

Standard ERP

Discover the right solutions for your business in a single system

Superior Cloud Technology

Host in our cloud environment or your own on-premise server.

Quick Setup

Get your system up and running faster, at a lower cost, with fewer implementation consultants required.

Multi-Platform & Mobility

Windows, macOS, Linux, Android and iOS

Industry-Specific

Choose from a wide range of verticals and tailor the system for your market and business needs.

Business Intelligence

Measure progress and profitability in almost every conceivable facet of your business.



The World's Best Integrated Business Platform

Standard ERP for all companies

Standard ERP is a single application for managing all your business processes, whatever your business.

One Application for All Business Processes

Standard ERP is an enterprise resource planning system designed to manage businesses of all sizes in almost any industry. Account management, order processing, inventory, manufacturing and job costing are among the core components, but Standard ERP goes beyond conventional functionality. Choose from a variety of comprehensive, industry-specific modules fully integrated with all other related system functionalities.

Discover a wide range of Customer Relationship Management (CRM) features, such as email, document folders managed with access rights, graphical calendars and schedulers, all in one application. Standard ERP is localized for the MENA region and VAT requirements.

HansaWorld employs an unrivaled range of technology giving Standard ERP the versatility to extend throughout an entire company. This capability reduces reliance on costly interfacing between separate third-party applications. Standard ERP is customizable for individual business demands and runs on all major platforms with almost any device.

With a strong network of partners throughout the U.A.E., Saudi Arabia, Jordan and Sudan, and a long presence in these areas, HansaWorld offers extensive knowledge and experience specific to the MENA region.

The Cloud

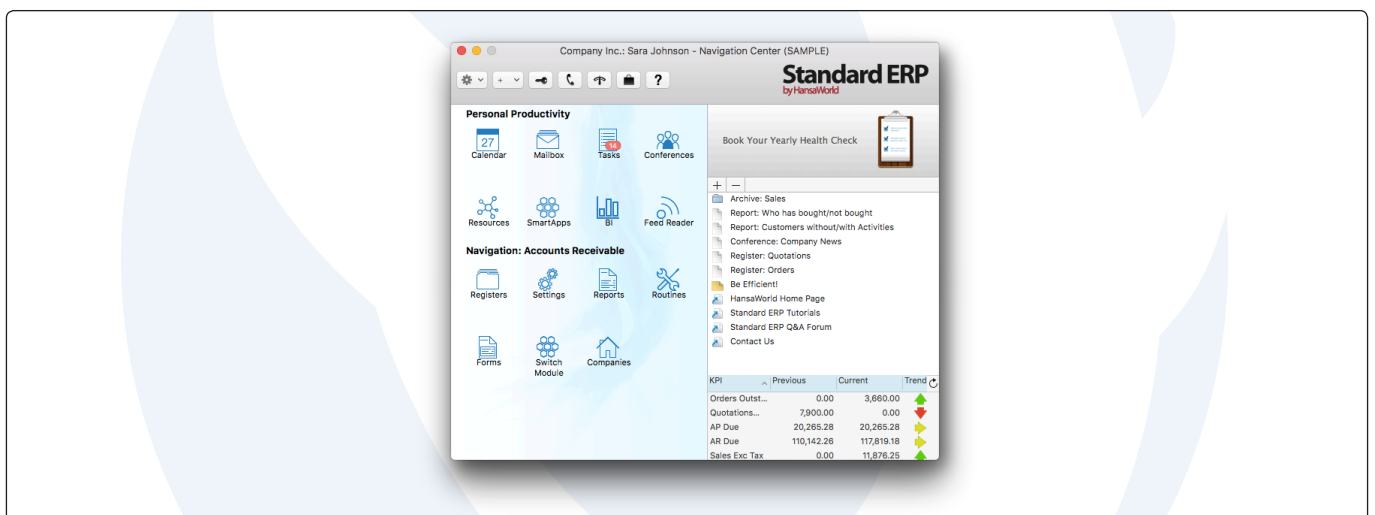
Businesses looking to cut hardware costs, and save time that would otherwise be dedicated to maintenance and IT, are best served by Standard ERP's award winning cloud hosting choices. Our server partners include IBM and Amazon, which allows for a secure and reliable hosting environment that can be adapted to your specific business needs.

