

Sophisticated Financial Analysis in FileMaker®

Genesis Transactions

Best of Both Worlds: Custom and Pre-Built

Genesis Transactions is a framework for custom development which encompasses customer management, vendor management, inventory control, purchasing, invoicing, job/project quoting, tracking and billing, and manufacturing control.

Genesis Transactions is designed for rapid solution development and can be seamlessly linked with Genesis Accounting and Genesis Business Metrics to provide the ultimate in efficiency, control, and reliability. Other workflow processes specific to your business model can easily be added.

In addition to comprehensive Financial Reporting, Genesis Business Metrics is a:

- ▶ Cross-Platform (Windows/Mac)
- ▶ State-of-the-art security; data integrity is assured
- ▶ By putting all of your primary business processes into a centralized system, you eliminate redundant data entry, improve control, and increase efficiency
- ▶ Painless upgrades using the Separation Model and the DMT:
 - ▶ Future upgrades are primarily done in the “Interface” file; this means there is no data migration for most upgrades – just a replacement of the old “Interface” file with a new one

Several Fully-
developed Engines...



...to Make Custom
Development Efficient!

Navigation Engine provides a professional, easy-to-use interface

- ▶ Consistent in all modules
- ▶ Facilitates navigation between modules, or within a given module, intuitively and easily
- ▶ Preserves and restores context – when the user revisits a module, they return to the same layout, tab, and found set as was present when the user was there last

Find Engine

- ▶ Easy-to-use Find interface is consistent across all modules

Print Engine

- ▶ Navigate pages, Page setup, Print, Save as PDF, Save as Excel, Send as Email, Zoom in and out, Scroll up and down, Cancel

Status Stages Engine

- ▶ Configurable Status Stages provide control of workflow for Prospects, Customers, Jobs, Invoices, Purchase Orders, Time Sheets, and Builds (and custom modules if desired)
- ▶ Implement rules, data verifications, and privilege tests

Window Management Engine

- ▶ Automatically sets window size and resolution to suit each individual user's screen

Logging Engine

- ▶ Complete audit trail
- ▶ Logs changes in all modules by user, date, time, by field (from/to), and transaction status, with complete audit trail
- ▶ Deletion log – stores the complete contents of records before deletion
- ▶ Events Log – Configurable to log when a user runs any script, report, visits a layout, etc.

Error Handling Engine

- ▶ Traps for errors, logs them, and tells the user what needs to be corrected

Edit Mode Engine

- ▶ A user's rights to edit data on any layout is permitted or restricted by the

“privilege set” that has been assigned to them

- ▶ A user is prevented from trying to edit a record that is already being edited by another user
- ▶ A user may be prevented from editing a record based on the record's status (e.g. transaction is “final”)

Security Administrator™
(included) provides:



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- ▶ Central administration of user accounts and encrypted passwords, as well as privileges for all modules
 - ▶ A single interface where all user accounts are entered and edited, and privilege sets are assigned
 - ▶ Addition, deactivation, and removal of user accounts

Contacts



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- ▶ Information about all entities (Prospects, Customers, Contractors, Vendors, Advisors, etc.) is centrally maintained
 - ▶ Contacts may have multiple locations and shipping addresses
 - ▶ Highly detailed and customizable Prospect information and status management
 - ▶ Efficient Customer Service via immediate drill-down into transactions and communication history
 - ▶ Instant reference to Credit Status, outstanding AR and AP when integrated with Genesis Accounting
 - ▶ Unlimited number of Subcontacts (people) within any Company
 - ▶ Easy-to-remember Contact Codes promote efficient data entry and reporting

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- ▶ Multiple Contact Types (Retail, Wholesale, Client, Prospect, Vendor, etc.) promote clarity about relationships and allow precise searches
 - ▶ Communications Log
 - ▶ Automatic Date & Time Mark
 - ▶ Appointments and call-backs report
 - ▶ Save and retrieve pre-defined groups (“Found Sets”) of companies and individuals
 - ▶ Move Subcontact record (individual) to different Company
 - ▶ Automatically check for existing Contact records during data entry to prevent duplicates

