



WWW.MAXIM-SOFTWARE.COM

Product Capabilities

Industry Solutions

Services

Deployments



ROBERT SKELLERN & ASSOCIATES LTD

PO BOX 1186

ROTORUA

NEW ZEALAND

Phone: 07 350 1174

Email: robert@maxim-software.co.nz

Updated: 18 June 2003

Copyright © 2003 Robert Skellern & Associates Limited

This material is not to be reproduced, used or disclosed except upon the written permission of Robert Skellern & Associates Ltd.

Product Capabilities.....	3
Overview.....	3
System Wide Features	4
Accounting.....	7
Job Management.....	8
Timesheets & Payroll.....	8
Inventory.....	9
Manufacturing.....	10
Customer Pricing Intelligence	10
E-Intelligence.....	11
E-Business	11
Industry Solutions.....	12
Overview.....	12
Timber & Building Supplies.....	12
Engineering	13
Manufacturing.....	13
Services.....	14
Distribution.....	15
Chartered Accountants.....	15
Services	16
Deployments.....	16

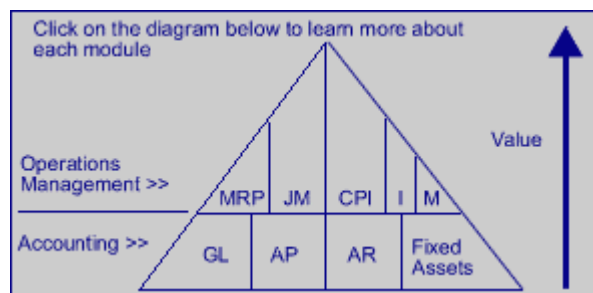
Product Capabilities

Overview

“Accounting is not the differentiator. Control of margin, quoting, pricing, price changes is where the value is. Maxim puts the effort in to making it a ‘valuable tool’”. Geoff Kidd, Ross Galt Lock & Key Services

Overview

Maxim delivers an advanced solution that integrates core accounting modules with higher-value operations management modules. Automation of basic accounting functions such as general ledger, accounts payable, accounts receivable, revenues and expenses is important. However, maximum business efficiency is derived only when key business operations such as customer pricing intelligence, job costing and inventory management are automated.



Maxim realizes that each individual business has its own unique business processes -- many of which provide a competitive advantage. Our software is designed to take advantage of those unique business processes rather than forcing a predefined process on our customers' business.

Coping With Change

Maxim has a track record of being able to cope with change. Maxim is able to deliver system changes in a timely and cost effective way. When changes are required, it can be quite difficult for users to understand the full impact of change requirements. Users are also very busy coping with day to day requirements, so it can be difficult for them to respond appropriately.

Maxim uses prototyping as the methodology to deliver change. This is the best solution to be able to keep moving forward. Putting those changes in front of users, to use in a controlled way, is a sure way of getting them to tell you whether it is right or wrong.

Our development tool paradigm enables us to prototype system changes in a controlled way to achieve results.

What You Have Or Need Today, Will Be Different Tomorrow.

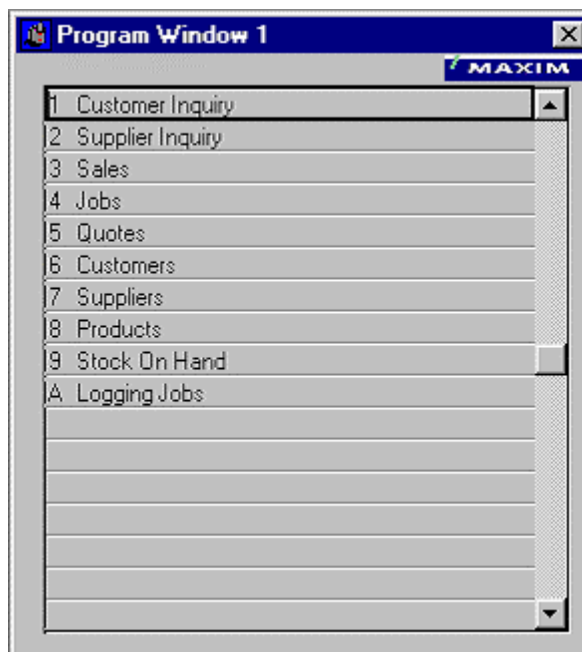
System Wide Features

Not all Accounting Software is equal.

