



# **Financial Management**

## **Internet Business Solution**

### **Seminar**





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### **Seminar**

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## Financial Management Seminar

# Welcome

Welcome to the Internet Business Solution seminar on Financial Management.

Using Internet-based strategies and solutions, you can get real-time insight into your company's financial position, at any time, and respond faster and better to weaknesses and opportunities.

This seminar examines how Financial Management solutions can help your business increase the speed and accuracy of gathering important financial information and taking appropriate financial decisions.

Internet based  
Financial Management  
**Introducing into your business**  
Benefits      What is it?  
Implementation aspects

## Financial Management Seminar

# Objectives

In this seminar, we will discuss the business aspects of Internet-based Financial Management.

We will first discuss the concept of Financial Management.

Next, you will learn how Internet-based Financial Management Solutions could be beneficial for your organisation.

Finally, we will discuss the implementation aspects of Financial Management Solutions and what it takes to introduce them successfully in your business.



## Financial Management Seminar

# Financial Management

**Excuse me, could I ask a question, please? I'm Mark, and I run a small business of 70 people. When you talk about Financial Management Solutions, aren't you referring to the expensive involved financial applications software that the big enterprises use? The sort of analysis applications that would be way over the top for a company of our size?**

Well that's unfortunately the idea that many people still have about financial management. Internet applications however exist in many flavours and sizes, and so there are financial management solutions available for companies of your size as well.

**OK, you're probably referring to spreadsheet and database programs?**

No, we're really talking here about company-wide financial management, automating all aspects of your financial activities and processes. As such, up-to-date critical financial information can be made available to your company's decision makers, replacing the traditional manual and time-intensive creation of long and rapidly ageing reports.

Additionally, specific financial information can be distributed electronically to consultants, banks, customers and suppliers, anywhere and anytime.



## Financial Management Seminar

# Financial Management Defined

**So you're not just talking about the calculation and creation of regular financial company reports?**

No we're not. Internet-based Financial Management, sometimes referred to as e-Finance, can include much more than that: management of your companies budgets, its ongoing financial performance, internal and external financial processes, and your company's cash position.

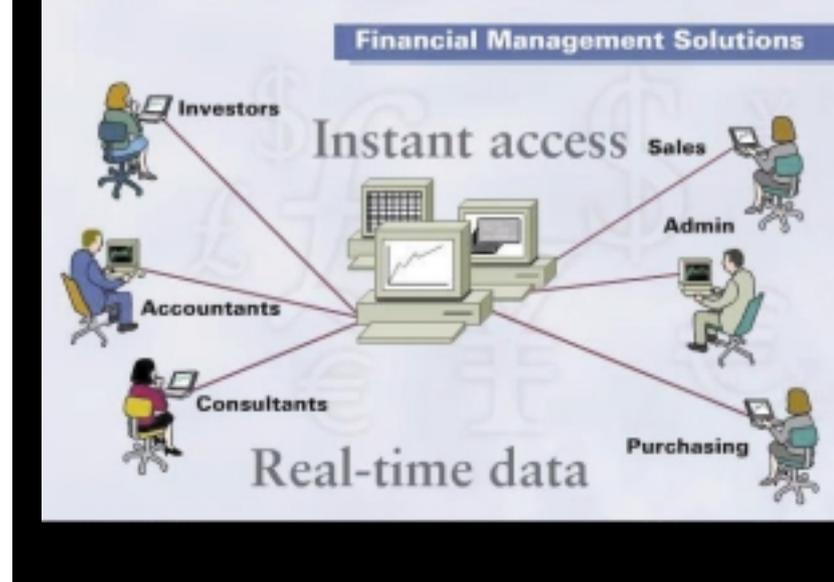
There are four key activity areas that we can identify when we talk about your company's financial management:

Your core financial processes include all record keeping and accounting activities.

Planning and Analysis involves activities such as forecasting, budgeting, cost analysis and performance management.

Treasury management is the optimisation of your company's cash position

And Revenue and Customer Credit management refers to all activities on the receivables side of your business.



