SYSTEMS INC.

It's Your Data—Do What You Want to Do

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Annual Planting & Harvest Model

Your Objectives?

7 Conflicting Goals of Farm Records

1. Cash Accounting
   - Traditionally single-entry
2. Accrual Accounting
   - "Forces" double-entry
3. Production Records
4. Inventories
5. Managerial Accounting
6. Ownership Accounting
7. Projecting/Monitoring

Our First objective?

- Only frame of reference was: FBFM
- "Secretary of Agriculture"
- Memory bank (management information)
- Created first database accounting program
- Never can predict the format you might need

Accounting +

- As in "TransAction Plus"
- Accounting touches everything
- Core control process in any business
- Quantities, comments, long descriptions
  - Each TA+ record tracks up to 28 data fields
- Now includes scanned documents

Ownership/Control

- Integrated vs. proprietary/parochial
  - Open database
  - Hosted "lock-in"
- Set high standards for vendors and employees
  - Culture of information accumulation and action
- Internal quality control
  - Listen carefully to the "Do You Need a Controller; Are You Ready for a CFO?" panel

Ownership/Control

- Don't allow your accountant to force you into the "lowest common denominator"
  - Their focus is very important but doesn't consider the majority of your day-to-day operations and decisions

Top 10 Challenges Facing Accountants

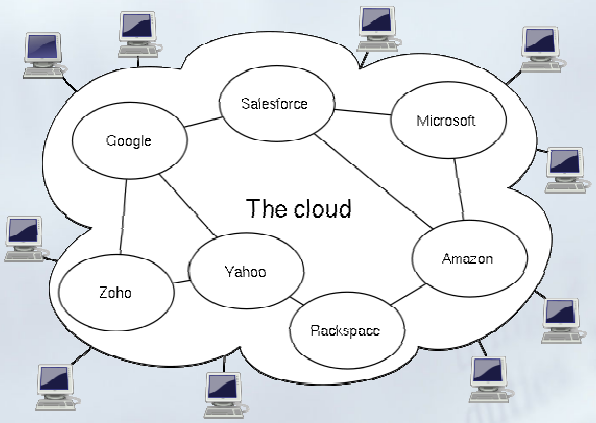
1. The bookkeeping mess your clients make
2. Cumbersome file transfers between you and clients
3. Working with multiple accounting systems and versions
4. Traveling to client locations for bookkeeping
5. Handling/storing documents and getting them to clients
6. Excessive non-billable hours
7. Keeping up with regulatory changes
8. Not being able to become a true advisor to clients
9. Working long hours
10. The struggle to make your practice more profitable

Accessibility

- Timeliness
- Find instantly
- Through the "Cloud"
  - FBS/AgCompass have been pioneers with T.S.
  - Next transition is to web interface
- Eventually smart phone, iPad or similar device

Definition

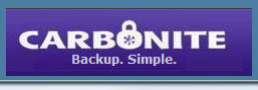
- *Cloud*: metaphor for the Internet, based on the "cloud" network diagrams
- Details are abstracted from the users who no longer need knowledge of, expertise in, or control over the technology infrastructure
- Typically involves the provision of dynamically scalable and often virtualized resources as a service over the Internet



CLOUD COMPUTING

Safety

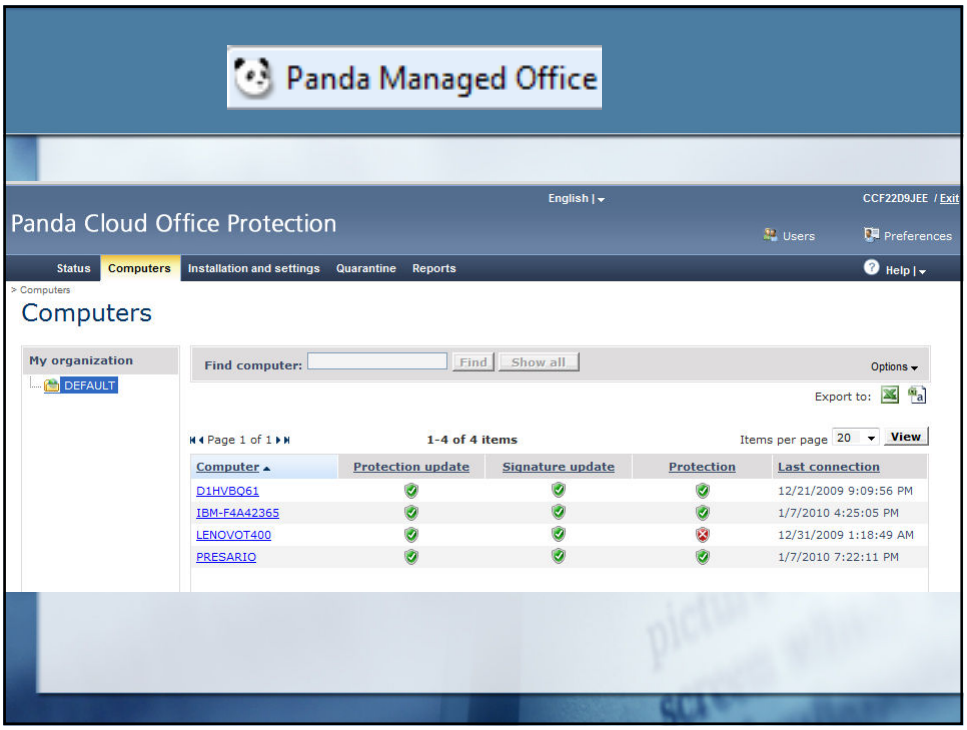
- Backups
  - All the alternatives are cheap, cheap, cheap compared to the heartbreak and stress of losing data or mementos
  - FBS backup to:
    - Thumb drive(s) kept offsite
    - Network
    - External drives kept offsite
  - Automated processes (tapes, Zip drives)
  - Should also include backing up to the cloud…