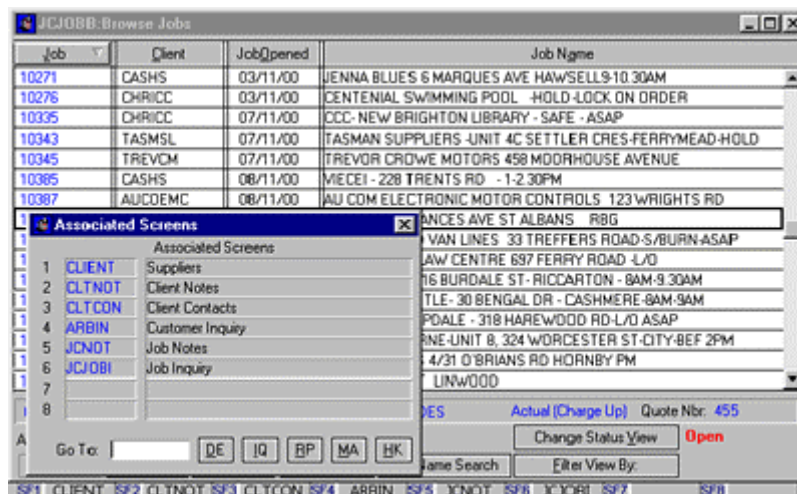
There are two competing extremes: functionality and usability. Maxim delivers the perfect balance of robust functionality and ease of use.

Navigation

Navigating your way around Maxim can be achieved using the main Maxim Navigate screen or using user defined Program Windows, where functions specific to a user are presented.



Every Maxim screen allows the user to 'Go To' a number of Associated Screens or to 'Go To' any screen within Maxim. The Associated Screens are made available on the basis: 'if I'm at this screen I'm most likely to want to go to one of these screens'.



Maxim has been designed to suit all levels of users, from novice to experienced users who need to jump around all areas quickly.

Open Multiple Screens

Multiple screens can be open from any module, while in any area, without disruption or delay. This allows, for example: A new customer table can be created from a sales screen without leaving the sales screen.

Data Entry

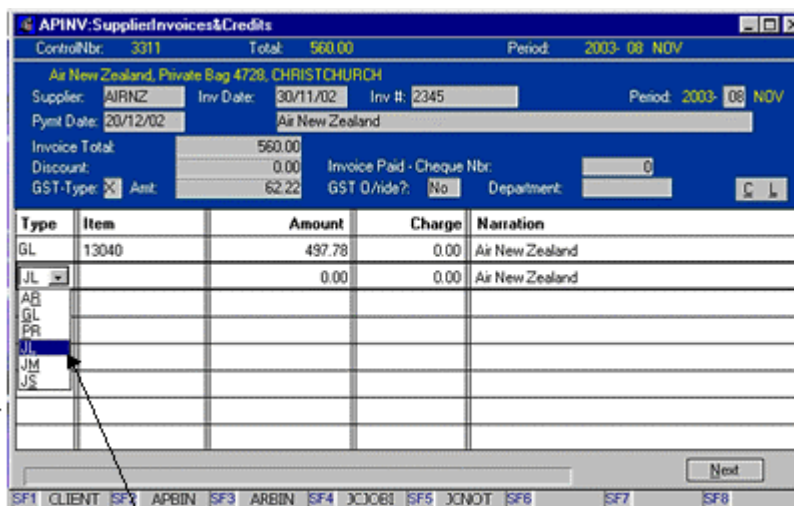
By nature, accounting is made up of a number of repetitive processes. We've taken the time to conduct usability studies to determine how to make data entry as fast and intuitive as possible.

Data can be entered into a screen without the need to use a mouse. Fast data entry is possible because you can use the Enter key to tab through fields on a screen and by using the function key and button shortcuts. Of course the mouse can be used.

Data changes are automatically 'saved' to the database. You are not prompted with repetitive questions or buttons to save data.

