



A new type of software for the CFO

Segment planning and corporate management
Integrated finance and balance sheet planning
Simulation and scenario techniques
Value based management

dynamic | integrated | cash flow-based



ASRAP is *the* software for enterprise planning and corporate management. It is specially tailored to the requirements of top management in finance and accounting.

The focus of the applications is in strategic control and integrated finance and balance sheet planning. In particular it is constructed to allow multi-year planning considerations, simulation and scenario techniques and value based management.

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The basic edition ASRAP EP offers planning, simulation and analysis.

For international, large-scale enterprises (and companies with corporate-type structures) ASRAP XSP offers extensive functions for segment planning (conforming with IAS/ IFRS) and corporate management.

There are also modules for individual planning reports, objective planning and plan updating as well as 3D graphics.

The summary presented here gives you a first impression of how the software functions and which advantages it offers you.

A detailed description of the business model of ASRAP XSP can be found in the publikation "*IAS 14/SFAS 131 - Basis for a Dynamic Segment-Supported Corporate Management*".

Further information and various case studies at:

<http://www.asrap.com>

ASRAP EP offers the full functional scope for financially and strategically oriented corporate management.

Management decisions can be simulated precisely. ASRAP determines their effect on profit and loss, cash flows, productivity, profitability and other financial matters. You can also use the software for project evaluation and investment calculations.

The software covers the areas of application

- strategic control
- integrated finance, balance sheet and profit planning
- simulation, scenario and sensitivity calculations incl. scenario management
- benchmarking for comparative analyses.

ASRAP EP Enterprise Planning - Control Panel

File Edit Viewmode Help

2005 Scenarios+Process...

ASRAP

- BSP International Group
 - ABC Enterprise Ltd.
 - 2005 actual
 - 2006 Plan
 - 2007 Plan
 - 2008 Plan
 - 2008 commodity prices +1
 - 2006 Forecast March
 - 2007 Plan new
 - 2008 target setting

Enter data
Revise data
Modelling → Direct
Remodelling → Raster
Vary → Import
Consolidation
Display
Display process

Modelling Direct

ABC Enterprise Ltd. Mill. EUR

1 Input 2 Input 3 Input 4 Input

	2005 actual	2006 Plan	2007 Plan	2008 15861
Revenues				
Gross margin				
Personnel costs/employee-year				
Expenses-Income ASRAP				
Income investments in other comp.				
Loss investments in other comp.				
Income investments financ. assets				
Other financial income				
Proceeds retirements fixed assets				
Proceeds retirements curr. assets				
Income extraordinary cash				
Expenses extraordinary cash				
% Gross margin-I/Revenues	53.83	54.07	54.22	53.02
% Change-> gross margin-I/Revenues	3.50	0.44	0.28	-2.21
%Points Change-> gross margin-I/Revenues	1.82	0.24	0.15	-1.20
Material expense	24.32	24.87	25.51	26.18

Default: Gross margin-I/Revenues = last year

Note
Market forecast: commodity prices + 11%

OK Default Cancel

Software characteristics are, inter alia:

- unlimited planning periods
- unlimited set-up of enterprises or business units
- various financial ratios
- commentaries on planning specifications
- currency conversion
- context-sensitive online help.

Process 3

ABC Enterprise Ltd.

