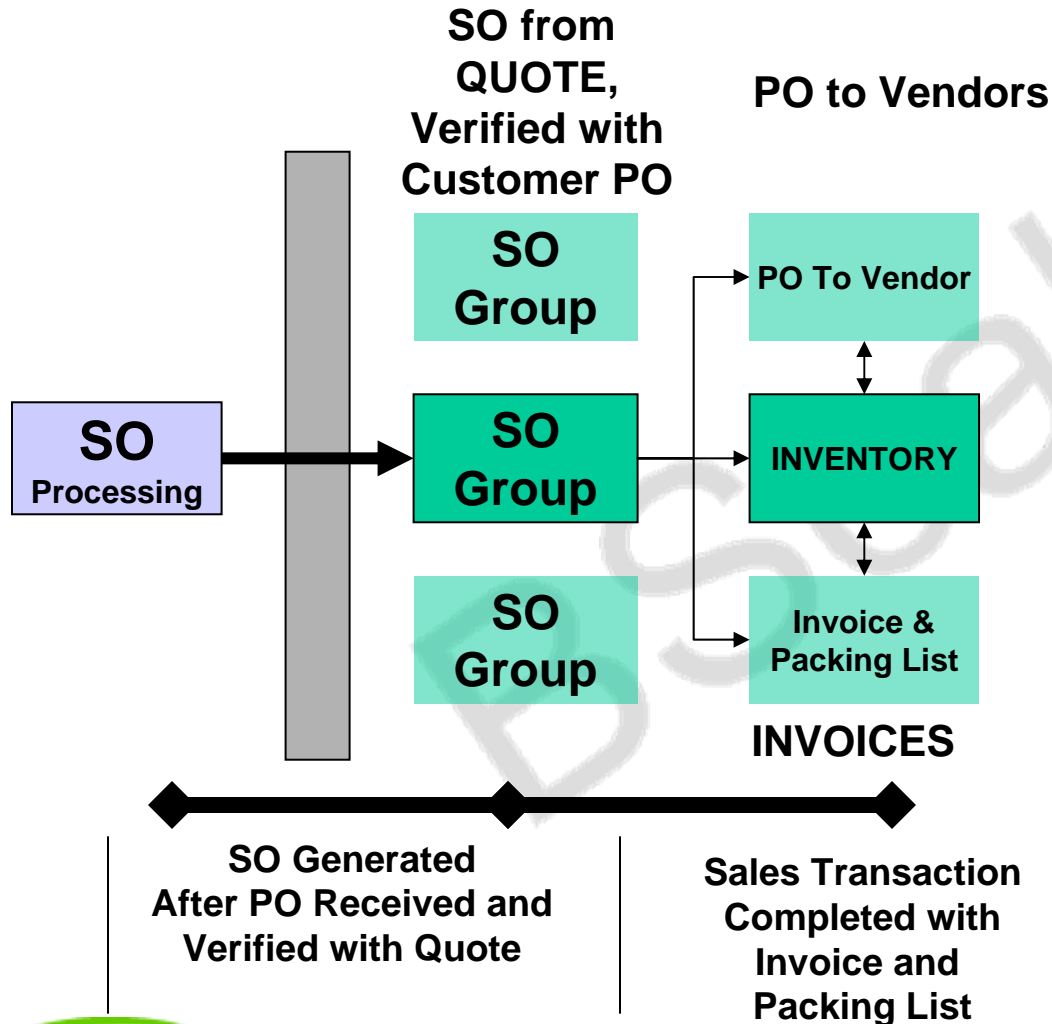
**BOOKING, INVOICING,  
PROCUREMENT,  
RECEIVING, AR & AP,  
MANAGING  
INVENTORY. FIXED  
ASSETS, ETC.**