All Maxim functions and processes are fully integrated, data is entered once and flows through to the necessary ledgers. Data base updates occur in real time. There is no subsequent batch processing required to present data to users. Data updates are protected by transaction processing techniques.

Transaction input can occur to any open accounting period. Transaction input errors can be corrected by reediting the original transaction. There is no need to have to generate subsequent journal entries to fix input errors.



APINV:SupplierInvoices&Credits
 ControlNbr: 3311 Total: 560.00 Period: 2003-08 NOV
 Air New Zealand, Private Bag 4728, CHRISTCHURCH
 Supplier: AIRNZ Inv Date: 30/11/02 Inv #: 2345 Period: 2003-08 NOV
 Pymt Date: 20/12/02 Air New Zealand
 Invoice Total: 560.00 Invoice Paid - Cheque Nbr: 0
 Discount: 0.00 GST 0/rate?: No Department: C L
 GST-Type: X Amt: 62.22

Type	Item	Amount	Charge	Narration
GL	13040	497.78	0.00	Air New Zealand
JL		0.00	0.00	Air New Zealand
AB				
GL				
PR				
JL				
JM				
JS				

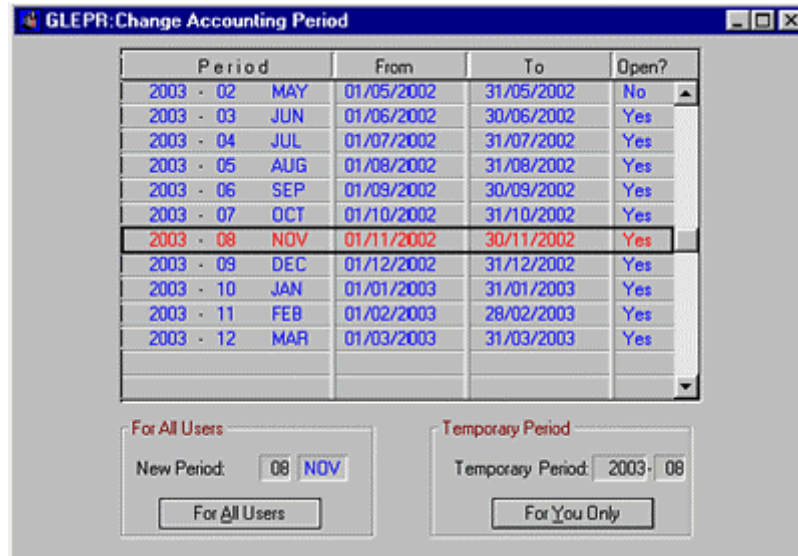
Next

SF1 CLIENT SF2 APBIN SF3 ARBIN SF4 JCJOB SF5 JCNOT SF6 SF7 SF8

Transactions can be processed to multiple ledgers. For example, a cheque can be charged to a GL Account and direct to a job from the same screen.

Accounting Periods

Maxim does not have time consuming and frustrating period-end or year-end routines, that often destroy the valuable data that you have entered.



Accounting period settings control logical month end cutoffs.

Individual user settings control the selection of accounting periods – point of sale users get an accounting period based on today’s date. Back office users can get an accounting period based on the current period setting. This allows for real time processing to occur – point of sale users get on with their job of selling in the new period while back office users continue with the process of completing other month end requirements.

Financial year-end is no different to month-end – real time business processes continue on while year-end financial reports are finalised.

Reporting

Maxim keeps history for as long as you want. You can view data and print reports for any previous period or year.

Maxim’s report processing engine enables reports to be processed in background mode on any nominated server or client workstation. This frees the users current Maxim session so that normal screen activity can continue unhindered.

Drill Down

You can drill down from any balance to view a list of transactions. Drill down on any transaction to show the original transaction input. You drill down to table lists to select an entry.

Incremental Searching

You can select entries in a table list by typing characters.

