



Stay on Top

**DATAframe<sup>®</sup>**

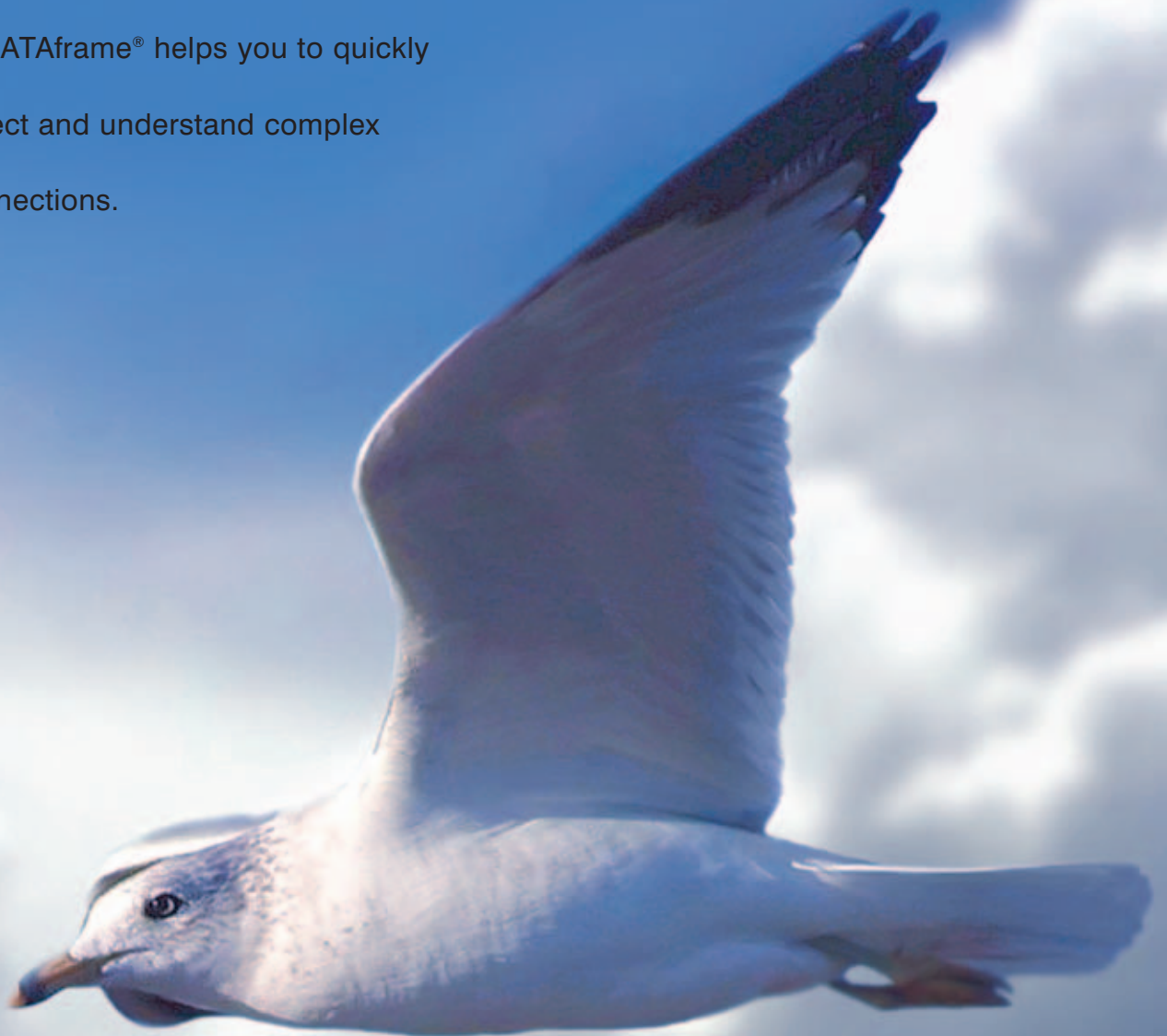
**Everything for Your Enterprise Processes**  
monitor – analyse – decide

**GSD**  
*software*

optimize your business

Change your perspective,  
in order to analyse precisely.