Hosting Standard ERP in the cloud includes a Cloud Node installation, providing the customer complete control over the server hosting their company. Cloud Node opens the doors to quick, efficient, remote hardware management through MyStandard, a personalized portal to server and contract management. Here, automatic backups can be accessed and downloaded. Start, stop and restart your server on demand, resolve server issues, manage recoveries and routine backups, securely store important files on your own cloud drive and ensure your system is up to date with the latest technology.

Being in complete control with the ability to remotely manage your hosted server significantly reduces cost of ownership. To top it off, HansaWorld's cloud hosting options offer increased flexibility with the ability to install a new Standard ERP client from anywhere in the world, on almost any device with a network connection. This means you can manage your business on the go, in real-time.

Integrated Business Platform

Standard ERP's system architecture reduces the dependence on IT hardware and maintenance, allowing for greater focus on your business instead of the technical infrastructure. As a fully integrated, modular program with verticals for almost any



industry, Standard ERP accommodates nearly every department within a small or midsize business.

In a single application, users have an overview of data throughout the business and its operations. Credit controllers, for example, can review commitments made by the sales staff and detect issues with service management that might be delaying payments.

Each department will find tools carefully designed to automate a variety of their respective tasks and routines. The marketing department, another example, can create and design mailshots targeting customers based on past purchases and buying patterns.

Full integration allows the system to run comprehensive reports, pulling data from every aspect of the business where Standard ERP is used. Run Profit and Loss reports, for instance, and Balance Sheets that include committed costs and GRN accruals. Drill down functionality allows users to navigate through the database with precision, whether it's for statistical analysis or a real-time overview of operations.

Payroll is available with Standard ERP as well. The system is compliant with all local MENA standards, including the Wages Protection System (WPS). Users have access to full reporting capabilities to monitor employee pay.

Standard ERP's consistent interface allows for faster user training than of those businesses using multiple applications built with varied structures.

The Engine

The core of Standard ERP includes your General Ledger, Sales Ledger and Payable, Sales and Purchase Orders, Invoicing, Business Communicator, Cashbook and the Workflow Overview.

The engine provides tools to run the essentials of a business. Contact your customers and vendors with the Business Communicator, for example, through legally approved VoIP technology. Each call, inbound and outbound, will generate an activity record to manage contact information and store key points from your conversations, such as agreements, orders, decisions, reminders, etc.

Organize your tasks and set reminders with business alerts

in the task manager and workflow overview. Coordinating projects, tasks and routines with specific activities and records maximizes productivity and provides a live overview.

Standard ERP's graphical calendar is team-oriented, allowing management and staff to review the agendas of their coworkers and keep the team in sync. Each activity type is color-coded to strengthen the planning process and illustrate where employees are spending their time. Multiple calendars can be viewed at once in the Resource Planner for various tasks such as performance reviews and scheduling purposes.