## Financial Management Seminar

# Financial Management Solutions

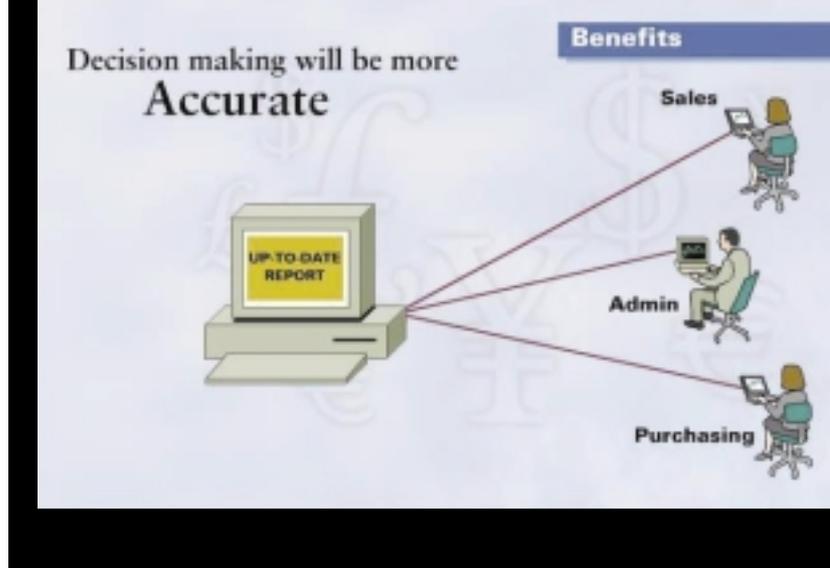
**OK, but I still don't see what Financial Management solutions would do that my current systems aren't doing. We are not a paper-based company anymore, we use computers and software, such as an accounting program, to support our financial activities.**

Well, different kinds of financial management solutions exist, with Internet features depending on the nature of the financial activities they support. The fact that these solutions are network- or Internet-based, makes them different from traditional financial management applications.

Solutions exist which support financial processes, planning and analysis, treasury activities such as cash management, and revenue management, including billing and collecting.

The networked aspect of these solutions allows internal departments, such as sales, admin and purchasing, as well as external financial parties, such as investors, accountants, and consultants, to have instant access to real-time data.

Data is captured from different sources and streamlined into formats relevant to each authorised user. Controlled and secure actions can be performed by decision makers or authorised employees across different internal departments.



## Financial Management Seminar

# Benefits

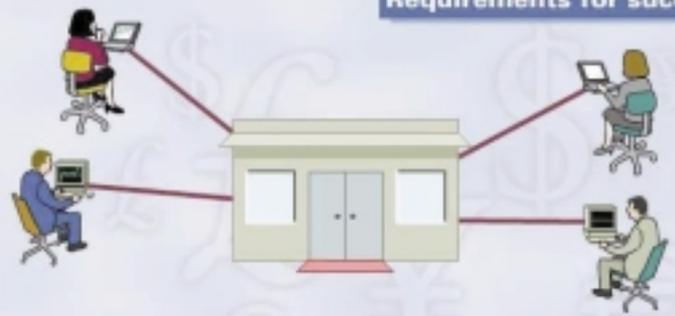
**Well, these applications may well be interesting, but apart from nice looking graphs, what's the benefit of them ?**

First of all, financial management solutions have the power to reduce your costs, by increasing your financial department's productivity and minimising errors.

They also improve your planning capabilities, by presenting you, and any other person who needs it, with a complete, accurate and up to the minute financial picture.

With the help of these powerful tools, finance departments are able to weed out financial inefficiencies and pin point new revenue opportunities, which can increase your profits.

Finally, as financial information is captured from various departments, calculated and presented in meaningful data, graphs and reports at anytime, your decision-making will be much more accurate and effective.



Reliable, scalable, secure and manageable computer network

## Financial Management Seminar

# Requirements for Success

**All right. But I'm still reluctant to change my current financial operations and processes which work well and I'm concerned that by bringing a new system on board that I might mess up my existing systems. So what can I do to avoid that ?**

