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CPA AUSTRALIA

CFO
CORPORATE FINANCE AND STRATEGY FOR THE TWENTY FIRST CENTURY

Feature

The **B2B** advantage

Linking complementary services through the Internet is the way of the future. Lisa May reports.

THE INTERNET, while disastrous for some, has proven a boon for many companies, particularly in the world of e-commerce.

Even though many companies are still on a Net learning curve as a result of the April 2000 boom and bust, one of the major advantages of being a cyberspace player is the Internet's capacity to remove 'the tyranny of distance' for users and suppliers.

According to the CFO of Internet services provider Icon Medialab Asia, Scottish-born Mark Forsyth, the future of the Internet is in extranets and Web-enabled software solutions.

Forsyth notes those sites which rely solely on advertising have either gone broke or are quickly heading that way. But he doesn't think e-commerce is any different to other businesses.

"It's just another view of how you get to your customers or they get to you or you get to your suppliers or talk to your staff," he says.

"People get confused with the technology that's behind it and that's not how I approach it. How I approach it is the business opportunities that it presents to companies and individuals — that's what interested me in it."

Forsyth believes Australian companies are dragging the chain in exploiting the potential of the Internet in such areas as Customer Relationship Management and strategic alliances.

"Australian companies have not yet taken it to the next step ... a good example would be ... luxury cars — BMW and Mercedes. What's to stop BMW and Mercedes becoming financial institutions? ... They've got the data on their clients. They know how expensive the cars were so they know their income bracket and they know where they live.

"They know everything about them so what's to stop them teaming up with a bank or developing their own front-end portal?"

Forsyth points out that Australian banks could also set up online banks in markets in which they have a licence.

He uses the example of Icon Medialab client www.fsharpbank.com, which is owned by the Bank of Ireland but is based in the Isle of Man and targets high net worth individuals.

"What they've done is develop a portal which is legally-based in the Isle of Man but a lot of the management and control and data processing is sitting in Ireland."

In Australia, companies are now realising there are significant cost savings available by becoming an e-business — but most are slow on the uptake.

In the banking industry for instance, Australia's financial institutions are increasingly using technology to streamline their business processes, increase efficiencies and deliver services to customers online.
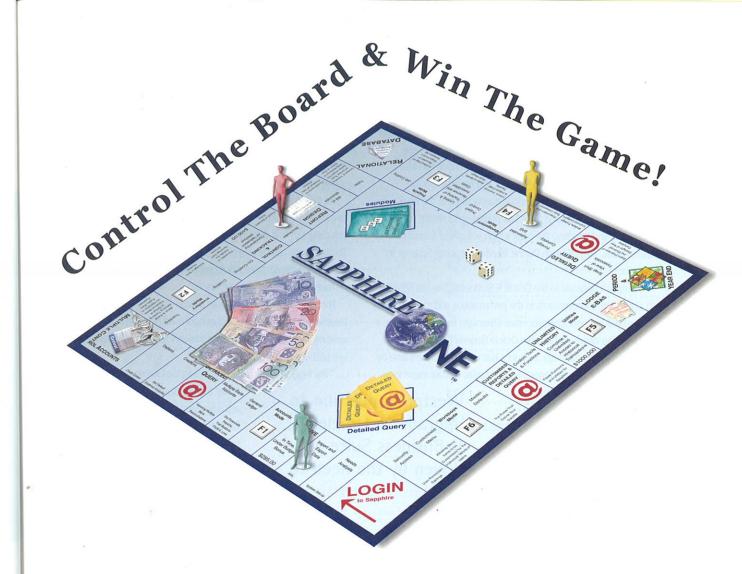
Westpac appears to have stolen a march on its rivals in becoming an e-business by implementing the Oracle E-Business suite across its Australian operations.

Oracle's E-Business Suite handles the bank's high-volume of financial transactions and improves the performance and manageability of its accounting processes.