W = Working Capital, F = Financial Capital

	ABC Ltd. 2005 actual		ABC Ltd. 2006 Plan		ABC Ltd. 2007 Plan		ABC Ltd. 2008 commodity prices +11%	
	%	Mill. EUR	%	Mill. EUR	%	Mill. EUR	%	Mill. EUR
R1 C.Revenues	3.95	2.00	2.77	1.46	2.94	1.59	3.70	2.06
R2 C.Gross margin I/Revenues	3.50	1.82	0.24		0.15		-2.20	
R3 C.Employees	0.00	0.00	2.00		2.00		-3.00	
01 External sales		52.68		54.14		55.73		57.79
02 C.External sales	3.95	2.00			2.94	0.00	3.70	0.00
03 Intercompany sales		0.00		0.00		0.00		0.00
04 C.Intercompany sales	!	0.00						
05 Revenues	100.00	52.68	100.00	54.14	100.00	55.73	100.00	57.79
06 Gross margin	53.83		54.07		54.22		52.02	
07 Material expense		24.32		24.87		25.51		27.73
08 Employees total average		398.00		400.00		402.00		399.00
09 Personnel costs/employee-year		37.36						
10 C.Personnel costs/employee-year	0.00		2.05		3.00		2.50	
11 Expenses-Income ASRAP	15.74	8.29						
12 Other operating income	0.00	0.00		0.30		0.20		0.20
13 Other costs I	1.90	1.00	1.90	0.00	1.90	0.00		1.10
14 Other costs II	1.52	0.80		0.80		0.80		0.75
15 Other costs III	0.38	0.20	0.38	0.00	0.38	0.00		0.22
16 Other costs IV	2.47	1.30		1.27		1.25		1.25
17 Other costs V	1.33	0.70	1.33	0.00	1.33	0.00		0.77
18 Other taxes	0.00	0.00	0.00	0.00	0.00	0.00		0.00
19 Other operating expenses	8.14	4.29		4.29		4.29		4.48
20 Cost of pensions	0.00	0.00	0.00	0.00	0.00	0.00		0.00
21 Income investments in other comp.	0.00	0.00		0.00		0.00		0.00
22 Loss investments in other comp.	0.00	0.00		0.00		0.00		0.00

Process 4

ABC Enterprise Ltd.

Revenues and income | Balance sheets | Cash flows | FCF | Ratios | CVA | Rearrangement

% = Change to previous year C. = Change

	ABC Ltd. 2005 actual		ABC Ltd. 2006 Plan		ABC Ltd. 2007 Plan		ABC Ltd. 2008 commodity prices +11%		
	%	Mill. EUR	%	Mill. EUR	%	Mill. EUR	%	Mill. EUR	
01 Operating result	33.55	2.07	37.28	2.84	14.34	3.25	-11.29	2.88	
02 Income taxes paid	!	0.30	-268.83	-0.51	-39.86	-0.71	-44.91	-1.03	
03 Depreciation	0.00	2.38	22.93	2.93	-4.81	2.78	-1.01	2.76	
04 C.Provisions for pension plans	!	0.30	-66.67	0.10	0.00	0.10	-100.00	0.00	
05 Result on retirements of noncurrent assets	!	-0.45	55.56	-0.20	100.00	0.00	!	0.00	
06 Gross Cash Flow	17.05	4.60	12.20	5.16	5.13	5.43	-14.98	4.61	
07 C.Inventories	W	-113.04	-0.49	61.33	-0.19	41.66	-0.11	-194.58	-0.33
08 C.Accounts receivable	W	145.45	0.30	-116.87	-0.05	-153.06	-0.13	-111.68	-0.27
09 C.Accounts payable	W	-131.25	-0.20	157.09	0.11	9.92	0.12	29.55	0.16
10 C.Other working capital		210.33	2.67	-100.10	-0.00	4,393.37	0.12	57.54	0.19
11 Change Working Capital		185.39	2.28	-105.64	-0.13	103.76	0.00	-5,221.80	-0.25
12 Net cash from operating activities		446.03	6.88	-26.85	5.03	7.92	5.43	-19.63	4.36
13 Cash outflows for additions to PPE		-63.12	-4.60	45.65	-2.50	-6.00	-2.65	0.00	-2.65
14 Cash inflows from sales of PPE		!	0.37	89.19	0.70	-100.00	0.00	!	0.00
15 Addition to financial assets		!	-0.62	100.00	0.00	!	0.00	!	0.00
16 Acquisitions/Disinvestments		!	0.00	!	0.00	!	0.00	!	0.00
17 Income from interest and dividends		0.00	0.02	78.50	0.04	-5.04	0.03	-1.77	0.03
18 Net cash from marketable securities		!	-0.60	133.33	0.20	-100.00	0.00	!	0.00
19 Net cash from investing activities		-93.93	-5.43	71.19	-1.56	-67.24	-2.62	-0.02	-2.62
20 Capital contributions		!	0.00	!	-0.00	50.00	-0.00	75.00	-0.00
21 Capital distribution (dividends)		!	0.10	-350.00	-0.25	0.00	-0.25	-40.00	-0.35
22 Retirements of debt		144.90	1.20	-242.03	-1.70	31.70	-1.16	95.54	-0.05
23 Interest paid		0.00	-1.55	0.91	-1.54	7.24	-1.42	3.31	-1.38
24 Net cash from financing activities		76.42	-0.25	-1,296.11	-3.49	18.66	-2.84	37.32	-1.78

assumptions according to Management Meeting March 5, 2006

Your advantages

- precision planning through complete, integrated and consistent planning calculations
- rapid, flexible simulation with dynamic interaction
- multi-year finance and asset development
- better decision making after examining alternative scenarios and reviewing the sensitivity calculations
- transparency and traceability through premise documentation
- considerable saving of time and costs

The simulation software ASRAP XSP applies to corporate segment planning and is a significant advance on all traditional software approaches.