Security

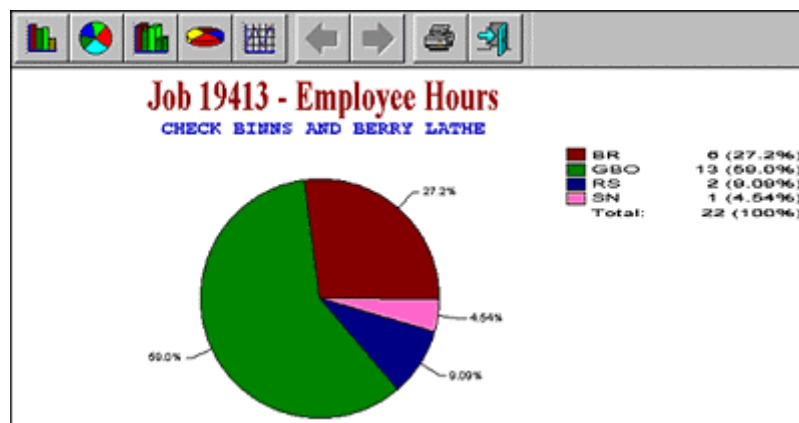
User authentication is required. User Rights provide screen and module level access control. Special User Rights provide function control within a screen.

Accounting

Supporting Maxim's advanced operations management solution is a robust and secure suite of core accounting modules. The core modules include: General Ledger, Accounts Receivable, Accounts Payable, Cash Management and Fixed Assets.

Maxim handles multiple companies, multiple branch structures, with single company or multi company database structures – in fact multi everything... There are no imposed limits on the number of companies able to be created.

Printing of graphs is available through out Maxim.



Nothing Is Set In Concrete

You can restructure your chart of accounts. You can change your client codes (customers and suppliers), you can change your product codes – and all transactions and history tables are instantly realigned to the new code.

General Ledger

The general ledger, along with the associated financial reporting, provides you with up to date and timely information on the financial health of your business.

Very simple, to very complex chart of accounts structures can be created to map the reporting requirements of your business, including group to parent company reporting with exchange rate conversions.

Multiple yearly budgets can be maintained. And if you want to save accounting fees Maxim provides for full Notes To Accounts presentation.

Accounts Receivable

The Accounts Receivable module provides you with the tools to manage your customers including credit control. You have access to comprehensive sales and gross profit history from reports and real time inquiry screens. You can create multiple AR ledgers to better manage your debtors if required. You can create customer aliases that enable you to locate customers by different codes.

Accounts Payable

The Accounts Payable module tracks what you owe to suppliers and provides flexibility in paying suppliers. Flexible payment methods allow payment by computer cheque, direct credit, bank debit and manual cheques. You have access to comprehensive purchasing history. You can create multiple AP ledgers to better manage your creditors if required. You can create supplier aliases that enable you to locate suppliers by different codes.

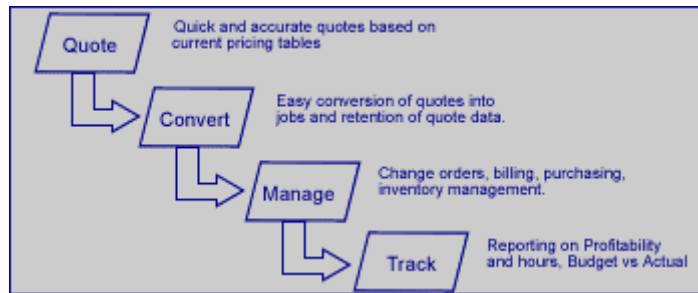
Fixed Assets

Keeping track of your fixed assets is made easy with Maxim. Full integration with the general ledger makes the calculation of accounting and tax depreciation simple. Financial reports can include fixed asset reporting.

Job Management

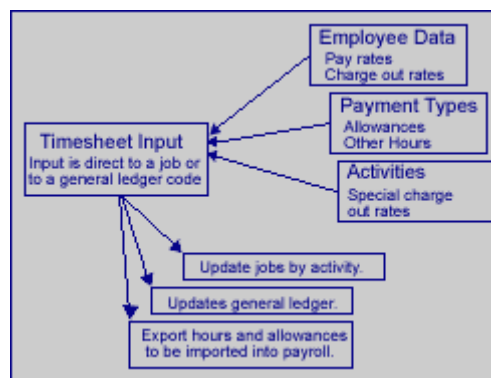
If you operate a **job or project based** business, an effective means of managing each job or project is essential. Most midsize companies have a disintegrated approach to job management. Manual processes, paper-based processes and spreadsheets prevail. Maxim provides a completely integrated job management system that is fully integrated to Maxim’s accounting system. Our job management system gives you the control required to increase revenue, maximise profit and ensure customer satisfaction.