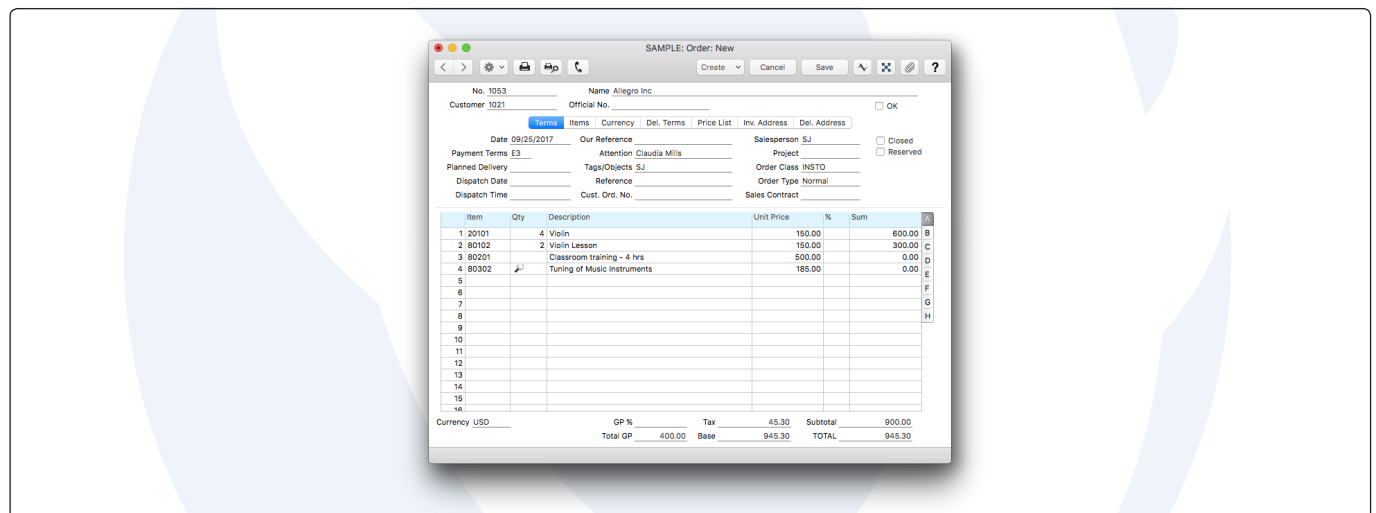
Assign tasks and activities to employees, assets and machines with the Resource Planner. View reservations for hotel rooms, rentals and training courses, for example, or any other resource you track in the system. The Resource Planner is a powerful tool ensuring you have complete control over the moving parts of your business.

Customer Relationship Management

Standard ERP's CRM provides you the tools to track every detail about your contacts while maintaining a full history of communication. Track sales progress and leads to determine their status, source, probability, which salesman is following up and their notes. All data stored in the CRM module can be accessed and used throughout all other relevant components of the system.

Use Standard ERP's integrated workflow to trigger conditional procedures, such as confirmations and approvals, with automated emails, SMS and on-screen messages. When an activity is created within a project, and it exceeds the budget, the user is alerted. Access rights can be stipulated for this event that prevent the user from proceeding. Business alerts can also be set to notify managers for project budgets to be approved, ensuring projects are not invoiced beforehand.

Profile your customers with user-definable classifications, such as marketing sources and buying patterns. This information can be used to quickly create effective sales campaigns with Standard ERP's communication tools.



Efficient Implementation

Implementing the engine of Standard ERP, when compared to other software solutions on the market, is a quick process with an average of one day per user. Depending on the demands, only one or two consultants are needed for implementation, instead of the industry norm of three to five.

Mixed Platform

The server application of Standard ERP runs on Linux, Windows and Mac servers. The client application runs on Windows, macOS and Chrome OS, as well as mobile devices running iOS, Android and Windows.

Verticals

Standard ERP modules are built for specific industries with HansaWorld's programming language, meaning every vertical, and the data managed in each, are interconnected. Whether you're in retail, hospitality, production, logistics, rentals, services or almost any other industry, Standard ERP offers the right verticals designed for your business, anywhere in the world.

Record time, expenses and income in Job Costing, for example, to analyze the status of a project. Issue project quotations and invoices with extensive calculations for budgeting. Structure payment installments, project milestones, and establish advanced pricing for a specific consultant, task and time of day. This data is integrated with the Workflow Overview where you can organize and review project phases in a graphical flowchart.

