1. ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ БИЗНЕС-АНАЛИЗА И УПРАВЛЕНИЯ БИЗНЕСОМ

MODERN TOOLS OF FINANCIAL ANALYSIS IN ERP-SYSTEMS ON THE EXAMPLE OF THE "GALAXY 9.1"

Irina N. Averina
Brest State Technical University, Brest

Nowadays the main feature economy and society formation is large-scale progress in information and network technologies development. Their application determines the digitization of the economy. Rapid progress in science and technology prompts technological transformation in solving typical problems of financial management.

The main improving direction modern financial diagnostics is the development and application of effective automating financial analysis techniques. Enterprises need in high-quality and reliable information, as well as the prompt receipt of information on the current financial condition based on a wide and multivariate analysis using different methods.

One of the most influential IT developments for business-management during the past forty years has been Enterprise Resource Planning, or ERP. Thousands of organizations have used ERP to improve their business models [1]. The most famous of them are foreign ERP-systems SAP and Oracle, Belarusian – Galaxy ERP (from 2005), Russian – 1C: ERP Enterprise Management (from 2014).

ERP software supports the whole range of operations by processing the information associated with goods flows and financial flows. ERP software above all has an important added value since it facilitates integrated recording of information throughout the organization. The information kept on record by an organization is generic to a significant extent and can therefore easily be accommodated within a standard package [1].

In the context of world increasing a number of the implementations at enterprises corporate ERP-class integrated automation systems and their growing popularity, in-depth knowledge on setting up and implementing the functionality built into most of them to automate the financial management system becomes relevant.

The corporate information system "Galaxy ERP 9.1" is one of the modern integrated automation systems of the Belarusian development, which is used at enterprises in Belarus, Ukraine, Russia and others. The two main "Galaxy ERP 9.1" features are modular structure and customizability on user

specifics through a variety of parameters. A module is a set of necessary functions for automating some tasks of a particular subject area. The modules are combined into functional blocks according to the subject area commonality.

For example, the system "Galaxy ERP 9.1" has «The Financial Management» functional block, which consists of the Budget Management, Payment Calendar and Financial Analysis modules.

The purpose of the Financial Analysis module is to evaluate the enterprise financial condition and diagnose its further development opportunity.

The Financial Analysis module allows to expertise any economic indicators of enterprise economic activity and to perform an economic analysis of its internal reporting. But for the effective implementation and full use of the entire set of tools built into the ERP-system, competent and consistent configuration of functions is very important.

The following sequence of steps for preparing the Financial Analysis module for use may be recommended:

I. Filling the basic data catalogs and setting main parameters.

II. Configuring the import of reports for which financial analysis will be performed.

III. Setting up formulas for calculating the analyzed indicators in accordance with the selected analysis methodology.

IV. Designing the tabular form of the resulting analytical report.

V. Download (import) of the analyzed external report.

VI. Calculating of the analyzed indicators by means of forming the resulting report to print.

It should be noted that the most difficult stage is the implementation of reporting import settings and the correct formulas writing in accordance with the chosen financial analysis method. However, at all subsequent stages of using the module, it's possible to make changes and look for new options for calculating indicators, thereby improving and combining various methods for analysis.

The list of indicators for analysing may include, for example, the lines of the balance sheet. And then the indicators should be grouped as in the balance sheet. In order to point the location of indicators in the report loaded for analysis, a template is created. The result obtained in this case is presented in Figure 1.

To provide external control of report loading is configured the formulas of control ratios to which the incoming report obeys. So, the idea is to build formulas with the participation of absolute indicators of the analysed report, the identifiers of which are described above. In addition, for each indicator a legend is described. A legend is a set of data designed to interpret the value of an indicator obtained when calculating an outcoming report [2].
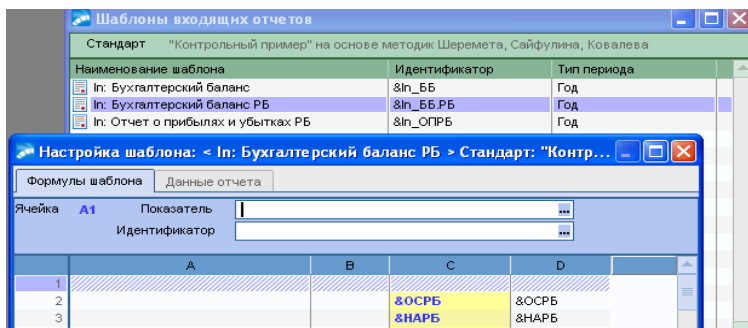
Figure 1 – Template for loading balance in .xls formatting

At the last stage of preparing is describing the .xls template of outcoming form for obtained results. An example of a fragment of the generated report is presented in Figure 2.

Figure 2 – Fragment of the resulting financial analysis report

Thus, following the proposed optimal sequence of operation in the Galaxy ERP and with the correct configuration of the formulas, you can get an accurate on-line result of the analysis of the necessary indicators. This allows to characterize the economic activities your own enterprise, or potential partners or competitors based on their public accounting statements.

At the same time, the economist can choose any method of financial diagnostics from a large list of proposed scientific approaches.

Using modern tools of financial analysis of ERP-systems provides on-line monitoring indicators in order to timely identify deviations from planned or normative value for making the necessary effective management decisions.

References

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СОВЕРШЕНСТВОВАНИЕ ПРОЦЕССА ПРОДАЖ ПУТЕМ РЕКОМЕНДАЦИИ СОПУТСТВУЮЩИХ ТОВАРОВ

Белов В.В., Воронов А.Э.[*]
ГОУ ВПО ЛНР «ЛУГАНСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМЕНИ ВЛАДИМИРА ДАЛЯ», г. Луганск

Главная задача любого предприятия – получение прибыли. Для торгового предприятия основными показателями успешности бизнеса являются прибыль с квадратного метра торгового зала, увеличение объемов продаж и среднего чека. Один из ключевых показателей – средний доход с покупателя в год.

Повысить эти показатели можно различными способами. Например, продавать более дорогие товары, большее количество товаров, сопутствующие товары, дополнительные товары (расходные материалы, товары повседневного или импульсного спроса).

В настоящее время магазины, супермаркеты и другие торговые предприятия обладают весьма широким ассортиментом, который мог бы заинтересовать потенциального покупателя. Однако, исходя из проведенных исследований и опросов [2], покупатель не всегда знает о существовании новых товаров либо тех, которые могут удовлетворить его потребности в более полной степени, нежели те товары, которые он привык приобретать.

Сопутствующие товары – возможность увеличить прибыль компании и средний чек покупателя уже тогда, когда он определился с покупкой. На кассе в магазине или во время формирования корзины при онлайн-шопинге можно предложить клиенту то, что может его заинтересовать, а это создаст дополнительную прибыль. Главное правило – товар должен быть действительно нужен, а не навязан покупателю.

Целью данной работы является повышение прибыльности предприятия за счет рекомендации покупателю сопутствующих товаров. Для достижения поставленной цели необходимо решить ряд задач: анализ спроса на товары с помощью информационных систем, выработка