The following diagram illustrates how Maxim manages a typical job process.



Timesheets & Payroll

Maxim’s timesheet input provides for accurate labour job costing using employee pay data, payment types and activities. Both cost and charge out rates are used. Employee hours and allowances can be exported from the timesheet input to be used as payroll input.



Maxim provides import routines to a number of payrolls. Maxim does not have it’s own payroll, but supports Payroll Partner from IMS.

Inventory

Effective inventory management is the key to success in product oriented businesses. Maxim Inventory Management gives you the control required to reduce stock on hand and increase stock turns to maximise profit.

Maxim Inventory Management provides the following:

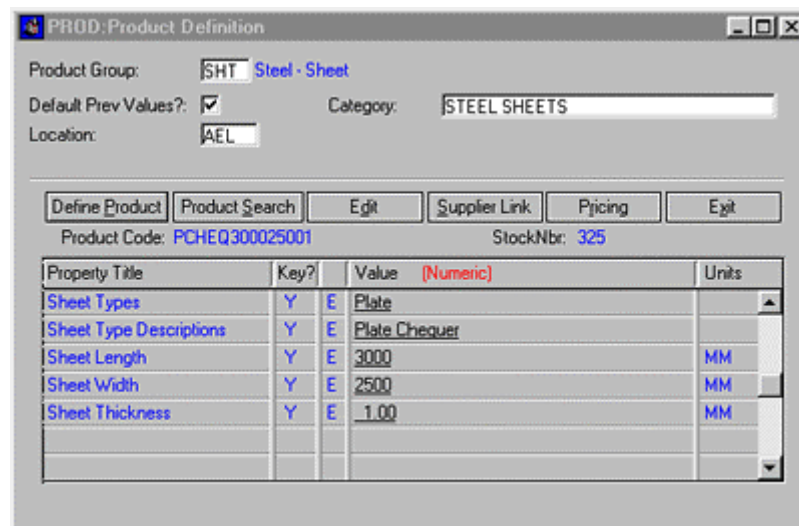
- Handles complex inventory requirements
- Inventory control
- Real-time stock taking
- Multiple bins, multi locations
- UOM conversions
- Price labels
- Supplier product links
- Automated supplier price updates
- Multiple pricing schedules
- Forecasting
- Inventory Analysis and Reporting
- Automatic Re-Ordering

An extensive search engine enables you to find products by product code, barcode, supplier product code, SKU number and key words.

Product Properties

Product groups can be established that force rules and standards when creating products. The product properties can be table driven that allow products to be created that have a predetermined formatted product code and long and short product descriptions.

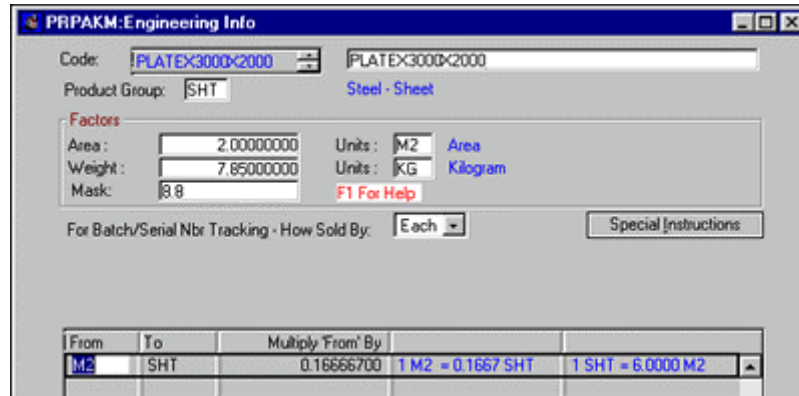
An example of how product properties can be used is graphically shown using steel sheets.



