

# **SYSPHERA** for Microsoft

SYSPHERA IS COMPATIBLE  
WITH APPLE MOBILE DEVICES



## GLOBAL PRESENCE

Addresses, phone numbers and e-mails available on our website



EUA



BRAZIL



ARGENTINA



PERU



MEXICO



PANAMA



PORTUGAL

**SYSPHERA**  
[www.sysphera.com](http://www.sysphera.com)

SYSPHERA is a Brazilian tech company dedicated to the development of strategic solutions for customers seeking to constantly enhance their financial and operational management.

# PLAN AND DECIDE. BETTER.

Better decisions  
drive better deals.

The business environment has become more and more competitive and predatory. Capital flows generated by globalization can quickly change from opportunities to threats, whether they are productive or speculative. Products and technologies are easily and swiftly copied.

## THE DECISION MAKING PROCESS IS BECOMING AN ESSENTIAL COMPONENT IN GAINING A COMPETITIVE EDGE.

Periods of intense competitiveness or difficulties in some sectors of the economy brings with it a huge motivation for organizations to manage their operations and finances more effectively than ever before and to adapt to new realities. Historical changes in cost drivers, such as the price of crude oil, currency exchange rates, or new players in the market with their highly competitive prices, provide extensive evidence of the need we have to adapt to fluctuating parameters.

**CPM - Corporate Performance Management** solutions are **tools** that allow companies to measure, monitor and manage their operations, with a positive and significant impact on their performance.

**Enhance your Microsoft projects through a CPM solution built specifically to integrate natively with Microsoft Dynamics, ensuring consistency of data, integration with Microsoft and non-Microsoft data sources into your financial planning and financial consolidation environment.**

Through the use of a multi-dimensional business model, collaboration, creation of scenarios and simulations, as well as workflow management processes of budgeting, planning and financial consolidation and forecast, SYSPHERA helps organizations understand what is happening in their business and quickly makes the appropriate adjustments.

SYSPHERA for Microsoft offers a tremendous increase in the productivity of planning activities carried out only with the extensive use of spreadsheets and exchange of e-mails.



# A COMPREHENSIVE SOLUTION.

A comprehensive solution for budgeting, planning, forecasting & consolidation focused on Microsoft customers.

## PHASED IMPLEMENTATION

SYPHERA is a robust solution. However, it can be set up locally and develops naturally along with the changes and needs of the customer. It features a flexible platform with a highly scalable architecture, which can be made available to hundreds or thousands of users throughout the company. Its web design and optional integration with Excel, makes the learning curve easier for users, largely in the financial area. Advanced security features ensure that appropriate levels of access to users be reinforced in throughout the company and sensitive information is available only to users who need it. The web approach distributes all application functions to customers through a browser and effectively enhances the Internet or an existing Intranet to expand access to the system.

## ONLY TRUE VERSION

Even making significant investments in Microsoft projects many organizations have problems to solve their issues with Planning, Budgeting, Forecasting and Financial Consolidation. SYPHERA for Microsoft retrieves data from these applications, from MS-Excel spreadsheets and other sources, and is automatically reclassified and converted, reused, consolidated and reported. SYPHERA for Microsoft comprises a robust technology of application integration. As a result, directors, managers and analysts can spend more time on the analysis of information and dramatically reduce the time of gathering and preparing for analysis. Consequently, the company can benefit from more agile, intelligent and reliable decisions.

## SUPPORTING BUSINESS

**SYPHERA for Microsoft** retrieves and consolidates financial and operational data on a single platform, aimed at facilitating business decisions. It provides managers to reconcile financial and operational data in an agile and consistent way. It was developed to be a complete and versatile solution **focused on Microsoft customers**. Its highly intuitive interface enables the creation of integrated models in a web environment, with auditing and security control on all transactions.