For Production, Standard ERP offers the tools to efficiently manage your manufacturing and assembly processes. These include production orders, bills of materials, supply, and material requirements planning. Operate in a demand driven environment with a fully integrated system, tracking your production process with precision, from raw material to finished good.

From POS and CRM to Inventory and real-time reporting, Standard ERP's retail business software optimizes productivity, customer lifecycle and your sales pipeline while offering the resources for an informed and effective decision making process.

Hospitality businesses will discover the features they need to run their establishments. From hotel with front desk, bar and restaurant to marketing, inventory, online reservations and

more, all available in a single application.

These are just a few examples of what's available in Standard ERP's diverse range of business management tools. Starting with the Engine, you decide what your business needs, choosing specific functionalities and tailoring the system to fit your operational demands and industry standards.

HansaWorld also offers a range of solutions designed for hospitals and the medical industry through Standard Healthcare, a perfect solution for local clinics. HansaWorld has developed vital tools for healthcare providers already using Standard ERP in the Middle East. With comprehensive knowledge, experience and understanding of the industry and regional markets, and our proprietary programming language, we can accommodate almost any need your hospital may have.

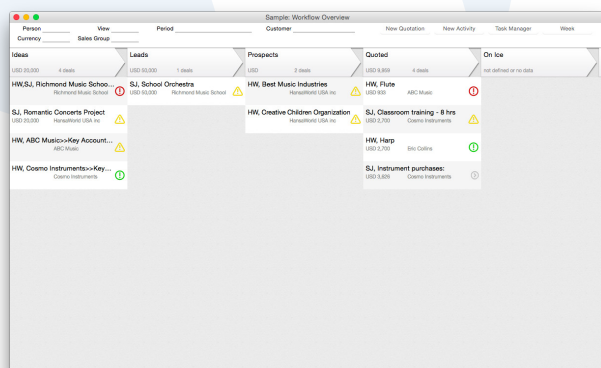
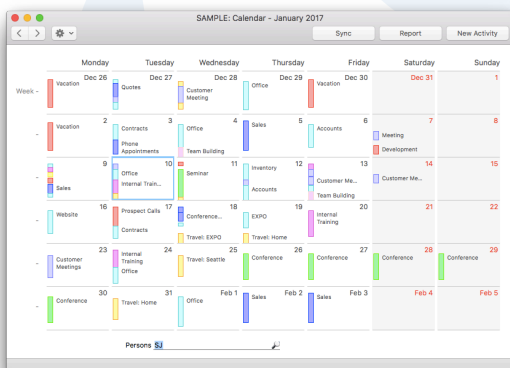
Integrated Ecosystem

Standard ERP offers a unique combination of integrated, third-party services where users eliminate the need for additional software; for reporting and calculating taxes, graphical business intelligence, processing credit card transactions, reconciling accounts, e-invoicing, and more.

flex.bi is an interactive and insightful business intelligence system integrated with Standard ERP, combing through your data to offer graphical dashboards and extensive analyses. flex.bi offers answers to just about any question one may have about their business. Use retrospective analytics, real-time data monitoring and predictive modeling to evaluate patterns, follow progress, and anticipate trends affecting your company's success.

Bank accounts and reconciliation can be managed through Standard ERP's integration with **Yodlee**, a leading service working with over one thousand financial institutions and fintech companies. Pay bills and track expenses while linking accounts of all types with any device. Receipts and payments are then recorded in their relevant ledger, from the bank statement, in Standard ERP.

SiteMinder is a cloud channel management service facilitating online distribution and direct booking for the hospitality industry. Whether you're using Expedia, Booking.com, Orbitz, or any of the hundreds of reservation sites, Standard ERP's integration



offers the tools to manage your property, resources and room distribution while reducing the cost of customer acquisition.

