



MAPS

Computerized Planning and
Reporting for Financial Management

Financial Management

Expense Budgets
Cash Flow Forecasts
Actual vs. Plan Reporting
Statement Consolidations
Capital Budgeting
Return-on-Investment
"What If" Analyses
Five-Year Planning

About Ross Systems

Ross Systems is a Management Consulting and Computer Service firm specializing in the analysis, design and implementation of planning and control systems.

We developed MAPS early in 1975, and since that time have used it frequently in our consulting engagements to develop and operate financial modeling and reporting systems. Timesharing customers use MAPS extensively to develop and operate a wide variety of financial and operational reports—and companies have licensed MAPS throughout the continental U.S. and in England, Australia and New Zealand to operate on their own computers.

But MAPS is only one of our business services.

Ross Systems is committed to achieving results for our clients by providing workable systems solutions to business problems. We have achieved these results with a professional staff that combines a broad range of industrial and financial experience with a high level of expertise in computer technology—and with timesharing services and software products that complement our consulting activities.

Our activities focus in three major areas:

Management Consulting

We design, develop and implement business computer applications for our clients.

Timesharing Services

We offer a wide range of interactive time-sharing capabilities and software on Digital Equipment PDP-11/70's.

Software Products

We license proprietary software products for use by customers on their own computers.

What MAPS Is—What It Does

MAPS (an acronym for Management Aid for Planning Strategies) is a computerized financial modeling and reporting system. It can be used to construct financial models, budgets, financial analyses, financial statements, cash flow projections—and numerous other reports that utilize a tabular reporting format to present and analyze data.

MAPS is easy to use. An individual needs no prior experience with computers or computer programming to achieve rapid, successful results with MAPS. Typically, after only a few hours of instruction, a new user can prepare reports, formatted in a professional manner and suitable for review by top management. More experienced users can choose from a wide variety of advanced features to develop complex reporting systems or more sophisticated financial models.

MAPS is offered on a timesharing basis on Ross Systems' computer network with local, nationwide and worldwide access. Additionally, companies that have set up in-house timesharing systems can license MAPS to operate on their own computers.

MAPS aids management in four important ways:

Examines Alternatives

MAPS can be used by a manager to quickly examine the effect of many different alternatives and assumptions. It eliminates the time-consuming and error-prone clerical work associated with the preparation of these alternatives.

Improves Decisions

MAPS improves decision-making by providing a more comprehensive analysis of a greater number of alternatives.

Communicates Results

MAPS provides immediate results—reflecting the latest available data, trends or planning assumptions. With MAPS, the user has complete freedom over the selection of titles, column headings and other reporting elements as well as logical relationships. As a result, reports can be prepared in a company's own format using its own specialized terms.

Adapts to Change

MAPS facilitates the preparation of "WHAT IF" alternatives by giving the capability of changing some data, and quickly producing a new set of complete or partial reports. Such changes can be performed in minutes by inexperienced personnel.

Who Uses MAPS

A rapidly growing communications equipment manufacturer uses MAPS to prepare short-term forecasts.

This company uses MAPS on our time-sharing service to prepare a semi-monthly forecast of its operating results. Our consultants worked with this client to develop a system that could be operated independently by its divisions around the country and then be consolidated rapidly to produce a company-wide forecast. The system provides an up-to-date forecast of monthly, quarterly and yearly results by analyzing actual results to date, the original budgets and a revised forecast of appropriate line items. MAPS' flexibility in specifying logical and arithmetic relationships in almost any fashion was important in this application so that the company's exact forecasting methods could be incorporated into the model's logic without compromise.

A leading semiconductor manufacturing firm uses MAPS for financial statement consolidation.

MAPS was licensed by the financial group of this firm to operate on its own time-sharing computer. The schedule for preparing financial statements was rigid and the consolidated structure complex. By using MAPS, the financial personnel can now prepare statements when required, under their own control,

and can easily rerun or reconsolidate results if changes are made. MAPS' report-formating capabilities allow the entire financial statement package to be prepared directly by MAPS with no intermediate typing or reformatting.

A large pharmaceutical company uses MAPS to prepare detailed budgets.

This firm uses MAPS on a timesharing basis to prepare detailed and consolidated budgets for approximately 200 operating departments. In addition, the company prepares a monthly performance report showing actual against plan. The MAPS data-base subsystem was chosen for this application because it allows the easy manipulation of a large number of business entities (departments, divisions, products, etc.)—a common requirement of many businesses today.

