



success story

Good
controlling:
shaping instead
of managing!

MACRO

Medium-sized Enterprise
Consulting and External
Controlling

Industry/ Sector
Management Consulting Services

Main reasons for implementing Professional Planner

- Integrated profit & loss and cash budget planning
- Planning for different clientele
- Ongoing support and target / actual comparisons
- Project controlling
- Individually tailored business planning

Previous System

Different for each clientele;
frequently DATEV, KHK, Lexware

Benefits

- Secure planning via the ABI
- High flexibility
- Self-explanatory user interface and individually tailored adjustments
- Easy connection to Excel and Access

Just add
your ideas!



MACRO Management Consulting: Small and Medium-Sized Enterprise Consulting with PROFESSIONAL PLANNER™

Macro Management Consulting is based in Kerpen near Cologne in Germany and has been operating for 4 years in Europe as a specialist in the consulting of small and medium sized companies in corporate finance and external controlling. Core business incorporates the counselling and safeguarding of company finance, particularly the inclusion of public financial aid as well as project-orientated consulting on the occasion of company and shareholder dealings. In the previous 18 months the consulting segment "External Controlling" has been integrated into the consulting package as a logical response to market development and client requirements and combined in an innovative manner with the profit orientated overhead cost management. For this an extensive network of various specialists for individual overhead cost types has been formed in order to provide clients with access to best practices in the individual cost segments.

"Basel II and the lending practices of the banks as a consequence thereof will now really force companies to establish controlling as a functional regulatory control system in the company. Here you have small and medium sized companies with a strong need to catch up. Professional Planner™ is an excellent tool for company and consultant for supporting the controlling process in a company significantly, flexibly and efficiently. No other tool that we tested before we introduced Professional Planner™ had such high flexibility and productivity while simultaneously identifying economically correct presentation of figures. We are satisfied completely with our decision to opt for Professional Planner™."



Ralph Obersteiner,
Business Manager of Macro

The Initial Situation

For Ralph P. Obersteiner, the owner of Macro Management Consulting, the consulting segment "External Controlling" is a particularly important area for the future in the small and medium sized enterprise segment. The loopholes present in the functional regulatory system in relation to corporate planning and controlling in small and medium sized companies can very often be closed at a low cost with higher professionalism.

The "external Controller" begins with his counselling services where the services of a tax advisor end. The data that is submitted to the company by the tax advisor can be analysed monthly or quarterly and is the current basis for the controlling, that is to be linked after a preliminary planning process.

By closing the support contracts with the monthly flat rates the consultancy seg-

ment is extremely interesting for the management consultant in comparison to other consulting segments with irregular revenue.

Objectives

A sound management and the presentation of company strategies in figures, in combination with a well-written business plan by the financial provider as grounds for discussion for the allocation of equity and liabilities. With the impending introduction of the Basel II Agreement (see box) small and medium sized companies will have to fulfil more requirements than previously in order to be able to pay back a bank loan. Finally, as a borrower the information and reporting obligations to financial partners will also increase - punctual controlling and a one-time planning on receipt of funding

are no longer sufficient in a market with greater requirements.

Excursus to BASEL II:

The Basel II Agreement draft aims to differentiate the risks involving borrowings in order to evaluate them in line with the market. Borrowers with a higher credit rating (credit-worthiness) can obtain funds in the future at a lower cost than those with a lower credit rating. Among other influencing factors the company budget and projection will be the basis for a credit rating. Basel II should be adopted in 2001 and go into effect at the beginning of 2005.

MACRO Management Consulting + PROFESSIONAL PLANNER™

The Result

Macro spent a great amount of time looking for a suitable planning and controlling tool. An extremely precise analysis of the market for such systems and high requirements on the result meant an extensive examination of several software products. In the end the company chose Professional Planner™. Decisive factors were:

- **higher flexibility**
- **the possibility for individual customisation**
- **self-explanatory Interface**
- **data transfer at the click of a button from the cost accounting of the pre-system:** In the SME area this is often DATEV, KHK, Lexware and others.
- **Data from the pre- system can be analysed significantly and very fast**
- **Great amount of trust in the Advanced Business Intelligence of Professional Planner™:** Not only the plausibility is calculated, but also the complete and intelligent economical logic is available.

- **Higher data security than Excel** - you no longer need to produce formulas for balance sheet links.
- **Simple interlinking possible with Excel or Access:** the data from preliminary Excel worksheets can be taken over by Professional Planner™ fast and securely.

An example of this is the Personnel Cost Planning, which relate to employees can be processed in Excel and closing balances from the individual planning periods are allocated to individual tangible accounts (i.e. salaries, wages, payroll deductions, training) and exported. In this way, the commenced contribution of every employee is preserved in the Excel worksheet. Analyses, simulations, scenarios and the effects on the liquidity are available in Professional Planner™ with the click of a button.

- **Professional Planner™ 300 offers you the possibility of 300 planning elements, a sufficient amount for the consulting of the SME.**

The deployment of Professional Planner™ in Macro Management Consulting not only offers advantages to the respective clients, for example qualitative high-valued and secure data for corporate planning and strategies, but also to the consultant. On the one hand, greater client satisfaction and customer retention is achieved, additionally, the added value for the Management consultant lies in the consulting area because low value tasks such as the acquisition of sums and balance lists are automated or limited through import files created with minimal effort. The customer can be accompanied through the planning process. Strategies can be scrutinised and easily quantified in planable amounts.