

Ross Systems, Inc.



Ross Systems

**"Few things are impossible
to diligence and skill"**

Samuel Johnson

Ross Systems is a professional management consulting and computer service firm that specializes in the analysis, design and implementation of planning and control systems. We are a unique firm that utilizes expertise in accounting, manufacturing and data processing to meet the individual needs of our clients. Our capabilities range from the development of basic policies and procedures to the design of comprehensive computer-based systems. In addition, through our RSTS/E timesharing service and our proprietary MAPS language, we are able to offer our clients a low cost, sophisticated computer service for the operation of their systems.

Generally, our clients are those who have experienced a rapid growth rate, either internally or through diversification and management changes. The management resources of these companies were basically dedicated to the continuing solution of operational problems and lacked sufficient time to develop the effective systems required for long-run profitability.

Since our founding in 1972, we have always operated under the philosophy that systems design and development is only one aspect of the solution to a client's problem. The implementation of the system is equally important. We have continually worked towards developing creative, yet practical solutions to our client's problems and backing up these solutions with the hard, detailed work necessary to implement them. We also believe that Ross Systems' long-run profitability and growth depends totally upon our capability to provide our clients with the highest quality of professionalism and service at a reasonable price. This level of service can be provided, we feel, only if we can control all aspects of our work from conceptualization through operation. It was this consideration which has prompted us to expand our original consulting operation to include programming and now, computer services.

People

The critical resource and major asset of any service firm are the people. Ross Systems' professional staff has the balance of academic credentials and practical experience necessary to analyze and solve today's business problems.

Kenneth Ross

Founder and President, Mr. Ross is a graduate of the Massachusetts Institute of Technology (B.S., Industrial Management) and Stanford University (MBA). Prior to founding Ross Systems, he was manager of data processing and financial planning at Arcata Communications, Menlo Park, California. Mr. Ross has also held various positions in finance and data processing at Raychem Corporation, Menlo Park.

Michael E. Novak

Vice President and Director, Mr. Novak is a graduate of the University of Michigan (BBA-Accounting, MBA) and a California CPA. Previously, senior consultant in the administrative services division of Arthur Andersen & Company, San Francisco, he assumed project responsibility for engagements in the fields of internal control reviews and financial systems design. Mr. Novak has also taught accounting and computer courses at Bay Area colleges.

Edward P. Harley

Vice President, Mr. Harley is a graduate of the University of Michigan (BBA, BSIE). Previously a materials manager with Voycall Corporation, Oakland, California, he has had a wide variety of experience in manufacturing management and systems. Prior to joining Voycall, he was a systems analyst with Arcata Communications, Menlo Park.

John S. Benedict

Director of Technical Services, Mr. Benedict is a graduate of the University of Oregon (B.S., Business). He was previously an applications consultant with Tymshare, Cupertino, California, and has had a wide variety of experience with all facets of data processing. Mr. Benedict was a financial analyst with the Bank of America before joining Tymshare.

Karol A. Hines

Systems Consultant, Ms. Hines is a graduate of the University of Massachusetts (B.S., Mathematics). Formerly a systems analyst and programmer at Arcata Communications and IBM Corporation, she has had a great deal of experience with computers, operating systems and languages.

Capabilities and Experience

Management Consulting

Today, our capabilities and experience are divided into the three separate but overlapping functions consisting of management consulting, MAPS (Management Aid for Planning Strategies) and RSTS/E timesharing services.

Our management consulting operations cover a broad range of areas within the framework of planning and control. These activities sometimes utilize our own computer services, but often include work with other service bureaus, in-house computers and manual systems. The basic objective is to determine the most cost-effective solution to a client's problem and then to implement that solution. Our areas of expertise have generally been focused in five specific functions which include:

Financial Planning — The preparation of periodic financial plans is an important technique for most companies. Individual situations vary but generally include the preparation of long and short range plans and budgets in varying degrees of detail.

We assisted a \$150 million financial services company with the development of a comprehensive annual plan which included departmental budgets, the analysis of a number of different business entities, and the consolidation of this information into top level, pro-forma financial statements. Our involvement included the structuring of the plan, report definition, and the development of a complex series of models to prepare the plan.