Marketing and Email integrations



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- ▶ CRM, marketing, and sales tools such as:
 - ▶ Mail merge, email lists, prospect management
 - ▶ Campaign tracking and results assessment when integrated with services such as Constant Contact, MailChimp, and iContact
 - ▶ Automatic creation and addressing of email messages in users' default email program from Contacts
 - ▶ Centralize individual email address lists, maintain correct current addresses
 - ▶ Direct mass emailing from Genesis in standard text or html
 - ▶ Maintain email address and mailing lists eMailings Log
 - ▶ eMailings Log
 - ▶ Automatic navigation to a website using your preferred web browser
 - ▶ Opens browser window to Contact Website
 - ▶ Automated import and semi-automatic validation of names, email addresses, and other information from emails and e-commerce solutions
 - ▶ Use an iPhone, iPad, or a web browser to remotely access Contacts, Order Entry, etc

Document Creation and Management



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- ▶ Create Documents directly from Contacts in FileMaker or in MS Word
 - ▶ Documents can be stored on a server and accessed via all users on the network
 - ▶ Close/Unclose (Lock/Unlock) Documents
 - ▶ Track location, searchable keywords, and summary information of external documents
 - ▶ Forms store boilerplate text for insertion into editable documents.
 - ▶ Postal mail-merge to Contacts and selected sub-contacts
 - ▶ Postal mailings log
 - ▶ Manage modifiable templates for quick and easy creation of letters, contracts and other correspondence containing merged field data

Calendar/ Activities



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- ▶ Maintain personal Activities and Events for each user
 - ▶ Activities sorted and displayed in time order
 - ▶ Activity, Event, and Appointment Entry
 - ▶ Activities listed in Time Sequence in each Day
 - ▶ Integration with web-based calendar programs (including Google Calendar, iCal, Outlook)
 - ▶ Track Enterprise-wide Group Activities and Meetings
 - ▶ Track Time-Clock Events linked to Jobs and Job Line Items
 - ▶ Month, Week and Day Views

Products (Goods and Services)



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- ▶ All transaction elements (stock goods, special-order goods, services, and expenses) are Products
 - ▶ Inventory tracking by unlimited locations
 - ▶ Re-ordering of Stocked Goods is flagged at user-set or calculated minimum-stock levels
 - ▶ Products can be classified as taxable or non-taxable
 - ▶ Standard Inventory Reports (Customizable)
 - ▶ Inventory On Hand Report – Item Number, Description, Quantity, Unit Value, Extended Value
 - ▶ Inventory Quantity and Value Adjustments Reports
 - ▶ Inventory Transfers

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- ▶ Inventory and Product Valuation:
 - ▶ Cost Averaging (Running Average) Standard Cost
 - ▶ Specific Identification
 - ▶ Manual Valuation per transaction
 - ▶ Track Quantities Available, On Hand, On Order, and Unallocated
 - ▶ Inventory on hand is incremented when vendor orders are received, decremented when customer is invoiced, and allocated when a customer order is confirmed
 - ▶ Inventory Adjustments

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- ▶ Enter new Products manually or from imported vendor price lists Products organized by Product Group and Product Category Update costs and prices of existing products from price list Select Vendor and Cost for use in Job/PO Line Items
 - ▶ Delete Product only if it has no Transaction History
 - ▶ Lookup Item by Description, Product Number, or Manufacturer Item
 - ▶ Number
 - ▶ Management Views to analyze transaction history of Item
 - ▶ Track Bin Location, Vendor Item Number, Manufacturer Item
 - ▶ Number, Taxable Status, Creation & Modification Date, etc. Update Item cost from job line item or latest PO
 - ▶ Update Item cost from job line item or latest PO

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- ▶ Customizable industry-specific properties
 - ▶ Color, size, weight, dimensions, industry classifications, hazardous materials Standard codes, etc.
 - ▶ Units of measure
 - ▶ Products may be purchased and sold in various units – e.g., each, foot, sq. ft., case, box, pallet, spool, etc. (with specific quantities per unit for inventory purposes)
 - ▶ Products are linked to Sales, Cost, and Inventory G/L Accounts, as well as departments
 - ▶ Show Quantity Available of Stocked Goods on Order/Quote Line Item line