## CORPORATE PERFORMANCE MANAGEMENT

Budgeting, Planning & Forecasting  
Financial Consolidation  
Business Modeling  
Workflow

## BUSINESS INTELLIGENCE

Reporting  
Analysis  
Dashboards  
Scorecarding

## BUSINESS ANALYTICS

Multiple Scenarios  
Advanced Simulations  
What-if Analysis  
Profitability Analysis



# COPORATE PERFORMANCE MANAGEMENT.

## REPORTS AND CONTROL PANELS

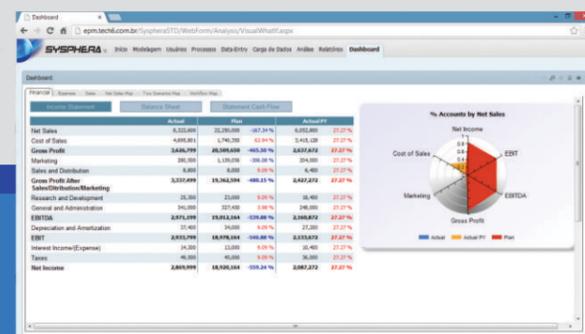
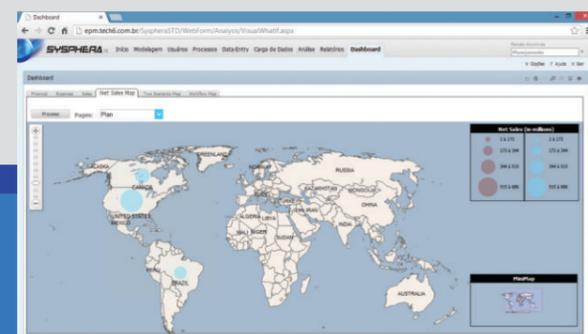
Organizations of all sizes face significant challenges to the generation and distribution of management reports. Despite advances, even today, many companies continue to manually produce their financial reports taking up hours of highly skilled staff time to produce monthly board books and a few dozen reports.

The efforts made by the control and technology areas are often not enough to meet the demand for quality information acquired in minimal time.

SYSPHERA for Microsoft is a solution fully equipped to meet this demand and reduce the efforts of those involved. The statutory reports are dynamically produced through the centralized information base, producing highly structured reports, complemented with comments and explanatory notes by the managers. All managerial reports are intuitive and can be tailored, with integrated analysis capacity (drilldown). All reports can be scheduled and subscribed by users to receive automatic emails for every data update.

**The right information is delivered at the right time, to the right people. Using the web, MS-Excel or in PDF, as agreed with each executive.**

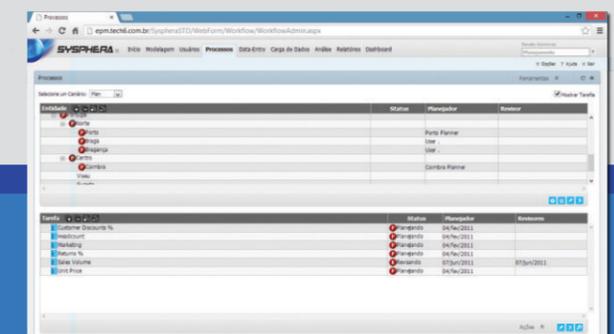
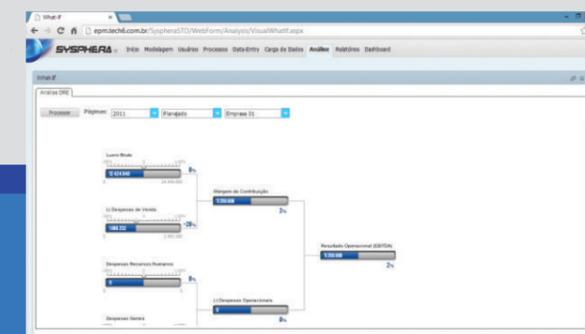
These capabilities are a crucial part of management support provided by SYSPHERA and represent a vast combination of tables and graphs, fully parameterized without the need to resort to any time to experts in technology.