Financial Control Systems — Measurement of operating results versus corporate objectives and against plan is accomplished through the use of financial reporting, general ledger, budgeting and related systems. We have worked with a number of companies to develop and implement these systems.

We designed and installed a complete financial reporting and accounting system for a \$125 million electronics manufacturing company. This system included departmental budgets with both variable and fixed elements, cost variance calculations, general ledger accounting, performance reporting by various responsibility levels and exception reports.

Financial and Accounting Sub-systems — Payroll, Accounts Receivable, Accounts Payable, Project Management and Order Processing are examples of detailed sub-systems necessary for effective financial reporting. Without accurate accumulation and control of data at this detailed level, meaningful financial reports at a higher level are useless. We have implemented these systems for several clients.

We developed an integrated project management and accounts payable system for a major research institution. The system included the reporting and accounting of authorizations, appropriations, commitments and expenditures for projects and for various project management organizations. The system also accounted for all disbursements, check preparation and general ledger distributions.

Manufacturing Planning and Control Systems — Perhaps the most significant financial aspects of a manufacturing organization are the proper planning and control of inventories, the development of accurate product costs, and the segregation and analysis of manufacturing variances. We have implemented total manufacturing systems for a number of our clients.

We developed a complete manufacturing planning and control system for two divisions of a \$100 million semiconductor manufacturing company. The system included material requirements planning, inventory control, control of work in process inventories, inventory valuation and cost accounting. Our work involved not only the written definition of the system, but also involved extensive clean-up of bills of materials and training all operating personnel in the proper use of the system.

General Consulting — Companies with on-going systems or companies which feel the necessity of a major systems effort sometimes require an objective source to evaluate selected aspects of their operations. These services generally take the form of a review of policies and procedures, a study of current and future systems requirements, the identification of a specific strategy for new systems or a hardware and software review.

We performed a review of a \$10 million electronics manufacturing company to determine its future data processing requirements and the best strategy for implementing these requirements. Our recommendations were implemented by our client who is now providing timely and effective information for all areas of the company.

MAPS

Management Aid for Planning Strategies is our proprietary system for use in a number of reporting applications. With MAPS, an individual working from a terminal in his own office can prepare complex reports in a short period of time. A person using MAPS needs no prior experience with computers or computer programming in order to prepare useful analyses formatted in a professional manner and suitable for review by top management. MAPS can be used in planning, budgeting, financial analysis, expense reporting, financial statement preparation, master scheduling and numerous other areas that utilize a tabular reporting format to prepare and analyze data. Data from these reports can be saved and consolidated, so that complex systems can be constructed involving many "models" and many levels of consolidation.

MAPS is a new technique that aids management in four important ways:

Examines Alternatives — MAPS quickly examines the effect of many different alternatives and assumptions, and it eliminates the time-consuming and error-prone clerical work associated with the preparation of these alternatives.

Improves Decisions — MAPS improves the decision-making capability by providing a more comprehensive analysis of a greater range of alternatives.

Communicates Results — MAPS immediately provides reports suitable for use by top management, reflecting the latest available data, results or planning assumptions. New or revised data can be entered on the terminal and all requested reports are automatically produced.

Adapts to Change — MAPS makes the modification of existing reports and the preparation of new reports an easy task. Both types of changes can be done in minutes by inexperienced personnel.

RSTS/E Timesharing Services

Our RSTS/E timesharing service offers a low cost, sophisticated computer service oriented towards business applications. The service is operated on a Digital Equipment PDP 11/70 computer. We offer a number of unique features not available on other systems and have a system that is easy to use for beginners, yet sophisticated enough for the developer of advanced data processing systems.

Consistent with our other operations, we have developed this service in a professional manner with special attention directed towards an organized working environment for our clients and secure facilities for our client's programs and data.

Some of the features which make this system unique include extensive data base support, extended precision arithmetic, comprehensive string manipulation capabilities and the capability of terminals to directly access and make use of other system resources such as magnetic tape drives and printers.

In addition to MAPS, clients are using this service for inventory control, order processing and other systems that enhance their planning and control information needs.



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