Standard ERP's e-Invoicing integration with **Omniva** automates your invoice processing, streamlines data entry, and minimizes the risk of errors that are all too common with manual, time consuming data management. Omniva is a part of the Pagero Group, which means your invoices can be issued and processed globally. Electronically manage your entire invoicing process within a single system, reduce unnecessary implementation costs, and avoid interfacing with third-party applications.

CyberSource, an e-commerce payment system, is used to process credit card transactions. This integration connects companies with approximately 100 different credit card processors in over 190 countries, allowing you to process payments anytime, anywhere, in multiple currencies.

International Business

Localized for markets all over the world, companies in over 110 countries use Standard ERP to manage their operations. No matter where you do business, Standard ERP has the features you need to operate globally.

Use any currency for your records and transactions with Standard ERP's MultiCurrencies and Dual Base Currency. MultiCurrencies is beneficial for companies with offices in multiple countries where a common reporting currency is required and for companies where there is a second common currency used in addition to the primary. Dual Base Currency registers two different currencies using the exchange rate for the date of the transaction.

Choose between English and Arabic to send documentation, such as invoices and purchase orders. Users will easily learn their system in the language of their choice. Companies may prefer to use Arabic internally, for example, but issue documents in English for specific customers and vendors. Additionally, the system allows for staff to log in and use the system in their local language while giving managers the ability to run reports in another language for the same data.

Multiple companies can be accommodated within a single data file, meaning one or more inter-company entries can be triggered from one source. Consolidations can be performed in

real-time without expensive third-party software and tediously exporting data.

Business Intelligence and Analytics

With Standard ERP's reporting built right into the system, users are provided with the powerful tools required to have a real-time overview of their business. This enhances the decision making process with analyses based on accurate data at your fingertips. Measure turnover and profitability in almost every conceivable facet of your operations; from the marketing source of business to sales and profit by region, customer type, location, profit center, job, individual products, product range and more.