## SCENARIOS, SIMULATION AND "WHAT-IF" ANALYSIS

Through an intuitive interface, managers are able to develop and test multiple scenarios, do sensitivity analyzes and identify initiatives more aligned with the strategic goals of the company.

In addition, Sysphera for Microsoft enables the identification of the best levers of the company's value, supporting more consistent decisions, all carried out in minimal time.



## PLANNING, BUDGETING & FORECASTING

**SYSPHERA for Microsoft** includes several features geared towards initiatives of Planning, Budgeting and Forecasting, undertaking the orchestration of the budget process through powerful workflow management features. The solution brings together the budgets, results, projections and performance metrics into a single, scalable web application. Using **SYSPHERA for Microsoft**, the company collects its financial results quickly, consistently and efficiently. **This dramatically reduces the cycles of financial consolidation, along with the statutory and regulatory reports.** Data inputs are primarily facilitated by copying data directly from MS-Excel spreadsheet, by using the copy and paste functions or through the Sysphera MS-Excel add-on.

SYSPHERA for Microsoft was designed to address the interdependencies and the potential effect on the change of any business parameter. Answering issues such as: "if the revenue from a product line drops, what impact would it have on earnings? And on money requirements?"

Good planning does not just mean creating a plan, it means creating many plans based on different scenarios: best case, likely case, worst case scenarios, different revenue and costs scenarios, different acquisition scenarios, and so on. Even the best designed plans must be constantly re-examined. Uncertain and volatile market conditions may request the modeling of multiple scenarios to compare complex alternatives.

With SYSPHERA for Microsoft the financial, regulatory and operational areas can budget and analyze their resources in numerous scenarios for a better understanding of the initiatives that will optimize business performance. SYSPHERA improves corporate governance and provides the basis for an extremely favorable environment for collaborative management and is results-oriented.

# CREATED BY FINANCE PEOPLE FOR FINANCE PEOPLE.

## PROFITABILITY ANALYSIS

**SYPHERA for Microsoft** delivers to the company a complete model of your business, covering all its operations. The model contains all parameters, strategic goals, financial and non-financial expectations that will be deployed within the enterprise and be monitored via dashboards and managerial reports for high level management. All figures are consolidated and synchronized automatically in all scenarios and versions and by all businesses and companies in the group.

**SYPHERA for Microsoft** allows modeling of complex structures and organizational hierarchy.

Through a completely visual interface, **SYPHERA for Microsoft** allows identification of the actual impact of change on business drivers. Not just an approximate value, but the actual impact on the balance sheet, income statement or the company's cash flow.

## WORKFLOW

**SYPHERA for Microsoft** provides to the customer the most advanced workflow engine on the market, completely parameterized in accordance with the procedures of the customer. Therefore, we have total control of personnel involved in the process of budgeting and the limit of its responsibility. Business rules to ensure high-level accuracy in reported numbers and control of deadlines for completion of each activity.

SHYPHERA Process Management is a component of the **SYPHERA for Microsoft** platform, developed to meet the demands of process orchestration of the highest level. It includes a graphics tool in web format for modeling drag-and-drop of activities, transitions and rules of each process, designed to be used by business people, without the need to develop any code or script programming. The SPM offers business processes with a graphical view and intuitive of modeling, auditing, automation, execution, and optimization, allowing the coordination of all activities related to the processes modeled, with adjustments on-the-fly and zero latency for its modification and publication.

## CONSOLIDATION OF ACCOUNTING STATEMENTS

The consolidation of accounting statements is complex and exhaustive, which may lead to the monopolization of the finance team, as well as other members of senior management.

Regulations such as Sarbanes-Oxley (SOX) and others are imposing increasingly tighter deadlines on companies to generate reports, audit results and the consequent release of bonuses. Not to mention the demands on control and governance processes. All these pressures affect the cycle of an organization's financial consolidation. Global operations are becoming increasingly complex and the organizational structure is becoming ever more sophisticated. Currency conversions, allocations and intercompany eliminations are all necessary to obtain final results. Any failure in this process creates delays in getting the numbers. Inconsistencies or missing information will be immediately reported to the company's board of directors.