The sophisticated analysis technology  
of DATAframe® helps you to quickly  
detect and understand complex  
connections.



## About the necessity to find perfect solutions:

In order to attain the necessary competitive edge in dynamic markets, it is crucial to make informed decisions fast. You need access to precise information and accurate analyses - in real time. Waiting periods are not acceptable for you and your customers.

## Failing to integrate IT-systems has fatal consequences:

- ▶ **Ineffective Controlling**, since data might be stored by department in different file formats and not analysed in real time.
- ▶ **Knowledge gaps**, since important information is not centrally accessible and holistic analysis is impossible.
- ▶ **High costs** because of non-uniform software architecture.



Do you want to operate in dynamic markets with a secure look toward the future? With an integrated, flexible software solution that makes fast and secure data analysis possible, you're making the right decision.

# Integration Instead of Isolated Solutions



## Monitor, analyse and decide with one system.

DATAframe® is the complete solution for evaluation and statistics, data analysis and the analysis and visual representation of key figures. DATAframe® helps you to monitor, measure and increase the performance strength of your enterprise.

## Everything you want from a complete solution.

The requirements for a modern Business Intelligence system are clearly defined: you need a solution that gives you complete control over data from the most different sources and transfers it into usable information. With DATAframe®, you have your complete enterprise key figures in your grasp – uniformly edited, quickly and reliably. Through our internally-developed DOCUcontrol® programming language, the software can be optimally adapted to your individual desires and industry-specific requirements.

## An Overview of Features:

- ▶ **Data Warehouse**  
Your enterprise-wide central data collection
- ▶ **Key Figure Definition**  
Define the success factors of your enterprise
- ▶ **Data Analysis**  
For quick and secure decisions
- ▶ **Reporting**  
As strategic and operational support
- ▶ **Analysis/Statistics**  
Precise, detailed and in real time
- ▶ **Visualisation/Diagrams**  
For descriptive representation
- ▶ **Export to Excel, HTML and PDF**  
Data can easily continue to be processed

### DATAframe® Interfaces:

- ▶ **ODBC**
- ▶ **ASCII**
- ▶ Individualised solutions are possible at any time. DATAframe® is a module of the complete solution DOCUframe®, ERPframe® and FIBUframe®. Further information can be found on page 13.



Direct paths give the  
crucial advantage.

Only if information is presented directly  
and transparently are real time decisions possible.

Secure your lead ahead of the competition!