The unique characteristics of the software enable the interplay of the segment planning specified in accordance with IAS 14 with cash flow segment planning and cash flow consolidation of the segments.

The intention of segment reporting is to show financial information broken down by company segments, such as risk and product groups, and to predict their profit potential. Our software works dynamically, allowing the user to consolidate segment results. For example, in a free cash flow presentation, it shows segment and consolidated group results based on management performance targets and input from the planning staff.

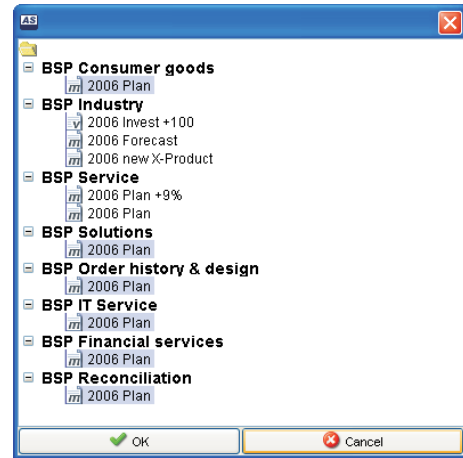
- Set up freely definable groups with segments according to management structures and detached from legal structures.
- Enter or import actual data.
- Individually determine planning parameters for business units/segments and their groups.

The screenshot displays the ASRAP XSP software interface. The main window is titled 'ASRAP XSP eXtended Segment Planning - Control Panel'. It features a tree view on the left showing a hierarchy of segments: BSP International, BSP Consumer goods, BSP Industry, BSP Service, BSP Solutions, BSP Order history & design, BSP IT Service, BSP Financial services, and BSP Reconciliation. A context menu is open over the '2007 incl. X-Product' segment, with options like 'Enter data', 'Revise data', 'Modelling', 'Remodelling', 'Vary', 'Consolidation', 'Display', 'Display process', 'Currency conversion', 'Delete', and 'Plug ins'. The 'Modelling' option is selected, and a sub-menu shows 'Direct', 'Raster', and 'Import'. Below the tree is a 'Scenarios' section with buttons for 2008, 15900, 15901, 15902, 2009, and Objective... The right pane shows details for 'BSP International Group' for the year 2007, including title, type, and creation date. A 'Modelling Direct' dialog box is open in the foreground, showing a table of financial data for 'BSP Industry' in 'Mill. EUR' for the years 2004, 2005, 2006, and 2007. The table includes rows for Revenues, External sales, Intercompany sales, and Expenses. A note at the bottom of the dialog states 'growth phase new X-Product'.

	2004	2005	2006	2007
Industry	2,147.00	2,455.00	2,823.25	3,179.00
Industry	-8.17	14.35	15.00	12.60
new X-Product	-191.00	308.00	368.25	355.75
Industry	14.00	14.00	14.00	25.00
Industry	0.00	0.00	0.00	78.57
Industry	14.00	0.00	0.00	11.00
Industry	2,161.00	2,469.00	2,837.25	3,204.00
Industry	-7.57	14.25	14.91	12.93

- Planning of influential parameters at segment level: e.g. external revenues, inter-company revenues, investments and depreciation.
- Simulation of the segments in various scenarios with comparable benchmarking.

- Combination of segments or scenarios for overall planning. Also combining segment results into planned group financial statements with profit and loss consolidation of inter-company performance relationships.
- Supplementing of the operative segment premises for specifications at group level, for example: dividends, overall tax ratio, interest rates, amortisation of goodwill etc.



Benchmarking 9

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IAS/IFRS **BSP Group - Segment planning 2007**

BSP International Group; BSP Consumer goods; BSP Industry; BSP Service; BSP Solutions; BSP Order history & design; BSP IT Service; ...