**THESE  
AUTOMATICALLY  
UPDATE THE GENERAL  
LEDGER TO MAKE  
REALTIME DATA  
AVAILABLE TO THE  
EXECUTIVE DESK**

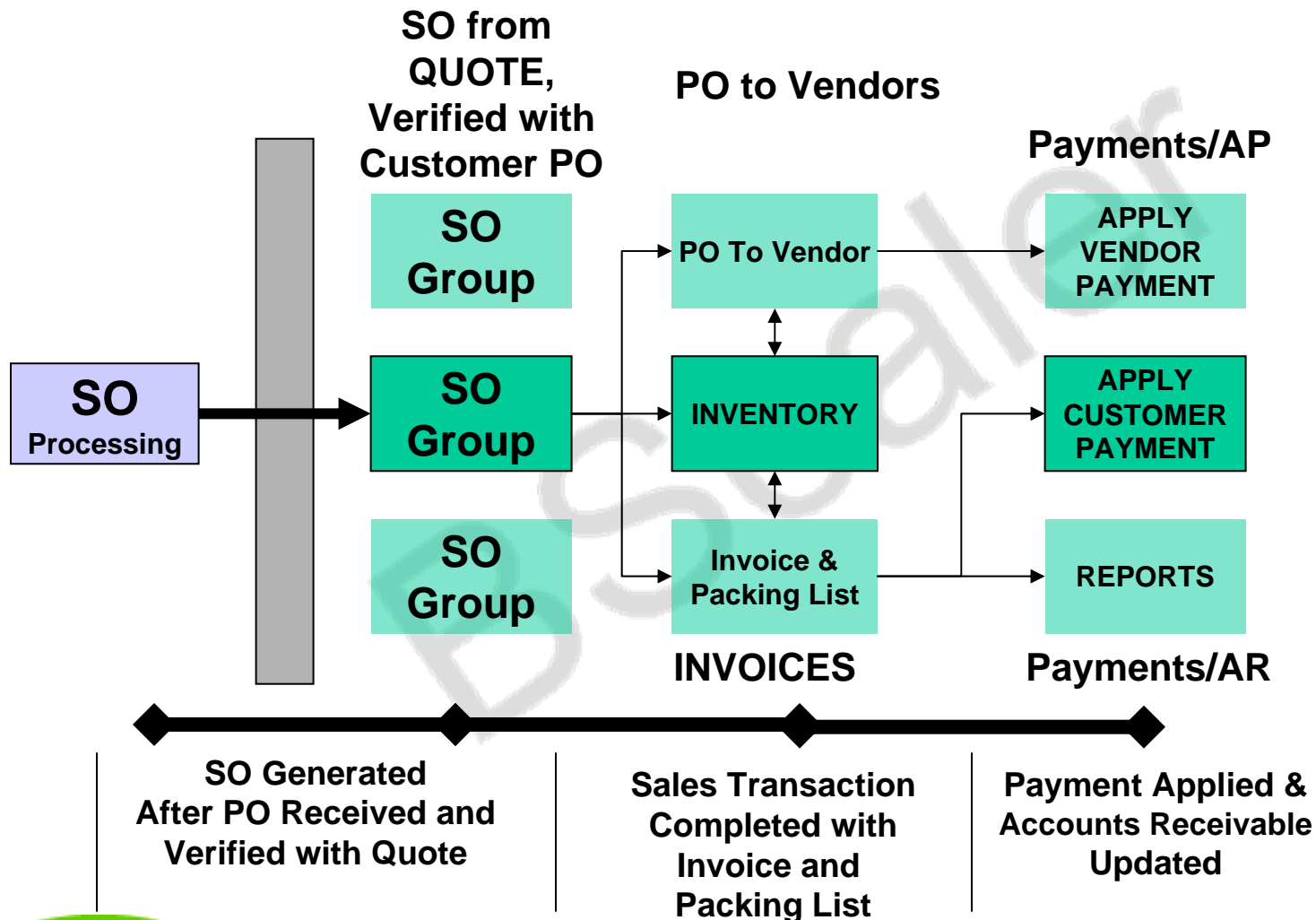
# Enterprise Resource Mgt Workflow: Back Office Functions