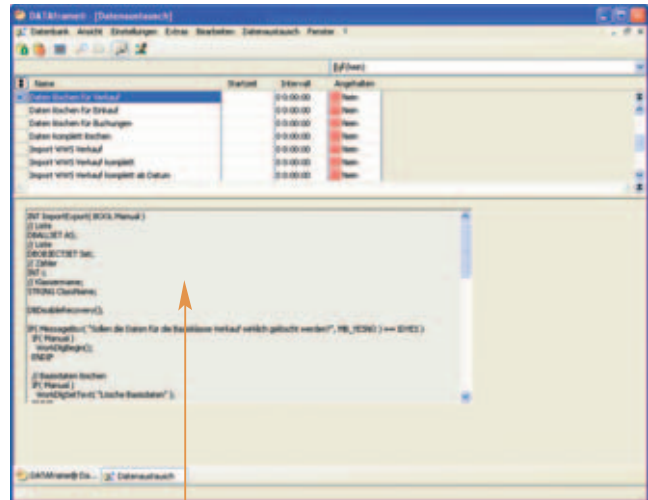


## Collect data centrally

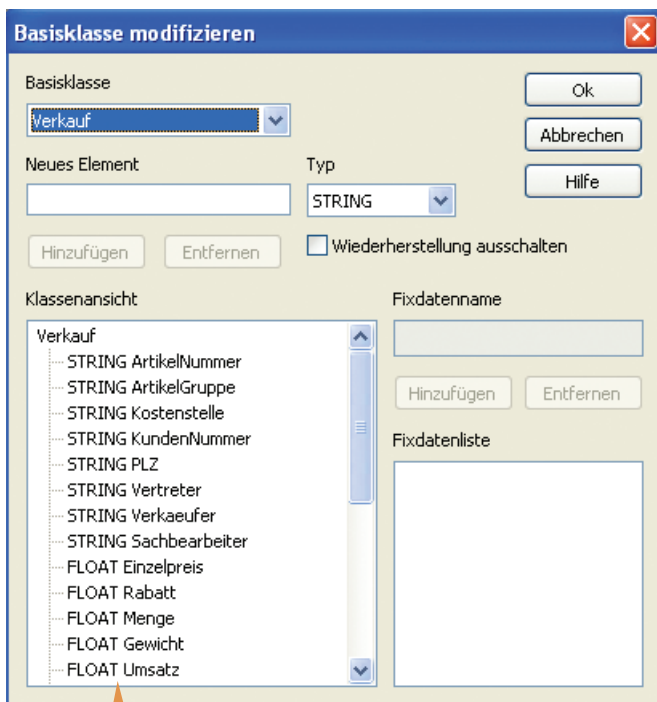
### ► Data Warehouse

diagram on the right

DATAframe® is the efficient complete solution for statistics, analyses and reporting, based on a central, object-orientated Data Warehouse 32-Bit Client server database. Thanks to its transparent data structure, DATAframe® offers all the prerequisites for logical and intelligent reporting. Your data is automatically fully updated from even the most diverse sources.



With DATAframe®, data from the most diverse sources and programs can be read in. The updating takes place automatically.



Through key figures, you define the success factors of your enterprise. Important data can be centrally united at any time and consulted as a basis for your analysis and planning.

## Define your success factors

### ► Key Figure Definition

diagram on the left

First define the success factors of your enterprise on the basis of key figures. Subsequently, your administrator centrally assigns access authorisation depending on users or groups of users. Each department can collect their information in their own data pool. They decide in the long run which data from which systems are integrated. The high scalability of DATAframe® ensures that all relevant data can be united - from planning and evaluation of sales, marketing and accounting through to warehousing and distribution.



Decide quickly and confidently

## ► Data Analysis

diagram on the right

By sorting your business data according to different criteria, fiscal periods, sales regions and/or product groups, a wide variety of analyses can be easily created.

Here are just some examples:

- costs per product line and region
- turnover according to marketing area and outlet
- on time distribution by locations
- cost centre for each enterprise unit

Additionally, DATAframe® offers further analysis, which can be freely defined by the user. A traffic light function immediately shows if threshold values are exceeded: all clear in the “green zone” or sound the alarm in the “red zone”.