Revenues and income | Balance sheets | Cash flows | FCF | Ratios | CVA | Rearrangement

% = Change to previous year * = % of turnover ** = % of fixed assets C. = Change

	BSP Group 2007 15866 Mill. EUR	Consumer 2007 Plan(R) Mill. EUR	Industry 2007 new X-Produ... Mill. EUR	Service 2007 Plan Mill. EUR	Solutions 2007 Plan Mill. EUR	Design 2007 Plan Mill. EUR	BSP-IT 2007 Plan Mill. EUR	Financial 2007 Plan Mill. EUR	Recon. 2007 Plan Mill. EUR
01 Revenues	19,276.97	12,549.65	3,341.32	3,350.00	2,200.00	0.00	650.00	0.00	-2,014.00
02 Costs total *	-2,314.48	-1,723.38	-387.05	-304.35	-250.00	-40.00	-264.97	575.00	321.14
03 Proceeds retirements fixed assets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
04 Proceeds retirements curr. assets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
05 Depreciation PPE **	-1,145.35	-725.48	-121.00	-106.20	-130.00	0.00	-41.67	-40.00	19.00
06 Impairment of goodwill **	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
07 Other income/expenses	-15,068.28	-9,959.89	-2,615.20	-2,647.78	-1,898.05	0.00	-289.15	-72.22	2,414.00
08 of which from C.Provisions	-240.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
09 Operating result	748.85	140.90	218.08	291.67	-78.05	-40.00	54.21	462.78	-59.86
10 Non-operating result	-325.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
11 Interest income	-283.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12 Result from affiliated companies	-42.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
13 Interest for pensions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
14 Profit before tax	423.36	140.90	218.08	291.67	-78.05	-40.00	54.21	462.78	-59.86
15 Income taxes	-104.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
16 Tax rate									
17 Profit after tax	319.28	140.90	218.08	291.67	-78.05	-40.00	54.21	462.78	-59.86

Management Meeting (July 20, 2006) including new X-Product

Your advantages

Simulation in real time delivers dynamic finance information on segments and combined groups on the basis of your planning assumptions.

Simple handling and user-centred interface for the recording, management and representation of segment reporting, and segment and group corporate planning.

Unique, new business model for corporate management in accordance with management structures.

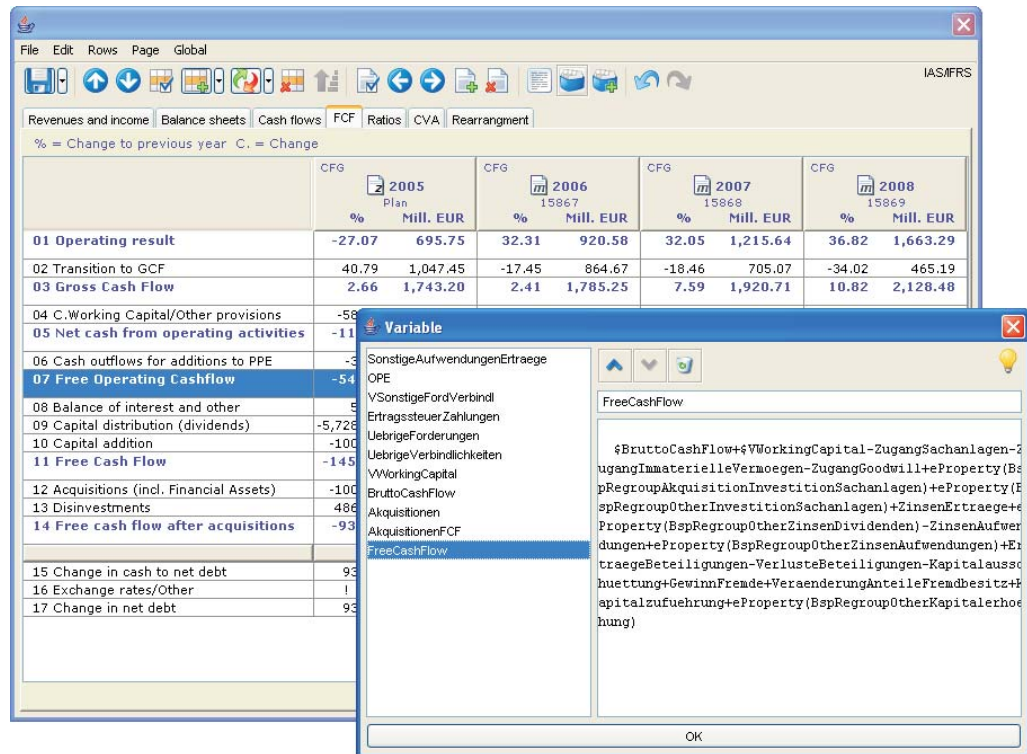
Clear separation of planning specifications, calculations and data presentation.