The screenshot shows the 'PROD:Product Definition' window. It includes fields for Product Group (SHT Steel - Sheet), Default Prev Values? (checked), Location (AEL), and Category (STEEL SHEETS). Below these are buttons for Define Product, Product Search, Edit, Supplier Link, Pricing, and Exit. The Product Code is PCHEQ300025001 and StockNbr is 325. A table lists properties for Steel Sheets:

Property Title	Key?		Value (Numeric)	Units
Sheet Types	Y	E	Plate	
Sheet Type Descriptions	Y	E	Plate Chequer	
Sheet Length	Y	E	3000	MM
Sheet Width	Y	E	2500	MM
Sheet Thickness	Y	E	1.00	MM

The Property Values are selected from a table, which eliminates guess work. Sheet length, sheet width and sheet thickness properties will be established as X, Y and Z co-ordinates for the calculation of area and weight.



The screenshot shows a software window titled "PRPAKM:Engineering Info". It contains the following fields and data:

- Code: PLATEX3000*2000
- Product Group: SHT (Steel - Sheet)
- Factors section:
 - Area: 2.00000000 Units: M2 Area
 - Weight: 7.65000000 Units: KG Kilogram
 - Mask: 3.8 F1 For Help
- For Batch/Serial Nbr Tracking - How Sold By: Each
- Special Instructions: (button)
- Conversion table at the bottom:

From	To	Multiply From By	
M2	SHT	0.16666700	1 M2 = 0.1667 SHT 1 SHT = 6.0000 M2

Conversion tables, linked to products, allow for unit of measure conversions. You buy steel plate by the SHT (sheet) and you may sell it or transfer it to a job either as SHT or as M2. The conversion factors ensure the correct update of quantity used.

Manufacturing

The manufacturing process is at the heart of many businesses. Whether you have a make-to-order, make-to-stock or assemble-to-order manufacturing process, Maxim's manufacturing management module will help you run your business smoothly.

With Maxim Manufacturing you can:

- Easily create manufacturing orders
- Manage Bills of Materials
- Handle outsourced manufacturing through seamless link to job costing
- Track batch/serial number, supplier/ location, raw materials cost, 3rd party cost
- Estimate labour, machine, and material resources
- Schedule/reschedule orders
- Conversion of measures, for example kilogram to grams
- For BOM component items, the quantity can be to 6 decimal places.

Customer Pricing Intelligence

Providing the correct price, for the correct customer at the right time can be a challenge in busy point of sale or distribution environments. It is especially critical at point of sale when there are a number of customers waiting for service.

You really only get one chance to get the price right. For a cash sale customer, the customer has paid the money and gone – too late to do anything in respect to a wrong sale price. For a charge customer you need to give the correct price every time, otherwise you may find your customer stops doing business with you.

Maxim has put intelligence into customer / product pricing to cater for the various 'deals' that are made with customers. Business rules ensure that the customer receives the best price.

- Customerised Pricing - Special pricing or special discounts for selected products or a range of products by selected customers.
- Customer allocated discount level – provides for a standard discount based on the allocated discount level.
- Special prices or discounts for a quoted job – provide Maxim with the job number and the customer receives the quoted prices for the required materials.
- Product promotions – items within a promotion that are sold between the promotion start and stop dates are sold at the promotion price.

Other functions that Maxim can perform that will assist in debtor control include:

- Point of sale credit control checking in real time. If the customer exceeds the credit limit during invoicing you will be told.
- Settlement discounting functions assist with prompt payments.

E-Intelligence

Maxim will let you know immediately when selected actions are required or when parameters have been exceeded.

A selection of the actions Maxim will track include:

- When goods have been received for a customer – provides for better customer service.
- When goods have been received for a job – more efficient job management.
- When inventory costs have moved outside of the norm – is this caused by a mistake or does the sell price need to be increased.
- When a stock item's quantity drops below a minimum level or into a negative quantity.

E-intelligence is handled by Maxim's internal messaging functions. These functions include the ability to drill down from the message directly to the area that requires attention.

E-Business

Documents such as purchase orders, job quotes, invoices, statements, supplier payment advices can be sent electronically by email or efax based on client table settings.

Reports can be emailed to recipients.

It is Maxim's strong view that for a company to get involved with e-business technologies you must first be in the position of having control of your accounting system and related business processes. Simply, e-business type solutions tend to make 'things' happen a lot faster. A company has to be able to cope with this requirement and be comfortable dealing in a new medium.