| Verkauf | Name                  | Januar | Februar | März   | April  | Mai    | Juni   | Q1     | Q2     |
|---------|-----------------------|--------|---------|--------|--------|--------|--------|--------|--------|
| 100     | Herkunft: Payer       | 7.862  | 8.225   | 6.992  | 23.088 | 2.438  | 8.093  | 0      | 15.542 |
| 100     | Umsatz 2006: Kunden   | 7.862  | 14.087  | 23.079 | 23.079 | 30.529 | 38.622 | 38.622 | 38.622 |
| 100     | Umsatz 2006: Verkaufs | 987    | 2.177   | 3.998  | 7.159  | 5.969  | 7.579  | 1.791  | 14.929 |
| 100     | Kunden Umsatz (2006)  | 987    | 3.164   | 7.159  | 7.159  | 12.728 | 20.387 | 22.088 | 22.088 |
| 100     | Differenz             | 6.875  | 6.049   | 2.997  | 15.921 | 1.891  | 10.14  | 0      | 0      |
| 100     | Differenz: Kunden     | 6.875  | 12.923  | 15.921 | 15.921 | 17.951 | 18.111 | 18.111 | 18.111 |
| 100     | Payer: Payer          | 12.143 | 0       | 5.963  | 18.106 | 6.546  | 0      | 0      | 6.546  |
| 100     | Umsatz 2006: Kunden   | 12.143 | 12.143  | 18.106 | 18.106 | 24.652 | 24.652 | 24.652 | 24.652 |
| 100     | Umsatz 2006: Verkaufs | 3.724  | 425     | 4.744  | 8.893  | 8.224  | 2.948  | 2.793  | 13.549 |
| 100     | Kunden Umsatz (2006)  | 3.724  | 4.149   | 8.893  | 8.893  | 17.127 | 19.476 | 22.499 | 22.499 |
| 100     | Differenz             | 8.419  | -425    | 3.219  | 9.213  | -2.676 | 4.977  | 2.194  | 2.194  |
| 100     | Differenz: Kunden     | 8.419  | 7.999   | 9.213  | 9.213  | 7.525  | 9.577  | 2.194  | 2.194  |
| 100     | Markus: Markus        | 18.392 | 5.311   | 12.681 | 28.389 | 11.991 | 6.327  | 0      | 18.218 |
| 100     | Umsatz 2006: Kunden   | 18.392 | 15.702  | 28.389 | 28.389 | 40.279 | 46.606 | 46.606 | 46.606 |
| 100     | Umsatz 2006: Verkaufs | 18.409 | 2.119   | 11.997 | 23.805 | 6.319  | 6.356  | 11.343 | 24.189 |
| 100     | Kunden Umsatz (2006)  | 18.409 | 12.749  | 23.805 | 23.805 | 36.219 | 36.219 | 47.914 | 47.914 |
| 100     | Differenz             | -17    | 2.583   | 1.592  | 4.584  | 5.960  | 0      | 0      | 0      |
| 100     | Differenz: Kunden     | -17    | 2.583   | 4.584  | 4.584  | 10.264 | 10.264 | 0      | 0      |
| 100     | Werner: Werner        | 1.337  | 2.476   | 5.993  | 9.758  | 3.354  | 2.348  | 0      | 6.654  |
| 100     | Umsatz 2006: Kunden   | 1.337  | 3.763   | 9.758  | 9.758  | 11.112 | 18.452 | 18.452 | 18.452 |
| 100     | Umsatz 2006: Verkaufs | 5.016  | 489     | 6.080  | 11.897 | 4.881  | 4.873  | 2.969  | 12.042 |
| 100     | Kunden Umsatz (2006)  | 5.016  | 5.818   | 11.896 | 11.896 | 16.497 | 21.739 | 23.739 | 23.739 |
| 100     | Differenz             | -3.679 | -2.042  | -6.132 | -2.138 | -3.135 | -3.387 | -5.287 | -5.287 |
| 100     | Differenz: Kunden     | -3.679 | -2.042  | -6.132 | -2.138 | -3.135 | -3.387 | -5.287 | -5.287 |

Everything in the green or at alarm-level red?  
The integrated traffic light function to control the threshold values protects you from unpleasant surprises.

Strategically and operationally prepared

## ► Reporting

diagram on the left

From the top management to division leaders on to the individual operational teams: reports support the strategic and operational management on all levels. DATAframe® makes the economic basis of co-operation with customers and business partners transparent.

In order to gain meaningful information for your enterprise, your analyses can be versatily represented - from straight calculations up to graphically represented overviews.