Oracle Australia recently completed a deal with Westpac to go 'live' on the Oracle E-Business Suite for its Australian operations,

Products by industry, function & platform

Product	All – general purpose	Mining/Manufacturing	Construction	Wholesale, Retail & Hospitality	Transport	Finance & Business Serv.	Public Admin. & Community Serv.	Small Business	Other Specialised Services	Asset/Service Mgt	Cash Mgt	Costing/Project Mgt	Debtors & Creditors	Planning & Forecasting	Finance, Invest. Practice Mgt	Integrated Acc./G. Ledger	Manufacturing and Inventory	Payroll, HR & Training	Reporting/Business Intelligence	Sales/Contact Mgt	Web-enabled	Platform
Pivotal eRelationship	●														●				●	●	●	WNT, W2000
Point of Sale (POS)	●																			●		DOS, Net, Win, WNT, W98
Portera ServicePort (PSA) Professional Services Automation				●								●		●	●			●		●		Portera is a Web-based service.
Power Olap	●																	●			●	Net, OS, Win, WNT, W98, Citrix Winframe, Metaframe
Proclaim One						●				●	●	●	●	●	●	●	●	●			●	Win, WNT, W98
Pronto	●									●	●	●	●	●	●	●			●			UNX, Win, WNT
Pronto Enterprise Management System	●									●	●	●	●	●	●	●					●	UNX, WNT, W98, W95
Pronto ERP	●									●	●		●	●		●					●	UNX, WNT
PS enterprise HR/Payroll	●																	●				WNT
Quicken Cashbook	●										●										●	W98, W95
Quicken Quickbooks	●										●		●	●		●					●	WNT, W98, W95
Quicken Quickbooks Pro	●										●		●	●		●					●	WNT, W98, W95
Quicken Quickpayroll	●																	●			●	WNT, W98, W(%
Quicken Quickpos with Quickbooks Pro	●									●	●		●	●		●					●	WNT, W98, W95
Quicken Quicktrack	●										●		●				●				●	WNT, W98, W95
Reporting	●																		●			Net, Win, WNT, W98
Retail One	●									●	●	●	●	●	●	●	●	●	●	●	●	UNX, Mac, Mvs, DOS, VMS, Net, OS, Win, WNT, W98
Sage Enterprise cs/3	●									●	●	●	●	●	●	●					●	UNX, WNT, W98, W95, W2000
Sage Enterprise Suite (FKA Acuity) – Sage Software	●									●	●	●	●			●	●				●	WNT, W98, W95, W2000
Sales Logix – Interact Commerce Corporation	●														●					●	●	UNX, WNT, W98, W95, W2000
Sales One	●									●	●	●	●	●	●	●	●	●	●	●	●	UNX, Mac, MVS, DOS, VMS, Net, OS, Win, WNT, W98
Sapphire 6.7	●											●				●				●	●	Mac, WNT
Scala Global Series	●									●	●	●	●	●		●	●				●	WNT, W98, W95, W2000
Seagate Info	●									●	●	●	●			●					●	UNX, MVS, VMS, Net, Wnt, W98, W95
Securities Tax Manager (STM)					●										●							WNT, W98, W95, W2000
Seralised Inventory	●														●							Net, WNT, W98, Win
Service Manager	●									●		●							●			DOS, Net, Win, WNT, Linux
Shareview					●										●							Net, WNT, mW98, W95
SmartStream	●										●	●	●	●	●		●	●		●		UNX, WNT
Snip	●										●		●		●	●						DOS, Net, W98, W95
Softsys Project Enterprise + Time & Building		●	●	●	●			●	●	●		●	●			●	●	●	●	●	●	DOS, Net, WNT, W98, W95, W2000

Legend of platforms: Unx=Unix, Mac=Macintosh, MVS=MVS, DOS=MS–DOS, VMS=VMS, Net=Netware, OS=OS/2, Win=Windows, WNT=Windows NT, W95=Windows 95, W98=Windows 98, W2000=Windows 2000, AS=AS/400, Lin=Linux

status, resource usage and work in progress to be tracked efficiently with the convenience of total integration with the financial and distribution systems. All key Maximise transactions can by tracked through Job & Activity Management, giving you a precise picture of the current status and profitability of all your projects.
Maximise offers your business a range of e-commerce facilities including: business-to-business Electronic Document Interchange; Web-based order taking and tracking; Electronic Banking interfaces and controlled application deployment across the Internet.

Functions: Asset/Service Management, Cash Management, Costing/Project Management, Debtors & Creditors, Planning & Forecasting, Integrated Accounting/General Ledger, Manufacturing and Inventory, Reporting/Business Intelligence
Industries: Construction, Wholesale & Retail & Hospitality, Finance & Business Services
Platforms: Unix, Windows NT

SERVICES

Sanderson recognises the challenge many organisations face in effectively resourcing and retaining skilled IT personnel. Ensuring systems run smoothly and efficiently requires an increasingly advanced level of specialised expertise that often involves a significant cost and exposure to your business.
The Sanderson Managed System Service offers a convenient and cost effective option for system administration. Sanderson will provide dedicated resources to look after the day-to-day administration and housekeeping tasks necessary to keep your systems working at optimum performance levels, allowing your staff to focus 100% on the running of your business.