The fact that consolidation is usually done manually using Excel makes it difficult to reflect changes in

organizational structure without a tough workload. Acquisitions, as well as managing the rounded figures and distributed financial documents to several locations, usually represent a major headache when reviewing the consistency of the values presented.

SYPHERA consolidates all business units and companies of the group, even different lines of business with different accounting structures, with heterogeneous cost structures and financial plans not unified, in any currency, online and in real-time. It eliminates the book value of the parent company's investment in each subsidiary, eliminates the part of the parent company in the equity of subsidiaries and eliminates the intergroup's balance sheets, dividends, transactions, costs and revenues. SYPHERA offers consistent and updated information to directors, shareholders and regulatory agencies.

As a result, we can reduce substantially the consolidation cycle of the company, establishing more time for managers to conduct more in-depth analyzes.



Design and deployment services carried out by experienced professionals, certified and in constant retraining programs, together with strategic alliances with academic advisors to assess and improve customer processes, have ensured a high level of satisfaction with the SYPHERA Solution.

# SYSPHERA FOR MICROSOFT

## COMMITTED TO CUSTOMER SUCCESS

SYSPHERA are committed to providing Microsoft customers with the best and most powerful CPM solution available for integration with Microsoft Dynamics. This commitment provides an intelligent proposal of value in order to maximize the value of both companies' products.

### Proven Alliances.

The Microsoft and SYSPHERA Integrated solutions are used by dozens of customers in countries around the world.

### Understanding the Business.

The ability to get a consolidated view of businesses from the standpoint of BI + CPM, allows customers to analyze critical information, considering the performance achieved and the various options for future scenarios and their impacts on the balance sheet, income statement and cash flow in order to find a strong base for the decision making process.

### Cost Savings.

The use of an integrated solution allows substantial cost savings not only in the infrastructure but also in the training of people and the time spent by executives perform CPM processes and the analysis of the company's numbers.

## TECHINICAL COLLABORATION

**SYSPHERA for Microsoft** integrates its solution of Corporate Performance Management with Microsoft Dynamics and Microsoft Business Intelligence platform in a transparent way for users. As a result, this offer provides a superior functional capacity, increasing user productivity through a single interface and sophisticated access via single sign-on.

The **SYSPHERA for Microsoft** complements and extends the capability of the BI Microsoft Platform, providing business users appropriate administration of their Planning, Budgeting, Forecasting & Consolidation processes, allowing the creation of scenarios and simulations, besides the projected performance indicators (KPIs). Accordingly, users of the BI Microsoft Platform can quantify and project the impact of their sales, profitability, margins and productivity without needing to work with two different solutions, data transfer or the creation of new and burdensome databases to create reports incorporating both the past and the future.

## MICROSOFT BUSINESS INTELLIGENCE

### Dashboard Dynamics.

Measure and monitor operational performance presenting key indicators and measuring several areas on a single screen in an easy and understandable way. Microsoft dashboards are designed to give maximum visual impact in a format optimized for quick absorption of information, using a combination of tables, charts, gauges, dials and other graphic indicators.