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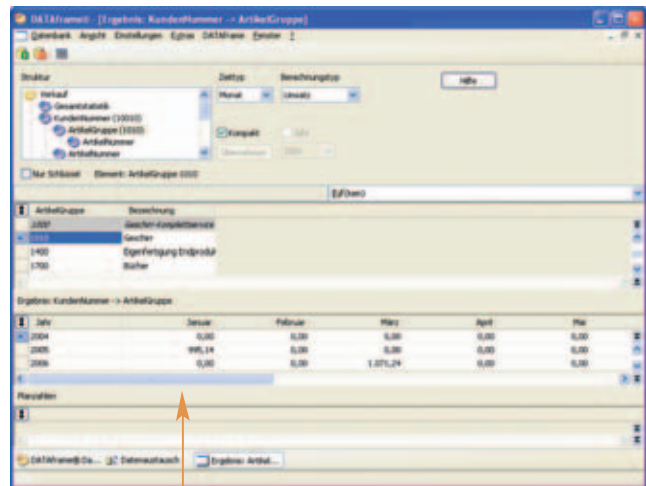
Your enterprise data in one view:  
You have the choice between straight calculations and graphically represented overviews.

Precise, detailed, real time

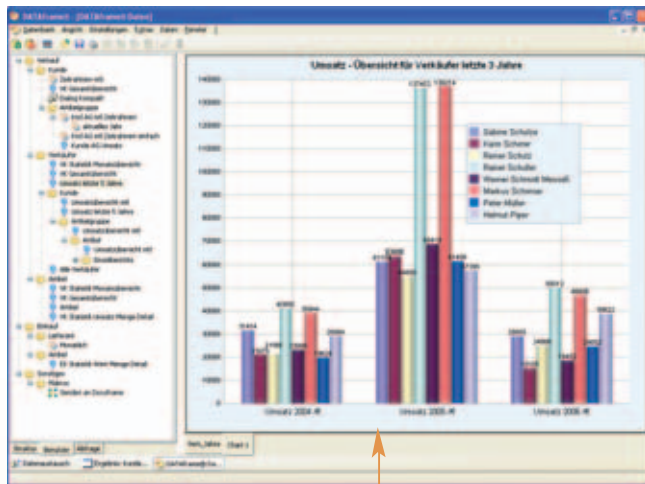
## ► Analysis/Statistics

diagram on the right

With DATAframe®, you can extract data from your ERP system or other applications simply and transfer them into your Data Warehouse. This process runs automatically in the background. Regarding Controlling or Customer Service, for example, the enterprise's current status is analysed according to turnover, numbers of visitors or sales and compared with the previous year. Also, analysis of the users' work environment is possible.



Thanks to the modern Data Warehouse structure, information from the most diverse sources can be consulted for analysis and statistics.



With visual editing, your enterprise data gains tremendous expressiveness. Your multi-dimensional presentation is bound to impress.

Easily continue to process

## ► Export to Excel, HTML and PDF

Reports from DATAframe® are exported directly to Excel, PDF or HTML formats via interfaces, in order to allow further processing. Use the option to generate reports and pass them on to the recipient directly. You'll save resources and also increase the efficiency of the reporting processes. Bundled reports can be created and exported at certain points in time or in defined intervals automatically. The Workflow management of the DOCUframe® module can also support you.


Descriptively represented

## ► Visualisation/Diagrams

diagram above

Bring more transparency into your enterprise data! At the click of a mouse button you can convert tables into descriptive diagrams. Different diagram types up to multi-dimensional presentations are available.





So easy  
and flexible.

Thanks to the DOCUcontrol®  
programming language,  
DATAframe® adapts perfectly and  
very quickly to your requirements.

## A Single Solution for All Industries.

DATAframe® is a flexible software system, which already contains all central functions of a Data Warehouse in the standard version and optimally fulfills the analysis requirements of a medium-sized enterprise. Over 35,000 satisfied users from the most diverse industries use our solutions daily. Whether trade, manufacturing or service industry: GSD Software creates the best basis for even more growth and competitive capacity.