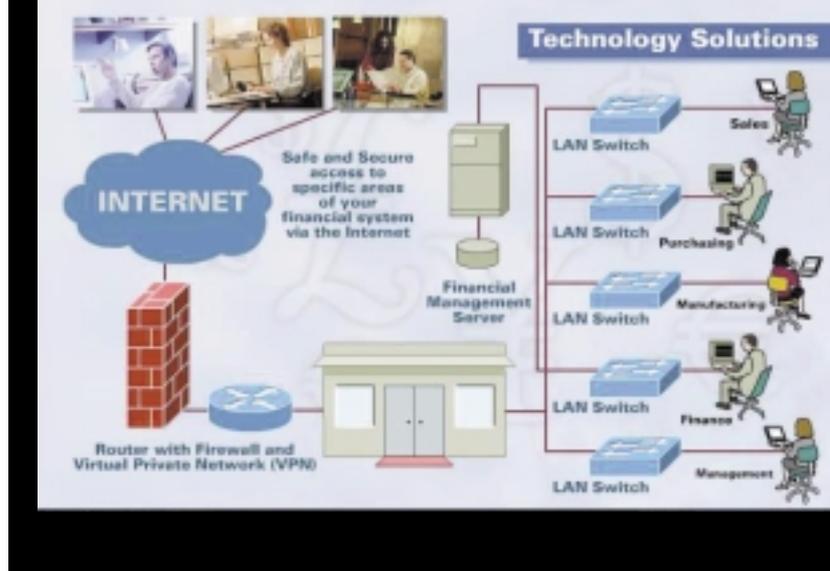
Well you're right, it is important to consider the implementation aspects carefully before touching any part of your current financial management systems.

First, your financial processes need to be clearly understood, and will have to be re-engineered. Processes and methods in your financial department will change, as well as its interaction with other departments.

On the technological side, you will need a reliable, scalable, secure and manageable computer network to support your financial management solutions and to allow remote access to your systems.

A project management approach to all transitions will be required, in order to plan and manage the implementation of your solutions professionally. Detailed preparation of the transition, training of your financial staff, and service and support will be key.

Finally, it is absolutely necessary that there is management commitment and full buy-in of all employees dealing with financial applications and processes. Their individual responsibilities and practices will change a great deal.



## Financial Management Seminar

# Technology Solutions

### And what does this require in terms of software and hardware?

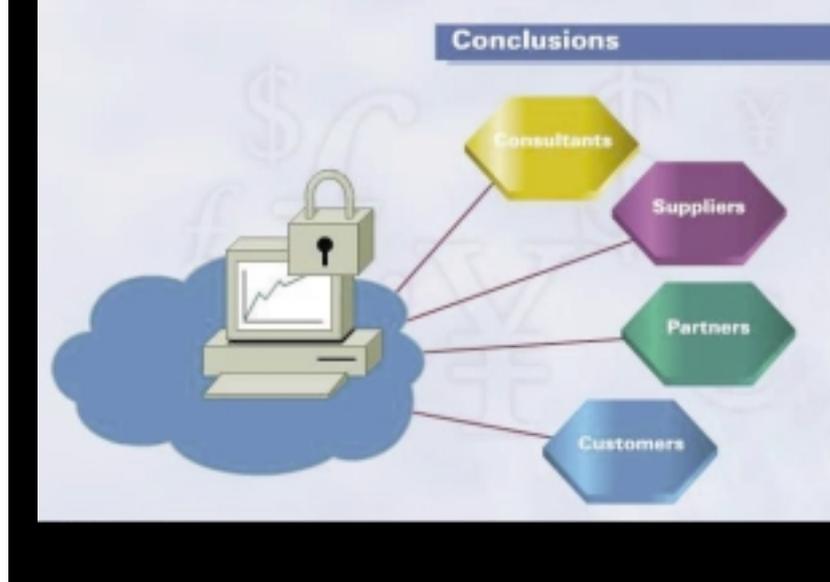
Financial management solutions exist in different sizes and complexity levels. Most solutions rely on one or more internal servers and database systems.

Financial management solutions require a powerful internal company network. LAN switches provide connectivity between all departments dealing with financial operations: sales, purchasing, manufacturing, finance, and of course your company management team. These switches will handle a lot of internal network traffic, and therefore need to be reliable and scalable.

A router with firewall capabilities connects your company network to the Internet. As your financial data is highly confidential, network security is of the highest importance.

By using the security features of Virtual Private Network or VPN technologies, remote employees, customers or external partners can safely access specific parts of your financial system, or execute well-defined transactions.

For more information about these technologies, please refer to the Technology Solutions.



## Financial Management Seminar

# Conclusions

**Oh right. Well I think I now understand what might be possible with internet-based financial management.**

Wonderful. Let's summarise the most important aspects of financial management solutions.

By using Internet-based tools to streamline your financial management processes, you can improve revenue management, reduce administrative costs, and quickly deliver real-time financial information to your company's decision makers.

If you want, you can in a secure manner, extend your systems outside your company to consultants, suppliers, partners and customers.

In order to deploy these solutions successfully, you will have to manage changes in your company culture and existing financial processes. Careful project management will be key to achieve an effective deployment, and a secure and reliable underlying network is required.

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