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- ▶ Component Assembly and Work-in-Progress functions
 - ▶ “Master Builds” (BOMs) store the components of standard production items, including their costs
 - ▶ A Build (a specific production run) can be automatically created from a Master Build (BOM)
 - ▶ Labor costs can be factored in to determine total product cost
 - ▶ Service Products, if implemented, are tracked differently than Goods Products
 - ▶ Billing may be on either a fixed-price or hourly basis
 - ▶ Calculate tiers of standard prices – markup from cost or discount from Suggested Retail Price
 - ▶ Vendor Buy Backs

Jobs/Projects/ Quotes



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- ▶ Jobs track all transaction elements – goods, services, and expenses
 - ▶ A Job/Project can have different aspects (with corresponding views):
 - ▶ Quote/Estimate/Proposal, Sales Order, Workorder, Job, etc.
 - ▶ Instant conversion of Quotes/Estimates/Proposals to Sales Orders, Workorders, and Jobs
 - ▶ Create a Job from Customers, or directly in Jobs
 - ▶ Customer information is automatically entered – Name, Address, Sales Tax Category, etc.
 - ▶ Create Workorder(s) from a Job
 - ▶ Add either standard Products or a made-to-order Builds

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- ▶ Add Product to Job as a Line Item
 - ▶ Change Vendor of an existing Job Line Item
 - ▶ Lookup Line Item by Product Number, Category, Description, or Manufacturer Number
 - ▶ Close Jobs (finalizing all income and costs)
 - ▶ Select from multiple Bill-to and Ship-to Address and Subcontacts
 - ▶ Calculate Sell Price based on Tiers or Margin (can manually override)
 - ▶ Calculate overall Job Profit and Margin
 - ▶ Calculate Job Line Item Profit and Margin
 - ▶ Invoice all Line Items or any selected items; invoice partial quantities

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- ▶ Maintain “Master Job” templates and “kits”
 - ▶ Standard sets of Items that are ordered or sold together
 - ▶ Standing and repeat orders from customers
 - ▶ Standard sets of service tasks, goods, and frequently used expenses
 - ▶ Duplicate existing Jobs
 - ▶ Create linked Job Revisions for Change Orders and new iterations of complex Quotes
 - ▶ Log Status changes to Project by person, date & time, and content
 - ▶ Create Invoice from Job
 - ▶ Preview, Print, Save as PDF, Save as Excel, Send as Email attachment
 - ▶ Create sub-Jobs linked to primary Job
 - ▶ Can maintain running comparison of current actuals with original estimate
 - ▶ Standard Project Reports (Customizable)
 - ▶ Find Jobs by Status

Service Billing



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- ▶ Handles complex Service Billing
 - ▶ Genesis allows real-time tracking of accumulating Job hours
 - ▶ Time Sheets linked to Job Line Items (tasks) can be used by internal Employees and external Contractors
 - ▶ Service Products can be fixed-price or hourly
 - ▶ Service Products are tracked as Project/PO/Invoice Line Items
 - ▶ Time Tracking and Allocation
 - ▶ Can Comp and Adjust time
 - ▶ Can track non-billable time, and change billable/non-billable status
 - ▶ Can invoice from a given Line Item multiple times
 - ▶ Can change Service Provider of an existing Project Service Line Item
 - ▶ Detailed time billing notes if applicable
 - ▶ Total hours per day per Job/Task or by discreet start & stop times

Web/Internet Integration (of Transactions)



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- ▶ Access via FileMaker directly, or remote access via Terminal Services, Citrix, or other third-party remote access applications
 - ▶ Remote administration of FileMaker Server
 - ▶ Can be integrated with a Web Shopping Cart system
 - ▶ Customers can enter orders directly, query product list, enter contact and payment information
 - ▶ Virtualization of hosting
 - ▶ Use an iPhone, iPad, or a web browser to remotely access Contacts, Order Entry, etc.