*An absolute highlight of GSD Software: With DOCUcontrol®, you can implement modifications yourself - quickly and inexpensively.*

## Everything is possible – thanks to DOCUcontrol®.

Already in the standard version, DATAframe® offers functionality on the highest level. Building on our internally developed DOCUcontrol® programming language makes it possible to adapt the software quickly and economically to different industries and demands. You can even create masks, dialogues and menu layouts or insert user-defined fields, structures and tables. With version changes or updates, all modifications are completely preserved (100% releaseability).

## Analysis Examples with DATAframe®:

- ▶ The results of cost centre accounting are displayed according to the respective cost centres, cost categories, sources and by comparison of projected/actual with other periods.
- ▶ Within the financial bookkeeping, it analyses, among other things, the origin of the costs, the profitability of the products and within which areas losses are developing. Thus break-even calculations are created and (cost centre) budgeting is formulated.
- ▶ For sales success, it is crucial to gain as much quality information as possible about customers and prospective customers. Among other things, creating customer profiles and sub-range analyses (segmenting) as well as the analysis of turnover potentials matter, in order to develop strategies for gaining new customers and retaining them.
- ▶ In the area of marketing, the development of demand for a newly introduced line within a certain time period is examined. On the basis of comprehensive analyses, the level of awareness of the enterprise can also be determined and represented meaningfully.
- ▶ Purchasing behaviour is shaped through hard competition. Based on statistics, the decision makers determine the optimal suppliers, their price history and delivery times.
- ▶ Which product is most requested on the Hotline? How much time was spent on consultation or acquisition? Extensive analyses analyse efficiency and customer satisfaction within the Hotline/Telephony area.



Important facts quickly  
recognised and analysed.

DATAframe® supplies crucial key figures  
and informs you immediately about  
positive or negative developments  
in your enterprise.



# **DATAframe® – The Solution You Desired**

## **Central Database (Data Warehouse)**

All important data from your ERP software, different enterprise databases, Excel tables or text files are centrally stored in an enterprise-wide database.

## **Key Figures at Your Fingertips**

You are always kept informed about the performance of your enterprise. A traffic light function alerts you immediately to negative developments.

## **Integration**

The ERPframe®, DOCUframe®, DATAframe® and FIBUframe® modules are based on an integrated, homogeneous system approach. Data from DOCUframe® and ERPframe® can be read in quickly and processed further in DATAframe®. Through the various visual representation options, your information gains clarity and transparency.

## **Flexibility**

DATAframe® adapts accurately to the needs of your enterprise through our internally developed DOCUcontrol® programming language. If processes or requirements change, you can adapt the software easily. With version changes or updates, your modifications are completely preserved (100% releaseability).

## **Investment Protection**

DATAframe® was developed consistently on the basis of object-orientated components and internationally recognised standards. Business process control and optimisation technologies are already contained in the function range. Thanks to extremely variable programming, you are prepared in the best way possible for future system and hardware generations.

## **Intuitive Design**

Through a uniform user interface, you are led intuitively through your operational processes. You can concentrate fully on your tasks.

## **High Efficiency**

The automation and optimisation of business procedures already gives you immense savings during the introduction phase.

## **Transparency**

Through the comprehensive control, analysis and reporting functions, you have the overview of your key figures at all times.

## **Short Introduction Times**

Mature software, comprehensive service, outstandingly trained staff and competent partners guarantee a successful implementation of DATAframe® in the shortest time.