### Business Reports.

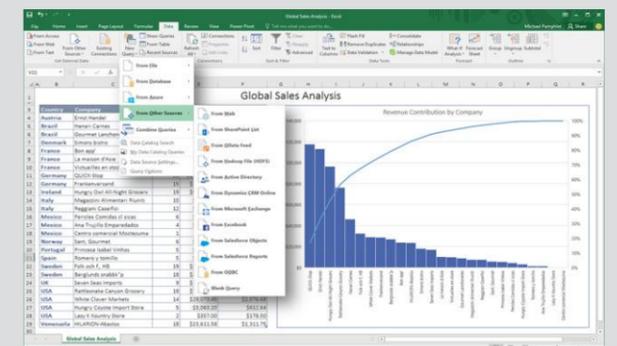
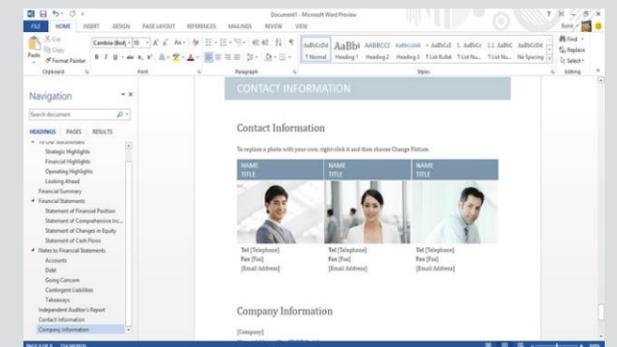
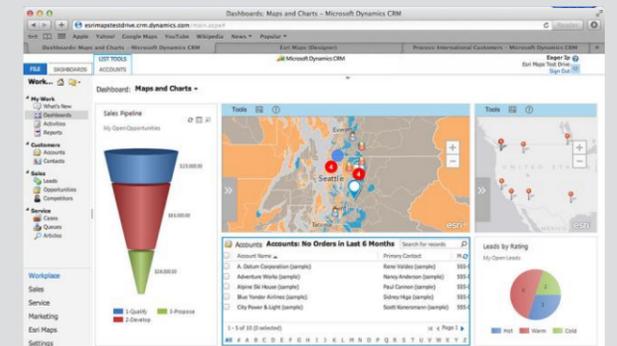
We supply business intelligence to all users with detailed information which impacts decision makers throughout the organization. Staff at all organizational levels and job roles, as well as partners and customers in the supply chain, rely on systems that generate flexible and powerful company reporting that present targeted information in the format most employed in day-to-day operations.

### OLAP Analysis.

Users can analyze data using standard OLAP features such as page-by, pivot, sort, filter and drill up / down to browse through a series of report views. OLAP features the simplest form of analysis allowing anyone to break down and analyze subsets of interrelated cubes or data with the click of a mouse.

### In-depth Analysis.

Advanced and Predictive Analysis gives end users and information analysts overall investigative power anywhere in the data warehouse to discover the details behind specific performance results. Such requirements often go beyond the limits of traditional OLAP analysis. Microsoft has created an environment that allows users to fully migrate the OLAP analysis to advanced statistical analysis and get full capacity data mining.



# Microsoft Partner

Sysphera is a Microsoft Partner. For this reason, Sysphera receives a set of core benefits that can help it save time while strengthen its capabilities, better serve customers, and build connections to reach your full business potential.

# DESIGNED FOR BETTER COST-BENEFIT.

## ADAPTABILITY

What does it mean for a CPM solution to be able to provide agility, flexibility and adaptability? First, let's look at how an organization needs these capabilities.

In a dynamic economy, the uncertainties and financial assumptions that were accepted yesterday could not be tomorrow; effective management of working capital, credit availability and general issues related to revenue, may invalidate the strategic plan within a matter of days. In addition, the regulatory environment can change in a matter of seconds or, at least, there may be an imminent possibility of regulatory changes that require the drawing up a contingency plan for a string of possible scenarios.

When the unexpected happens daily, the main capacity that any CPM solution must provide is the ability to assess quickly the current situation and produce a revised plan, driven by the new situations and with full support for the possibility of better decision-making, in light of the new circumstances.

In terms of software, this means the ability to create models, scenarios and complex simulations quickly. Simulations that are more than just an Excel spreadsheet with a limited range. Something that can generate Accounting Statements and, projected finances especially considering the consolidation of the business of an economic group. And which are easy to use, intuitive and able to be used by those who really have these demands, i.e. business people.