ASRAP EP/XSP is a standard software, which takes into account the economic relationships of flow-of-funds analysis, annual statement of accounts and statement of profit & loss analysis.

The time-intensive build up of a “planning model”, necessary with many conventional approaches, is omitted completely.

The software in the standard version offers 15 different views on, for example, annual financial statement, statement of profit and loss, cash flow, ratios and free cash flow. At the same time the software provides the best prerequisites for the creation of company-individual planning reports.

Thus, for example, individual report structures, ratio systems as well as various concepts for **value based management (e.g. CVA, EVA)** can be implemented at short notice via the Reporteditor.



With this, as a result of the integrated equation parser, the content of the pages has no limit - the application ranges from the mere resorting and integration of existing pages up to and including the definition of completely new ratios. All values which are calculated by ASRAP are available for this. The definition takes place interactively and the effects can be checked immediately by means of already existing data.

Your advantages

- separation of formula and planning figures
- rapid and flexible editing
- consistent planning reports
- predefined formulas and ratios
- transparency and traceability.

You have set certain objectives for your company? Quickly determine, with alternatives, which combination of planning specifications is necessary for actual management control in order to achieve certain objective values (profitability, productivity, cash flow, maximum net indebtedness etc.).

Data Mining 2008

Output BSP International Group

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Revenues
 Operating profit/Revenues
 EBITDA/Revenues
 Depreciation total/Revenues
 EBIT/Revenues
 Balance of interest/Revenues
 Profit after tax/Revenues
 Total assets = end of year
 Operating profit/T.A.
 Gross Cash Flow/T.A.
 Free Cash Flow/T.A.
 Balance of interest/T.A.
 Profit after tax/T.A.
 Return on Total Assets
 Invested Capital = end of year
 Profit after tax/I.C.
ROIC/I.C.
 Gross cash flow/I.C.
 Stockholders equity = end of year
 EBITDA/S.E.
 Return on Stockholders equity/S.E.
 Gross Cash Flow/S.E.

ROIC/IC.

Titel	Rohstoffpreis ...				
MioEUR					
%					
Titel	Plan neu				
MioEUR	0,00				
%	13,72				
Titel	15860	15861	15862	15863	15864
MioEUR	0,00	0,00			
%	16,05	16,34			
Titel	15866	15867	15868	15869	15870
MioEUR	0,00	0,00	0,00	0,00	0,00
%	14,78	14,85	14,93	15,01	15,09
Titel	15872	15873	15874	15875	
MioEUR	0,00	0,00	0,00	0,00	
%	14,02	14,76	15,51	16,25	

Maximum **Delta**
 Delta

Recognise the following situation? You've at last finalised your 3-year plan. But then, at short notice, the planned investments in the first planning year are changed; there will be effects carrying forward into the final year. Using ASRAP remodelling such changes will be automatically run through the multi-year planning process within seconds.

ASRAP XSP eXtended Segment Planning - Control Panel

File Edit Viewmode Help

2005 Scenarios+Process...

ASRAP

- BSP International
 - BSP International Group
 - 2005 historical
 - 2006 Forecast (bottom-up)
 - 2006 incl. X-product (bottom-up)
 - 2007 incl. X-product (bottom-up)
 - 2008 plan (top-down)
 - 2009 plan (top-down)
 - 2010 15859
 - 2008 plan (top-down)(R)
 - 2009 plan (top-down)(R)
 - 2010 15859(R)
- BSP Consumer goods
- BSP Industry
- BSP Service
- BSP Solutions
- BSP Order history & design
- BSP IT Service
- BSP Financial services
- BSP Reconciliation
- Lufthansa
- ARCELOR Group

BSP International Group

Title: 15859(R)
 Year: 2010
 Type: Modelled
 varied from: n.a.
 Created: September 25, 2006
 Comment:

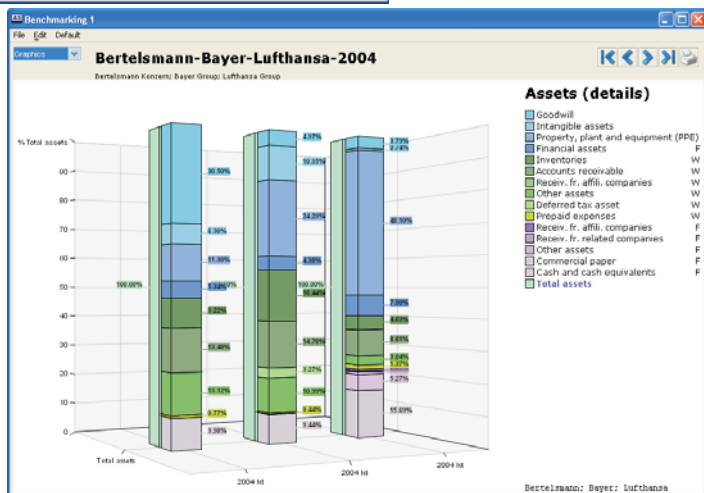
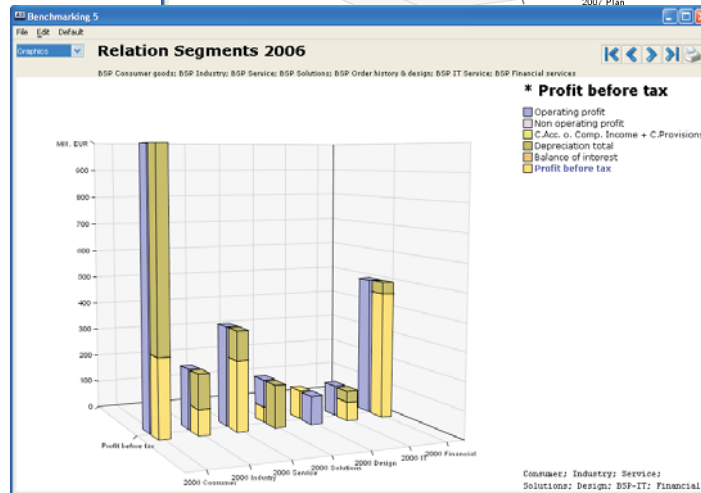
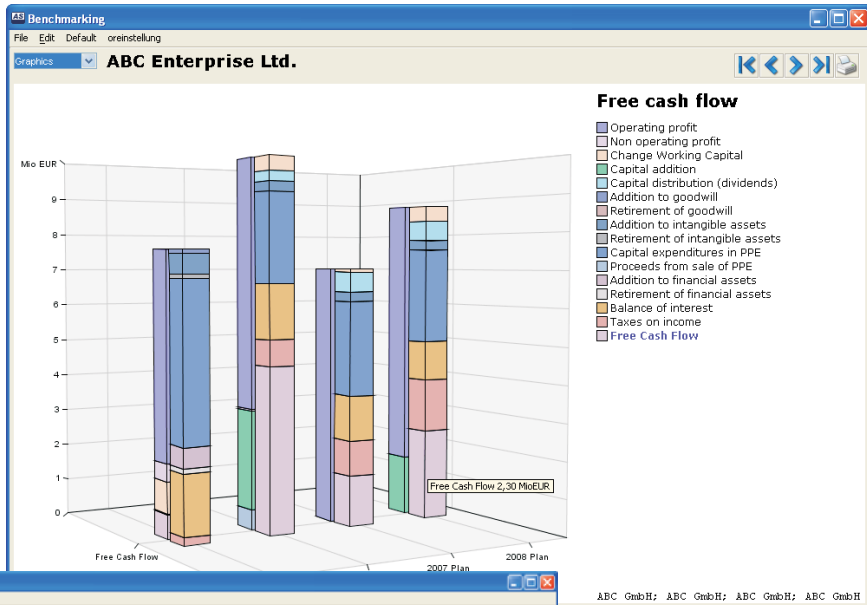
2007 incl. X-product (bottom-up)

Input templates:

- 2008 plan (top-down)
- 2009 plan (top-down)
- 2010 15859**

OK Cancel

The unique 3D graphic representation facilitates the direct qualitative and quantitative evaluation of the data: visualize individual positions, economic relationships and functional chains as chronological processes and benchmarks.



The software design of ASRAP ensures its rapid integration into the existing IT infrastructure. Implementing the software together with introductory instruction and the installation can be carried out within one to two days.

Training

We offer training sessions which bring the user quickly up to speed. The knowledge for operating the software and its functions can be imparted in a few hours.