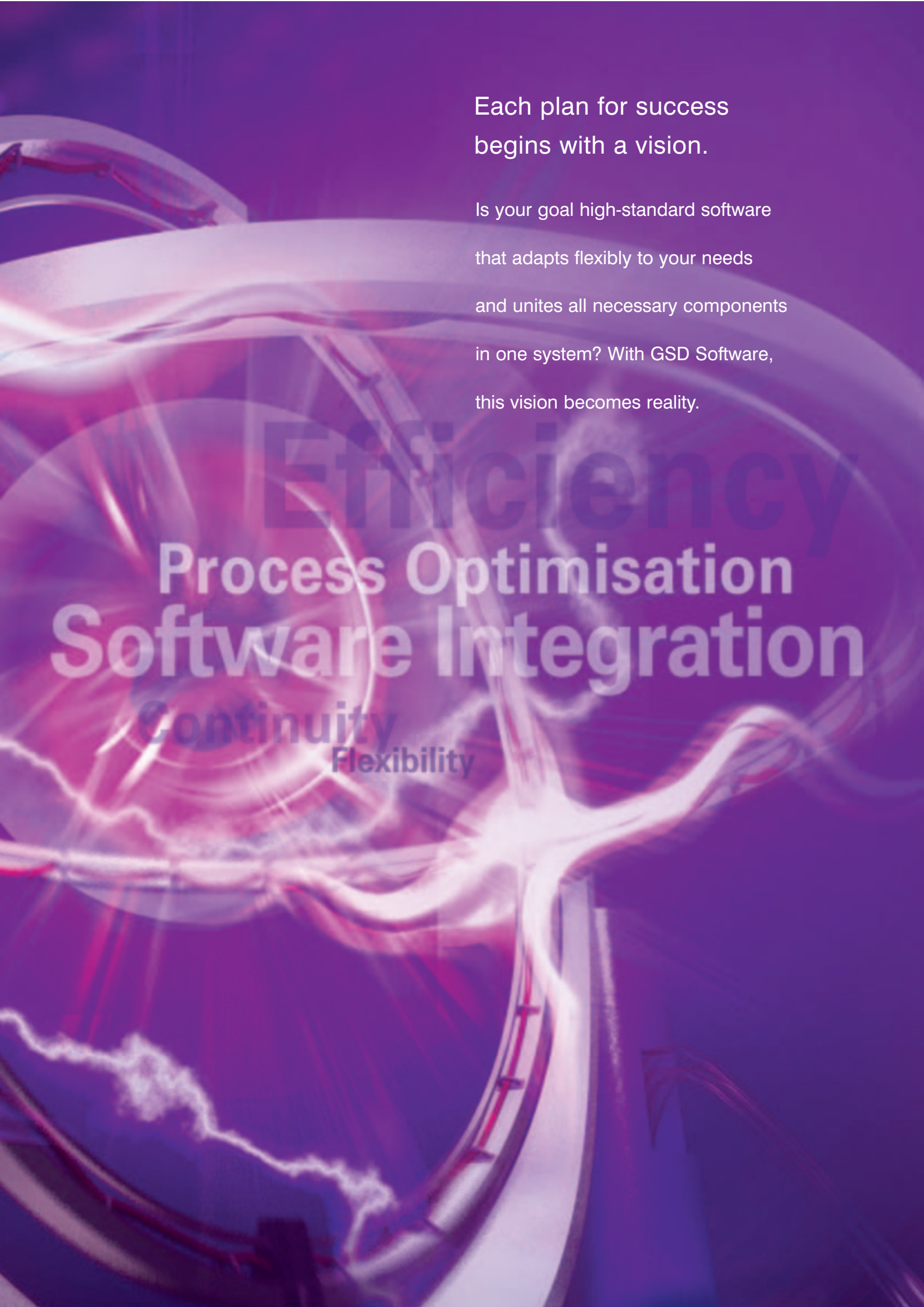
## **Reliable, Comprehensive Service**

With DATAframe®, an extensive service is available to you covering the areas of training, business process analysis, implementation, consultation and guaranteed success through productivity monitoring.

## **Fast Return on Investment**

DATAframe® integrates without problems into your existing software architecture and thus helps to avoid separate isolated solutions. Low implementation costs and efficient operation of the total system give a fast return on your investment.





Each plan for success  
begins with a vision.

Is your goal high-standard software  
that adapts flexibly to your needs  
and unites all necessary components  
in one system? With GSD Software,  
this vision becomes reality.

# Efficiency

## Process Optimisation

# Software Integration

### Continuity

### Flexibility

## Your Plan for Success: Solutions from One Source

Anyone who wants to be competitive today must be able to adjust quickly and flexibly to the new demands of the market.