Purchase Orders



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- ▶ Create POs from Vendors, Jobs, or directly in POs
 - ▶ Add new Items to existing not-yet-ordered PO for Vendor or create new PO for Vendor
 - ▶ Duplicate existing POs
 - ▶ Vendor information automatically entered – Name, Address, account number, etc.
 - ▶ Receipt of Items updates Inventory and Job Line-Item, Vendor, and In-House Notes Delete PO Line Item
 - ▶ Lookup Line Item by Inventory Item Number or Description
 - ▶ Track Payment Method, Vendor Terms, Vendor Invoice & Date, Ordering Person, Use Tax, 1099, Receiving, Shipping Method, Creation Date, Modification Date, Creator and Modifier Name, Expected Ship Date, etc.
 - ▶ Ordered-goods valuation (for Inventory) can include shipping costs and discounts

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- ▶ G/L Accounts are automatically entered (from Products), and can be overridden
 - ▶ PO data automatically validated
 - ▶ Update Product costs from PO
 - ▶ Track PO Status; finds POs by Status
 - ▶ Close/Lock POs
 - ▶ Post POs to Accounts Payable and General Ledger, individually or in a batch, when integrated with Genesis Accounting
 - ▶ Track Back-Orders
 - ▶ Split POs for Back-Orders
 - ▶ Standard PO Reports (Customizable)
 - ▶ Find POs by Status
 - ▶ POs and PO Items by Vendor
 - ▶ Sending of POs by email directly from Genesis POs via user's default email program
 - ▶ Create Vendor Returns (RMAs) from PO Track Serial Numbers of Items received Expense-entry layout
 - ▶ Track Drop-Shipping by Line Item and Ship-to address

Invoices



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- ▶ Create Invoices from Customers, Jobs, or directly in Invoices
 - ▶ Create new Invoice from Project Line Item or add Item to existing Invoice
 - ▶ Line-Item, Customer, and In-House Notes
 - ▶ Allocate transaction Amount and Profit to Salesperson
 - ▶ Track multiple Commissions at variable percentages
 - ▶ Divide Commission between salespeople and sales managers
 - ▶ Delete Invoice Line Item
 - ▶ Shipping can be Taxable (optional)

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- ▶ Automatically generate recurring Invoices
 - ▶ Duplicate Invoices
 - ▶ Lookup Line Item by Product Number or Description
 - ▶ Track Payment Method and Amount, Customer Type, Invoice Status, Posting Status, Customer PO Number, Payment
 - ▶ Automatic or Manual Costing and Cost Verification
 - ▶ Line Item Costing and Profit Margin
 - ▶ Calculate overall Invoice Profit and Margin
 - ▶ Customer information automatically entered from Contacts – Name, Address, Sales Tax Category, etc

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- ▶ Select Bill-to and Ship-to Address and Subcontact separately
 - ▶ Option to print Packing Slip with Invoice, or separately
 - ▶ Close Invoice; Lock Costs
 - ▶ Verify invoice data integrity
 - ▶ Post Invoices to Accounts Receivable and General Ledger, individually or in a batch, when integrated with Genesis Accounting
 - ▶ Standard Invoices and Sales Reports (Customizable)
 - ▶ Invoices by Customer Report
 - ▶ Invoice Items by Customer Report
 - ▶ Sales by Period (Day, Week, Month, Quarter, Year) Sales Tax Report
 - ▶ Salesperson Report Find Invoices by Status Commission Reports
 - ▶ Sending of PDF invoices by email directly from Genesis Invoices and user's default email program

Vendor and Customer Returns



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- ▶ Create Vendor Return from PO, and Customer Return from Invoice
 - ▶ Vendor Returns can be for Replacement or Credit
 - ▶ Returns are managed with regard to inventory – Company Inventory or Customer property
 - ▶ Track Expected Ship Date
 - ▶ Vendor Note and In-House Note
 - ▶ Generate Customer RMAs and track process to completion – by Replacement or Credit

Explore Genesis Today!