Industry Solutions

Overview

“At last, a software company that delivers on its promises. The implementation of Maxim went smoothly and they’re always there to answer our questions and find ways to deliver more value”. *Sacha McGregor, Logan Holdings Ltd*

The majority of software companies over-promise and under-deliver. At Maxim, we take a different approach. We take on only as many customers as we can handle. And our target is 100% customer satisfaction. We are more than happy to allow you to speak with any one of our customers to hear, first-hand, their impressions of Maxim.

There are a wide variety of industries that require rich operations management functionality. Maxim has developed solutions that meet the special needs of the following industries:

- Timber & Building Supplies
- Engineering
- Manufacturing
- Services
- Distribution
- Chartered Accountants

Timber & Building Supplies

“We chose Maxim because they were willing to tailor their software to our business rather than making our business conform to their software. For a fraction of the cost of brand name ERP system, we got something matched to our exact needs.” *(Roger Hooker, Tumu Timbers)*

Timber and building supplies merchants have some unique operations management challenges. Handling the variety of materials sizes is one such challenge. Maxim has worked closely with its customers to create a management solution that addresses the unique needs of the building supplies industry.

Maxim has functionality that enables multi company businesses achieve Group Control. Group control allows for the management of only a single product file, group debtor control, group pricing standards and supplier price update support are examples where efficiencies can return dollars.

Product File

An accurate and complete product file is essential for the management of your business. A properly created and managed product file drives a number of business advantages including:

- **Having Supplier product links**
Links your product to the suppliers' product details such as supplier product code, barcode, last price update information.
- **Supplier price update routines**
Allows for automated supplier price change updates.
- **Categories and sub categories**
Properly organized categories and sub categories drives customer price books and default pricing markups and discounts.

- **Timber product properties**
Provides standards for creating products that require volume and weight calculations and provides the conversion factors, for example between M3 and LM.
- **Point of sale**
Fast and accurate point of sale procedures is vitally important to avoid frustrations for both the customer and user. An accurate product file with stock number and barcode lookups is a necessary requirement.

Reduce implementation time and costs

Having available an accurate product file from day one will significantly reduce implementation time and therefore reduce initial set up costs. Bin setups for stocktaking purposes, is simplified, as it will allow you to enter product into the respective bins, by directly reading the barcode on the product, on the shelf.

We can help you with a product file. Please talk to us to find out how we can help.

Engineering

“Engineering firms like ours have very unique software requirements. We’d tried many different accounting packages without any luck...then we found Maxim. It’s a good thing.” *(Orlando Robbins, Amtec Engineering Ltd)*

Engineering companies can have a mix of job types. Large jobs, small jobs, one off jobs or jobs that manufacture products for resale. Maxim copes with the lot. This places heavy demands on an accounting and operations management system. Maxim was designed to handle those demands.

The typical engineering firm requires a sound job management system that handles job quoting as well as tracking of costs against the quoted or budget hours and costs. Having complete control over labour hours is also crucial to success for engineering firms. Maxim allows timesheet input to flow directly into jobs with employee hours and allowances being exported to payroll.

Maxim also provides an effective purchasing management engine, and inventory control that allows quantity and cost tracking of raw materials, packaging and third party costs. It can calculate the area and weight of materials (ex: steel sections and sheets) and convert from purchasing units of measure to selling units of measure.

Seamless linking of jobs to the manufacturing process, which in turn creates inventory stock on hand, also provides for increased control. And, you have visibility into the true cost of manufactured products.

Quality Management

Companies that have a Telarc or ISO Registration have additional challenges. Maxim helps in this area by tracking material test certificates and other material documents that are used on jobs requiring Quality Management.

Manufacturing

“Due to our growth, the accounting package we were using was no longer meeting our needs. The ERP systems we looked at were overkill. Then we discovered Maxim. Maxim gave us the inventory and purchasing controls integrated with accounting. It was a cost effective solution.” *(Roger Levie, Natural Health Labs)*

Optimising repeatable business processes is the key to any product manufacturer’s success. Maxim provides the automation that enables manufacturers to drive the

greatest possible efficiencies into their business.