With GSD software, enterprises – from tradesmen to international mega companies – are already prepared for the challenges of the future.



### DOCUframe®

#### Everything Your Enterprise Needs

**organise – communicate –  
automate**

DOCUframe® is the future oriented information and communications platform for your enterprise. All functions are united in one holistic solution for document management, correspondence, customer management, process and project management. DOCUframe® can be integrated into any existing IT infrastructure and, thanks to DOCUcontrol®, adapts flexibly to your individual needs.



### FIBUframe®

#### Everything for Your Financial Management

**post – document –  
control**

FIBUframe® records your business events systematically, chronologically and continuously. With the added functions for accounts payable and receivable handling as well as the automated payment process, FIBUframe® is a comprehensively developed, complete software package for enterprises of any size. FIBUframe® was certified by the Ernst & Young company of auditors.




### ERPframe®

#### Everything for Your Business Planning and Control

**coordinate – operate –  
profit**

ERPframe® is conceived as an industry-neutral, flexible and integrated complete ERP solution. Resource planning; production planning and control; MDE (Machine Data Capture), BDE/PZE (Business Data Capture and Personnel Time Tracking); FIBUframe®; Point of Sales; DOCUframe®; and DATAframe® modules can be combined according to your needs, in one system. Adjustments can be implemented simply and economically thanks to VARIOcontrol®.





## GSD Software – More than You Expect.

Our users enjoy first-class service: competent, friendly support; practical seminars in our own training centre; and a fantastic 4-Star Business and Wellness hotel leave nothing to be desired.

## GSD Software: An Enterprise with Vision.

The roots of GSD Software are in a two-man enterprise. From their experience in the electrical business, Hans Rebhan and Michael Sterzl first developed enterprise resource planning systems for the electrical wholesale industry. To meet constant demands and new market requirements, the entrepreneurs reacted quickly with increasing project experience.



*Impressively united: GSD Software development & training centre with a stylish 4-Star Business and Wellness hotel and Mediterranean restaurant.*



*An experienced team: the managing directors Michael Sterzl and Hans Rebhan.*

Today, users of all industries value the high flexibility of the software and the advantage of getting comprehensive business solutions from one source. GSD Software ranks among the prominent providers in the area of document management (DMS)/archiving systems and ERP software solutions in Germany. More than 35,000 users at home and abroad decided on GSD Software. Even in the standard version, the system offers comprehensive functionality on the highest level. Thanks to its own programming language, it is able to display internal processes and adapt quickly and flexibly to the most unique demands.

In 2006, GSD Software was chosen to be among the TOP 100 of the most innovative medium-sized enterprises in Germany and honoured several times with the desirable Innovations Prize from „Initiative Mittelstand“. Through the ongoing advancement of our products, GSD Software continues to set the innovative bar high for the benefit of our customers.



*Always up to date: for workshops and training courses, eight seminar rooms with modern technology are available.*

## More than Software, Service and Support.

The GSD Software name represents the stability of a mature, owner-led family business and the flexibility of a modern software house. Our personal mission is to successfully bring our experience of over 18 years to your enterprise - and therefore do our part in your personal success story.

## Our Expertise for Your Enterprise:

- ➔ **Comprehensive system information**
- ➔ **Personalised training**
- ➔ **Secure interface integration**
- ➔ **Installation and briefing at your premises**
- ➔ **Our own training centre with 4-Star Business and Wellness hotel**
- ➔ **Customer-oriented seminars, training courses and workshops**
- ➔ **Friendly support team with business experience**
- ➔ **Reliable support by telephone, fax, e-mail, post and internet**
- ➔ **Comprehensive, carefree servicing contracts with updates, program maintenance and user information**
- ➔ **Remote maintenance service for GSD Software**
- ➔ **On-site service by certified business and implementation partners**





**Top Enterprise  
in the German Mittelstand**

**GSD Software mbH**

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