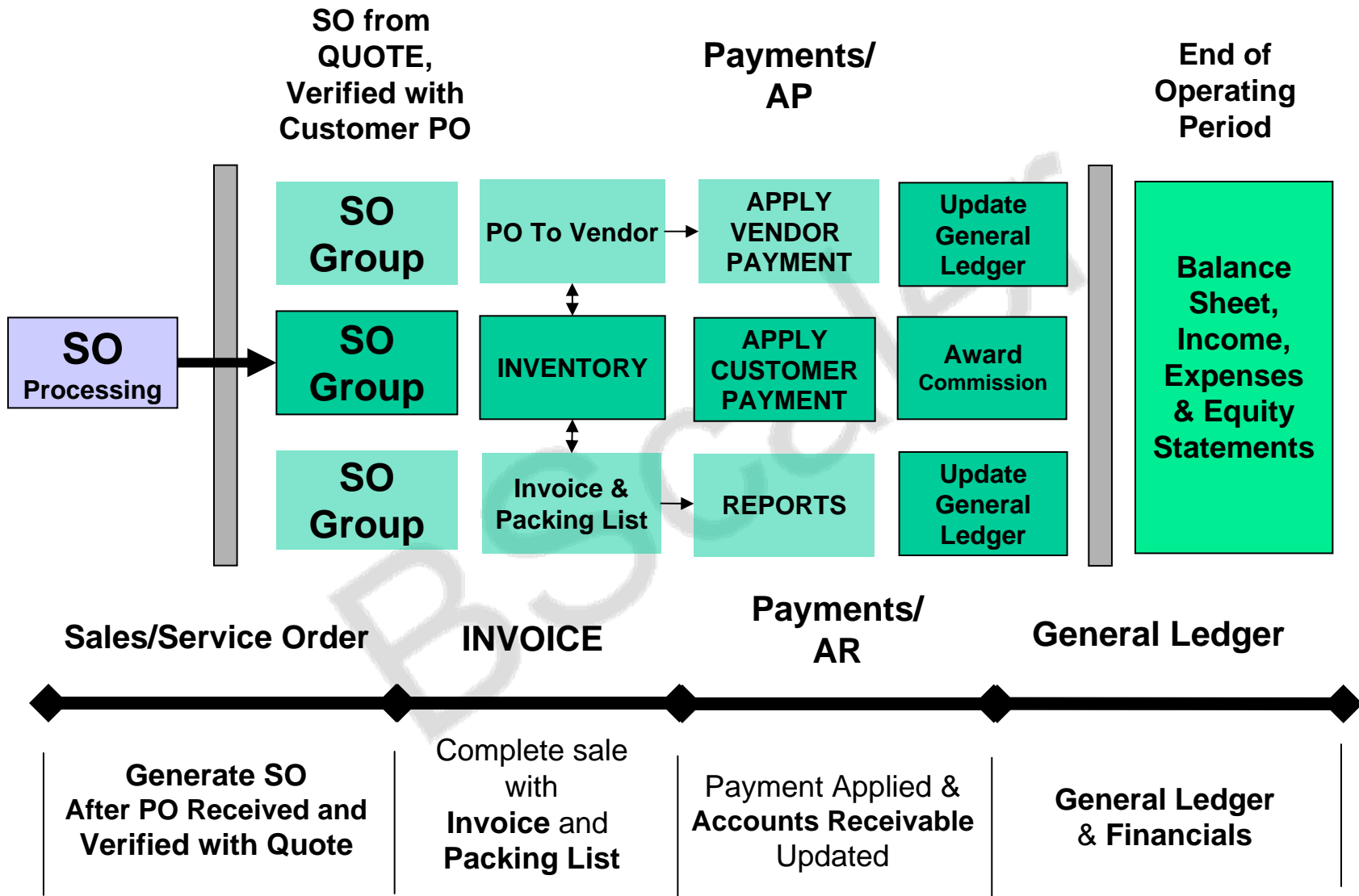
# Enterprise Resource Mgt Workflow: Back Office Functions



# Enterprise Resource Mgt Workflow: Back Office Functions



# ERM Workflow Back Office Functions



# CONCLUDING REMARKS

- BScaler ERM™ is the complete and integrated business resource management solution for your industry
- It's available in three forms: SaaS Subscription, *SaaS+™* Ownership and Outsourced Accounting
- BScaler ERM™ significantly improves productivity—it reduces the time to complete sales, operations and accounting tasks and reduces human error
- Take our ["ROI Challenge"](#) and call BScaler today at 408-935-3088 or e-mail [info@bscaler.com](mailto:info@bscaler.com) for a free assessment of your savings potential and Return on Investment
- Thank you for reading this!