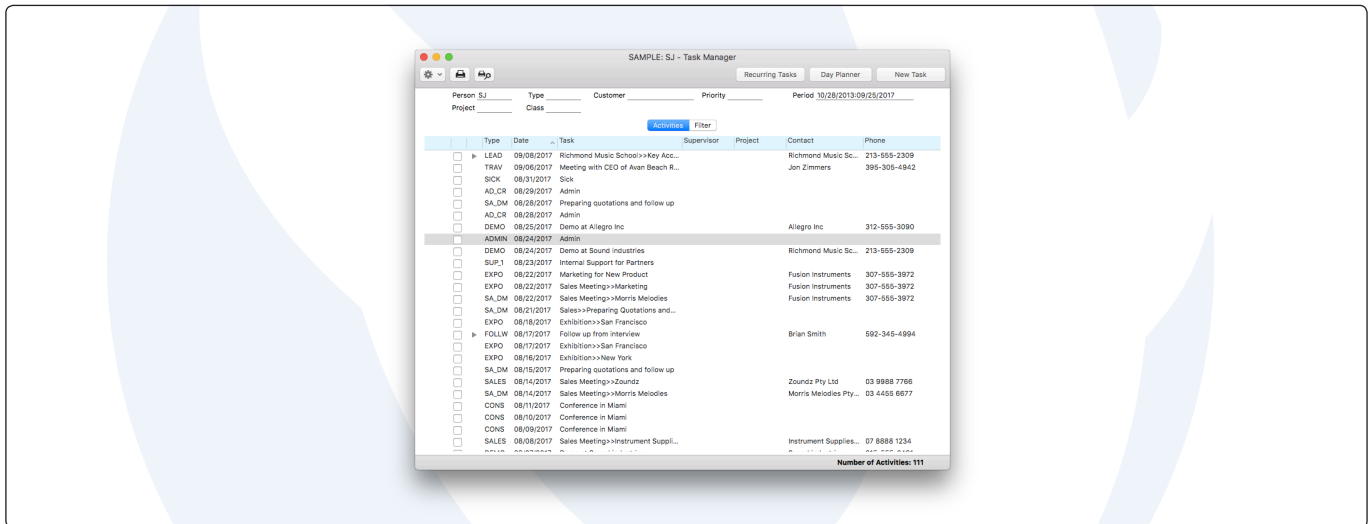
eBusiness

Standard ERP provides a web engine that allows you to quickly create and design your websites. The Web Shop includes templates for text and image based webpages and allows for changes and updates to content in real-time. The system supports customer-specific views of the website, flexible product categories and multiple languages. The web engine utilizes Standard ERP's single server, single data file architecture; create an item record in your inventory, assign pricing, and include details with a preview image before it goes live on the web.

With Standard ERP's integrated email and workflow, orders and reservations placed on the website can trigger email and SMS notifications for the customers, alert the warehouse for inventory levels, and even generate a list of your website's best selling products. Standard ERP strengthens your eCommerce capabilities, allowing you to focus the time saved on the core of your business.

Customization

Standard ERP is developed with HansaWorld's proprietary programming language, Hansa Application Language (HAL), which allows for customization, flexibility and consistency with the latest technology. This means your system can be tailored and adapted to your unique business and market demands.



Standard ERP for your company

Standard ERP has in-depth functionality for the vast majority of companies - as shown by the examples below.

Distribution

- From Quotation to Invoice in under a minute
- Size, colour and unit handling
- Dimensions, packaging and supply chain management
- Flexible pricing and discounting
- Multiple locations
- Real-time and batch barcoding, with printing
- Serial and batch traceability

Professional Services and Creative Companies

- Fixed price and per diem invoicing
- Milestones, deposits and discretionary invoicing
- Scheduling and budgets
- Time entries from calendars and timesheets
- Rechargeable expenses
- Work in progress reporting and job bag

Maintenance/Repair Companies

- Asset management
- Items under maintenance
- Flexible frequency of invoicing
- Batch invoicing, automatic deferred income
- Warranty checking and cross reference to sale
- Allocation to engineers
- Costing of labour and materials
- Tracking of repair item locations

Retail

- Fast transaction entry
- Interfaces to scanners, cash drawers, till roll printers, touch screen and EFTPOS terminals
- Real-time multi-location handling or automatic sync offline
- Process sales with handheld devices from anywhere in the shop
- Picture support for data entry and document printing
- Varieties

Manufacturing

- Multi-level Bill of Materials
- Just-In-Time purchasing and production
- Purchase and production planning (MRP)
- Graphical scheduling of machines
- Routing and shop floor data collection
- Disassembly

Hotels

- Graphical reservation system
- Touch-screen for bar and restaurant
- Switchboard interfaces, calls costed to rooms
- Interfaces to web TV, telephone data entry
- Concierge, cleaning and maintenance

Rental

- Open-ended and fixed date hires
- Rent of unique items and accessories
- Collections and swap-outs
- Graphical view of rental assets and status
- Invoicing by calendar day or working day

Training Companies

- Repetitive training or one-off courses
- Scheduling of classrooms, facilities, staff
- Participants, joining instructions
- Standard pricing tables per customer

At the heart of Standard ERP

Standard ERP is perfect for most companies, from small first-time users to large companies needing an integrated solution for all their business requirements - it's as simple or as sophisticated as you make it.

Built-in

- Contact Relationship Management (CRM)
- Email
- Intranet
- Document Management
- Webshop
- Multi-user calendar

Wide-Area Networking

- Fast, even over the Internet
- No special hardware or third-party software
- Works real-time over GSM/GPRS/3G
- iOS, Android and Windows 8 clients
- Hosting

Open

- Mixed Windows, Mac OS X, Android, iOS and Linux clients
- Scalable servers
- Real-time interfaces to external software packages
- Database Options: Object (proprietary) or Relational
- External Business Intelligence tools available

International

- Multi-currency
- Dual reporting currencies
- Multi-language forms, data and reporting
- Screens in 29 languages
- Localised for major countries