## TRANSPARENCY

Finance professionals today are well aware of the need for transparency regarding legal and regulatory requirements. Publicly traded companies require on-going audits for their shareholders and for the CVM (Securities and Exchange Commission of Brazil). Furthermore, there is the additional value of transparency. The accuracy of the numbers builds trust and fosters greater commitment to plans and budgets. Users should be able to view not only the more detailed levels of the numbers that result from an upward movement in the hierarchy, but also the formulas that can produce a number. This helps users to understand the financial rules of the company in a concrete way. From a user perspective, this feature should be native in the CPM solution and does not require the opening of other products or demand consultation with endless reports. This feature is fundamental and underpins the whole process of decision making.

## USER-FRIENDLY

The technology must be accompanied by an indispensable ease of use. In general, usability is the ability to deliver the product to administration and by their own users, with minimal support from the IT department. A good example is the financial modelling activity.

Many products let you make copies of a certain existing model and its data, but it often involves a process in the IT field, with the creation of a new database, new cubes, data import, etc...

A good Corporate Performance Management solution should allow the simple creation of an entirely new model, with all the dimensionality and original data, conducted only by users of the solution.

## RETURN ON INVESTMENT

When money is scarce, any investment in software will undergo scrutiny and - most likely - will have to show a return on investment. It should also overcome internal political trends, resistance by exposure to the power demanded by the indiscriminate use of spreadsheets and rise above the arguments that the company's business is different or far too complex.

The best path is to draw up a Business Case which will examine intangible benefits, factual and tangible, and the most obvious relate to saving time and money in the process touched by the CPM. The productivity of people, not just from the financial area, is currently the biggest factor for enhancement of human capital within organizations.

Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2011 Total
Revenue	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	1,440,000.00
Cost of Sales	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	960,000.00
Gross Profit	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	480,000.00

Item	Value	%
Revenue	1,440,000.00	100%
Cost of Sales	960,000.00	66.7%
Gross Profit	480,000.00	33.3%

Account	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2011 Total
Revenue	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	120,000.00	1,440,000.00
Operating Expenses	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	80,000.00	960,000.00
EBITDA	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	480,000.00

Account	2011 Plan	2011 Actual	2010 Plan	2010 Actual
Revenue	1,440,000.00	1,440,000.00	1,440,000.00	1,440,000.00
Cost of Sales	960,000.00	960,000.00	960,000.00	960,000.00
Gross Profit	480,000.00	480,000.00	480,000.00	480,000.00
Operating Expenses	80,000.00	80,000.00	80,000.00	80,000.00
EBITDA	40,000.00	40,000.00	40,000.00	40,000.00

# ARCHITECTURE SOLUTION.

## FEATURES AND BENEFITS

SYPHERA is built on the Microsoft platform, representing substantial savings for the customer with investments in hardware, software and primarily in skilled professionals.

The users' learning curve and the availability of qualified personnel in the market are also higher when compared with other solutions that use old databases, proprietary platforms and require just a handful of consulting companies at an increased cost.

Key features and benefits of Sysphera Solution:

- Application of BP&F (Budgeting, Planning and Forecasting)
- Unified view of data through Microsoft Reports and Dashboards
- Powerful workflow engine for automatic orchestration of tasks and tracking of all related processes
- Financial and Operational Modeling
- Scenario Creation and What-if Simulations
- Centralized Store of Forms, Formulas and Business Rules
- Financial, Management and Statutory Reporting
- Advanced Audit and Security Mechanisms
- Compatible with any corporate system being used by the company, getting the most out of the investments already made in technology
- Simple installation and maintenance, designed to be administered by users from the financial department
- 100% Web Interface and/or Add-on MS-Excel with all functions
- Native integration and look & fell Microsoft
- Finance Consolidation of Businesses
- Exclusive function of the Drill® Formula for finding numbers and supporting business decisions
- Efficient and reliable monitoring of results, enabling rapid creation of scenarios and simulations for new actions and strategic decisions
- Single Sign-On via Microsoft

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