Seminars using live company data

In seminars we can help you create business plans from your actual data and your planning assumptions. The results are directly available to you. We listen to your individual wishes and your company-specific questions and, with you, create the models you want.

Platform-independent implementation

ASRAP uses JAVA™ technology and can be run on all modern operating systems.

ASRAP is multi-user and network-compatible. ASRAP uses the JDBC Standard and is thus compatible with all current databases.

System requirements

Pentium III or better, 256 MB RAM, 50 MB on hard disk, CD-ROM-drive.

Im- and export plug-ins are available for Excel and many systems.

ASRAP EP and ASRAP XSP are currently available in Version 4.2.

"We have installed ASRAP with very little expense, incl. two days of consultation. The system is very flexible and offers 15 different views into the annual financial statement and further important characteristics. It is outstandingly suitable for planning, analysis of competition, project evaluation, investment analyses and comparisons. We like this tool very much and have been working with it for a couple of months, always with great success. Inter alia, also with our financial investors ..."

Peter Klenner, Managing Director
Bamberger Kaliko GmbH
Branch: Specialist in textile finishing
Employees: 175



"The Bayer AG uses ASRAP for balancesheet planning and financial planning of the Bayer Group. We are especially convinced by the complete integration of balance, profit & loss and cash flow as well as the flexible benchmarking function which allows us to compare different scenarios immediately."

Dr. Stefan Borchers
Department head within the Corporate Center
Group Accounting & Controlling
BAYER AG, Leverkusen
Branch: health care, nutrition and high-tech materials
Employees: 93,700



"ASRAP helps us to fill an old hole, how our planning finally looks in the annual final statement - and when we have this statement we also have the operating figures. This is really great. - With this we have gained whole days. "

Alexander Großhäuser, Managing Director
Otto Junker GmbH/Group
Branch: Plant engineering and construction
Employees: 750



KEIPER GmbH & Co, Remscheid
Branch: Automotive supplier
Employees: 5,700



"We employ ASRAP XSP for the perspective planning of individual business units and the overall group. Of particular significance is a reporting tailored to the requirements of the lenders. With this, the future development of certain financial ratios with regard to financial covenants are at the focal point."

Ihnke Württemberg, Group controlling
Krüger GmbH & Co. KG, Bergisch Gladbach
Branch: Branded foods
Employees: 4,100



LANXESS AG Leverkusen
Branch: chemistry, plastics
Employees: 19,800



Muhr und Bender KG Attendorf
Branch: Automotive supplier
Employees: 3,700



RWE AG
Essen
Branch: electricity, gas, water
Employees: 86,000



voestalpine AG
Linz/Austria
Branch: Steel, Automotive, Railway Systems and Profilform
Employees: 26,600



"We have used ASRAP in the area of the Board of Management and in Controlling since March as well as in our works in Hungary since October 2004 for the rolling 5-year planning with annual financial statement, statement of profit & loss and flow-of-funds analysis. Regular future scenarios are simulated based on this.

Essential advantage of the ASRAP solution is the rapid and flexible possibility to plan and benchmark alternatives. Zollner as provider of system services, through the employment of ASRAP, can represent in various scenarios potential client projects consistently, already at the negotiation stage, with the least expense, based on existing planning figures. Through this the possible effects on the balance sheet structure, the development of the EBITDA as well as on the liquidity can be derived.

We were also convinced by the rapid implementation with training within one day. "

Thomas Schreiner
Chief Financial Officer/Managing Board
ZOLLNER Elektronik AG, Zandt
Employees: 5,000



"I find your approach very good, above all that you have developed a certainly practical model, in order to carry out the planning of future scenarios simultaneously in the accounting system. The only sensible reporting on balances is, in fact via the alternative future development possibilities which must be based on a business assessment and also the determination of a shareholder value or operational decisions on strategy."

Prof. Dr. Walter Schneider
Director of the University of Cooperative Education Stuttgart

Publications

"IAS 14/SFAS 131 - Basis for a Dynamic Segment-Supported Corporate Management"

Detailed description of the business model of ASRAP XSP.

"Simulative dynamic rendering of accounts"

Dauner/Dauner-Lieb

Article from the book "Knowledge Management and Business Intelligence"

Springer-Verlag Berlin Heidelberg New York, 2002

"The Input-Output Simulation of Business Processes"

Dauner/Dauner-Lieb

Betriebswirtschaftliche Forschung und Praxis [Research and Practice in Business Management], BFuP 2/1996.

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