Types: Electronic/Internet commerce, Facilities mgmt & outsourcing

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COMPANY PROFILE

mySAP Financials provides an integrated solution that improves the bottom line by letting your company process and interpret financial data more effectively. It delivers company-wide control and integration of financial information, which is essential to strategic decision-making. mySAP Financials supports your entire capital investment process. Meet your financial objectives. Monitor progress. Manage portfolios and contracts. And most importantly, keep yourself in the blank.
SAP is the world's leading provider of collaborative e-business software solutions. Through the mySAP.com platform, people in business around the globe are improving relationships with customers and partners, streamlining operations, and achieving significant efficiencies throughout their supply chains. Today, more than 13,000 companies in over 100 countries run more than 30,000 installations of SAP software. With subsidiaries in over 50 countries, SAP generated sales of EUR 5,11 billion in the fiscal year 1999. The company is listed on several exchanges including the Frankfurt stock exchange and NYSE under the symbol "SAP". Additional information is available at www.sap.com

MYSAP.COM

Functions: Asset/Service Management, Cash Management, Costing/Project Management, Debtors & Creditors, Planning & Forecasting, Finance & Investment & Practice Management, Integrated Accounting/General Ledger, Manufacturing and Inventory, Payroll & Human Resources & Training, Reporting/Business Intelligence, Sales/Contact Management, Web-enabled
Industries: All - General Purpose
Platforms: All Platforms

COLLABORATIVE E-BUSINESS SOFTWARE

Functions: Asset/Service Management, Cash Management, Costing/Project Management, Debtors & Creditors, Planning & Forecasting, Finance & Investment & Practice Management, Integrated Accounting/General Ledger, Manufacturing and Inventory, Payroll & Human Resources & Training, Reporting/Business Intelligence, Sales/Contact Management, Web-enabled
Industries: All - General Purpose
Platforms: All platforms

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COMPANY PROFILE

The Financial Management Solution - Cost, Service, Flexibility & Reliability
Founded in 1986, Sapphire One is a 100% Australian owned and developed Financial Management Application created in accordance with International Accounting Standards, to provide a flexible and comprehensive solution for your business. Key benefits include:
• Adaptable reporting and analysis
• Every field and file can be reported on, sorted, queried and searched

• GST/PAYG compliant with BAS and E-BAS compliant
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• Financials, Payroll and Assets all included
• Easy access to data for manipulation
• Unrestricted access to historical transactions
• Foreign Currency
• Export/Import Manager functionality
• Complete Costing and Inventory Control
• Locate and access high-quality information quickly and efficiently
• Platform Independent
• A dynamic relational database
• Ability to analyse and report on any aspect of your operations

SAPPHIRE FINANCIALS

Industries: All - General Purpose
Platforms: Windows, Windows NT, Windows 2000, Citrix Metaframe, Apple OS 9 / OS X

SAPPHIRE 6.7

Functions: Costing/Project Management, Integrated Accounting/General Ledger, Manufacturing and Inventory, Payroll & Human Resources & Training, Sales/Contact Management, Web-enabled
Industries: All - General Purpose
Platforms: Macintosh, Windows NT

SCALA AUSTRALIA

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COMPANY PROFILE

Scala Australia provides proven business management solutions for medium-sized manufacturing and distribution companies, and remote or subsidiary operations of global and multinational corporations. Combining comprehensive ERP functionality with unsurpassed multi-currency, multi-lingual (30-plus languages) and integrated real-time e-commerce capabilities, Scala empowers clients to run their businesses efficiently and successfully anywhere in the world at any time, delivering a valuable competitive business advantage. Worldwide, Scala supports 55,000 users across 90 countries, supported by extensive global network of direct and dealer offices.
Scala Australia has offices in Sydney, Melbourne and the Gold Coast and provides a full range of consulting, implementation, training and technical support services.
When you purchase any new software system, you are not buying technology, you're buying the benefits it can offer you - ways to save time and money. Scala recognises that our software is only part of a comprehensive solution. One of the most important benefits we can provide you is expert consulting and project management services, to help you realise the maximum value of your new business management system. Scala's experienced professionals have the knowledge and tools to solve complex problems, and to quickly get your software up and running in an optimal set-up for your business.