DATE: 05-Dec-78
TIME: 12:42 PM
DIVISION: BOARDS

ACME COMPANY, INC.
PROFIT AND LOSS STATEMENT
MONTHLY BUDGET
AS OF FEBRUARY 1978

	JAN	FEB	MAR	APR	MAY	JUN	JUL
SALES							
PRODUCT SALES	1,005	1,119	1,200	1,450	1,600	1,750	2,000
MISCELLANEOUS	50	50	50	50	50	50	50
SERVICE	300	300	300	300	300	300	300
TOTAL SALES	1,355	1,469	1,550	1,800	1,950	2,100	2,350
COST OF SALES							
STANDARD COST	800	800	800	800	800	800	900
MFG VARIANCES	75	75	75	75	75	75	75
WARRANTEE	-	-	-	-	-	-	-
TOTAL COST	875	875	875	875	875	875	975

DATE: 19-Jan-79
TIME: 12:08 PM

-----CURRENT MONTH-----
ACTUAL PLAN VARIA

An \$800-million office equipment company uses MAPS for acquisition modeling.

MAPS was selected by this company as a tool to develop an acquisition analysis model. Our firm was also selected as consultants to develop the model. The model prepares a pro-forma income statement, balance sheet and cash flow statement from basic assumptions about a potential acquisition candidate. The firm's active acquisition strategy required the development of a model that could quickly prepare revised forecasts based upon changes in various assumptions. Our client is easily able to prepare a base level analysis as well as a number of "What If" cases by using the sensitivity analysis features of MAPS.

A major west coast bank uses MAPS for financial performance reporting.

This bank licensed MAPS to operate on its own timesharing computer in order to reduce expenditures on outside timesharing services. The Bank required a technique with the same capabilities offered by an outside timesharing service—and one just as easy to use. The performance reporting application compared monthly, quarterly and yearly results with plan, forecast and prior year, and required a system that could handle the large volumes of data in an efficient manner. MAPS' capacity to handle this application resulted in a cost-effective solution to their business problem.

DATE: 05-Dec-78
TIME: 12:42 PM
DIVISION: CHIPS

ACME COMPANY, INC.
PROFIT AND LOSS STATEMENT
MONTHLY AND YEAR-TO-DATE PERFORMANCE (\$000)
AS OF FEBRUARY 1978

ABC NATIONAL BANK
INSTALLMENT CREDIT
BALANCE SHEET
JANUARY, 1979
(\$ IN THOUSANDS)

PERCENT
(UNF)

AUG	SEP	OCT
2,000	2,000	2,000
50	50	50
300	300	300
2,350	2,350	2,350
900	900	900
75	75	75
975	975	975

	MONTH		VARIANCE	PERCENT FAV/(UNF)
	ACTUAL	BUDGET		
IP, CORP	22,890 117	21,469	1,421 117	6.6
TS	\$ 23,007	\$ 21,469	\$ 1,538	7.2
	22	-	22	-
	\$ 22	\$ -	\$ 22	-
	\$ 23,029	\$ 21,469	\$ 1,560	7.3
	207	-	207	-
	\$ 23,236	\$ 21,469	\$ 1,767	8.2
CAPITAL	\$ 23,236	\$ 21,469	\$ 1,767	8.2
	\$ 827,875	\$ 1,120,237	\$ (292,362)	(26.1)

YEAR-TO-DATE	
BUDGET	VARIANCE
6,009	1,235
500	154
400	147
6,909	1,228
2,900	180
200	122
3,100	67
3,809	1,237
350	23
500	21
575	4
1,425	6
2,384	1,231
1,650	114
734	1,117
0.29	0.44

Computerized Planning and Reporting

Interactive Data Entry

Easy-to-Change Assumptions

Professional Planning Reports

Flexible Consolidations

**Comprehensive Financial
Calculations**

Large Capacity

How MAPS Works

Fundamental to MAPS is the concept of the accounting worksheet or "matrix." Rows of the matrix can represent such items as sales revenue, depreciation, net profit, etc. The columns of the matrix usually, but not necessarily, represent time periods. They might also represent, for example, actual, budget and variance figures for the current month and year to date, or a comparison of various divisional figures. A MAPS user is free to specify the format of the report by defining exactly what each row and column should represent.

The first step in using MAPS is to prepare a report definition, typically referred to as a MAPS model. The model is used to define the report layout (names of the rows and columns), the source of the input data, the requirements for output (saving the results of the report) and the logical relationships between the rows and columns of the matrix (arithmetic calculations). These definitions in the MAPS model are divided into a series of eight logical sections, each specifying a particular result to be accomplished.

OPTIONS—Defines various print options that apply to all reports such as page width and how to print negative numbers.

INPUT—Defines where the input data for the model is to come from (terminal or data files).

OUTPUT—Defines what data is to be saved in files that can be read and used by other MAPS models.

TITLE—Defines the report headings and which rows/columns are to be included on a particular reports.