Our manufacturing customers have found the following capabilities instrumental in gaining control and producing positive results:

- Create reusable kits/recipes
- Allocate a cost overhead
- Manage supply chain (raw goods)
- Manage Inventory (finished goods)
- Convert sizes and weights of raw goods into finished goods.
- Bills of Materials
- Handle supplier discounts
- Batch control (ie: serial numbers)

Services

“The integrated business processes that Maxim provides, has helped our company immensely. From quoting through to job management and inventory management, we have control of our business, plus Maxim listens to what we have to say.” *Roger Barriball, Ross Galt Lock & Key Service*

As service companies grow beyond about 10 employees, their need for an effective operations management system that delivers more than their basic accounting system also grows.

With Maxim, service companies gain:

- Job Quoting
- Job Management
- Point of Sale
- Integrated purchasing and inventory control
- Flexible job invoicing
- Tracking of progress claims and retentions
- Subcontractor tracking
- The ability to track and dispatch jobs
- Withholding tax, GST, progress claim retentions, buyer created tax invoices

Distribution

“As with most manufacturers and distributors, inventory control is critical to the success of our business. Maxim gives us the insight we need to manage our business effectively.” (Ian Burgess, PharmaZen)

Distributors face a number of unique challenges in managing their business. Working with its customers, Maxim has developed a system to handle the unique needs of distributors.

Following are a few of the capabilities that specifically impact a distribution company:

- Various discount levels - DIY, Trade1, Trade2, Trade3, etc
- Intelligent customer pricing : Special pricing of selected products for selected customers, promotion pricing, special pricing related to a quoted job .
- Integrated purchase order tracking
- Profit margin protection - integrated supplier price updates.
- Inventory management
- Stock turns, history, item profitability, multiple suppliers, product links to supplier product code and barcodes, multiple bins.
- Unit of measure conversions - buy in cubic metres, sell in lineal metres
- Freight costs
- Packet or serial number tracking
- Group buying requirements handled

Chartered Accountants

“Our firm has a long and valued business relationship with Maxim. We have clients that run Maxim on stand alone computer systems and others that connect to our server – all are very successful” (Gerard Boock, Jackson Valentine Ltd)

Maxim’s core accounting modules allow Chartered Accountants to provide client accounting and financial and fixed asset reporting.

Maxim’s time and cost recording, job management and invoicing functions provide the management tools for CA firms to manage time and costs.

In addition Maxim’s high value operations management modules are available for those clients requiring more than standard accounting. Deployment to those clients can be in a couple of ways:

1. The client can have a stand alone computer system.
2. For those clients that cannot initially justify a stand alone system, Maxim can be deployed as an ASP (Application Service Provider) solution. Internet connections from the client’s premises to your firm’s server, enable real time client remote access to Maxim.

Either way you are able to give daily control back to your clients, yet retain a monthly financial overview for your client.

Services

“We are a small company with a small company budget but we have the complex software requirements of a big company. Maxim was able to exceed our product requirements and meet our budgetary needs.” *(Geoff Kidd, Ross Galt Lock & Key Service)*

Maxim is more than a software company.

We provide everything it takes to ensure a smooth transition to our product. Following is an overview of some of the services we provide.

Implementation

We have extensive experience implementing Maxim and tailoring it to the needs of our customers. Moving from one accounting platform to another can be quite a challenge. Our step-by-step methodology--developed over many years and many installations--makes implementation as painless as possible.

Training

It's not enough to merely get the product installed. Success or failure of any software implementation rests largely on how people adapt to the change. We've created a training programme that helps ensure a quick and seamless adoption of our system.

Support

Over time, needs arise as business and technical changes occur. Maxim values its record of 100% customer satisfaction, achieved by going above and beyond the call of duty to respond quickly to our customer's needs. In addition, we provide regular upgrades to deliver maximum value to our customers.

Deployments

Maxim offers a number of deployment options.

Server Options

Windows
Linux
IBM iSeries
Unix

Clients

Windows

Configuration Options

Work groups
Client and server
Terminal servers
Citrix servers
LAN, WAN, Web Browser, Web Services

For further information please refer to the **eDeveloper Product Overview** at www.magicsoftware.com/edeveloper