Easy to use

- Large library of standard reports
- Full drill-down/drill-across
- Editable document forms and Financial Reports
- Drag and drop, including multiple selections
- Consistent layout, design and architecture

Fast to implement

- Proven technology that works
- One database, less interfacing
- Deep standard functionality
- Less need for customisation

Future-safe solution

- Mixed platform on servers and clients
- Standard technology
- Hundreds of thousands of user years
- Simple to upgrade

The HansaWorld product range is designed for all your company's needs and abilities. Companies of all sizes and in most industries can find an affordable solution that meets specific business requirements and supports individual processes with a low cost of ownership. This is why more than 77,000 companies have chosen HansaWorld software to run their businesses.

Modules

- Additional Consolidated companies
- Additional Multi-user companies
- Additional Single user companies
- Assets
- Business Alerts
- Business Intelligence
- Calendar
- Cash Book
- Checks
- Email and Conferences
- External Email
- Consolidation
- Contracts
- Course Booking
- Credit Management
- CRM
- Customs
- Data Integrity
- EDI
- Expenses
- General Ledger
- Hotel
- Human Resource Management
- Integration
- Inter Company
- Internal Inventory
- Inventory
- Jewelry
- Job Costing
- KPI
- Limited Access
- Loans
- MRP
- Payables
- Point of Sales
- POS Offline
- Pricing
- Print Servers
- Production
- Productivity
- Purchase Orders
- Quotations
- Receivables
- Rental
- Report Generator
- Resource Planning
- Restaurant
- Resort
- Sales Orders
- Service Orders
- Share Trading
- SmartView
- System
- Task Manager
- Telephony
- TimeKeeper
- User Settings
- Warehouse Management
- Webshop and CMS
- World Bank Reporting

Technologies

- Additional Language Interface
- Business Communicator Asterix
- Business Communicator Intelligent Routing
- Business Communicator TAPI
- Database Accelerator
- Database Maintenance
- HAL
- Local Mailbox
- Real-time Interfacing Toolkit
- Remote Backup
- Massive Cache
- Native SQL
- SQL Shadowing
- TAPI Gateway
- Wide-area Networking

Internet Services

- Address Lookup
- Credit Card Payment
- Credit History
- e-Invoicing
- Electronic Bank Services
- Electronic Sales Tax Return
- Exchange Rate Lookup
- Postcode Lookup

Company Profile

HansaWorld is a leading software house providing a full suite of Enterprise Resource Planning and Customer Relationship Management products that delivers the flexibility required by today's businesses.

The group employs has a strong network of subsidiary companies and distribution partners on all continents. This network enables us to offer international implementation in over 30 languages with country specific localizations. The products are easy to use and available on all smartphones, tablets and desktops including Mac, iPhone and iPad.

HansaWorld continually invests in Research and Development to provide innovative and future proof products to our customers.

As recognized innovators 30 years, HansaWorld shows continued technological leadership in the international business software industry.

More than 550,000 companies trust us with their business critical information.

Product Strategy

Standard ERP's advanced and successful user interface was first developed for Apple Macintosh in 1988. In 1994, when the program was ported to Windows, it had already been proved by thousands of users. HansaWorld's experience with international sales and modern technology puts it in the perfect position to meet the challenges of the next decade.

HansaWorld provides a wide range of technologies for e-business including internal and external email, several webshop solutions and full clients for all major tablets. In addition, HansaWorld can help to build a corporate portal. Standard ERP is developed using C++ as its programming language, and proprietary technology for database design and for network communication. This allows HansaWorld to have the same products available for several different operating systems, each version optimised for maximum performance.

Currently Standard ERP is available for Windows including Windows CE devices up to Windows 8 tablets, Mac OS X, all iOS devices (iPod Touch through to iPad), Linux and AIX, all browsers, and Google Android.

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