- "Passive" backup
- "Virtual drive in the clouds"
- Encrypted data
- Unlimited storage, but must be local drive
- Average user has backed up 24GB
- Not fast
- 18 Petabytes of paid storage
- 18,000,000 / 24 = 750,000 users?

Safety

- Virus/Malware Protection
  - Need some redundancy since no single program targets all types of threats
  - Big names are resource hogs
  - Intel just bought Trend Micro—talk about "synergy"
  - Consider another "cloud solution"

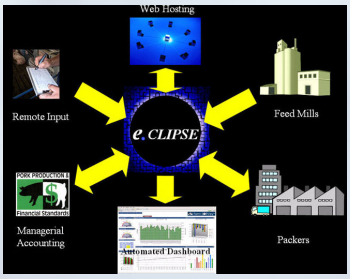


Safety—p@SsW0rD$

- Most popular:

1. 123456
2. Password
3. 12345678
4. 1234
5. [censored]
6. 12345
7. Dragon
8. querty
9. [censored]
10. mustang
11. letmein

Yearning to be "Free"

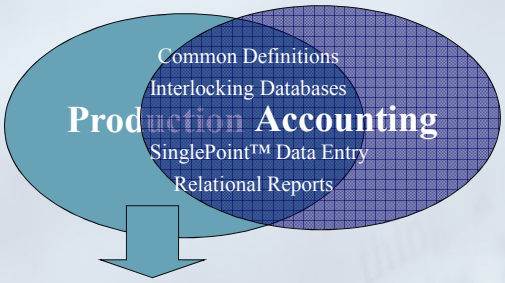


- Internet has been a disruptive business model
- It's a wireless world
- Storage is infinitely inexpensive
- Goal: mutually beneficial communications
- No standards so we sometimes have to do the "plumbing"
- The cost of not getting things done by hand
- Example: building budget from historical data

Structure

- The first "Lisa" computer
- Clean up/reorganize
- "Alpha female" or "numbers guy"?
- Normalized database
- IRS / GAAP / Farm Financial Standards
- Monitoring
- Requires S.O.P.s or "instant messaging" to clarify

Is Database Redundancy Good or Bad?



- **Managerial Accounting**
- **Financial Accounting**
- **Production records**
- **Inventory Control**

Output—Because We Can't Do Everything

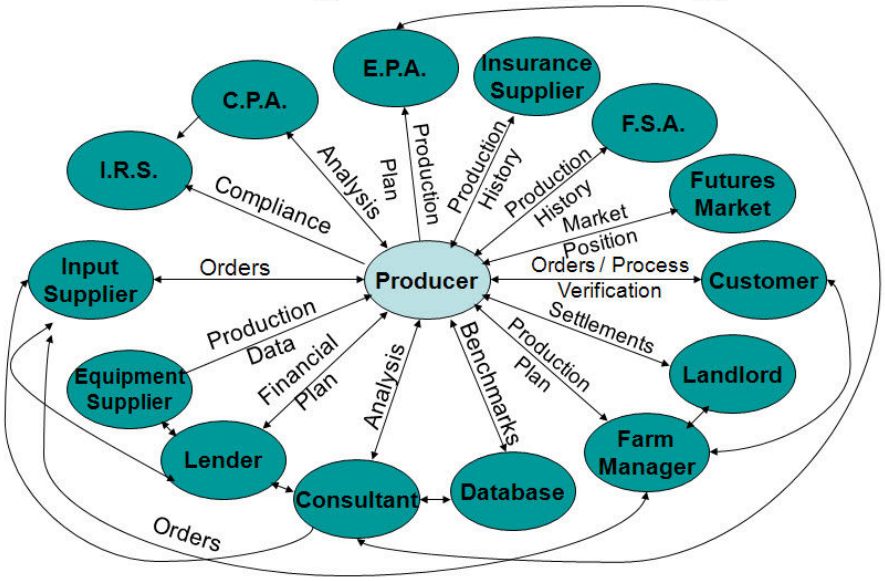
- Paper
- PDF
- Excel
- Combine files
- Data warehouse
- Analysis
- Graphics
- Dashboards
- Anything else we don't do…

How Do You Value Your Data?

- "African cows"
- Leverage with your lender
- Bending, twisting, expanding, exploding

Who's your audience?

"Theory of Everything"



How do you get everyone on the same team and speaking the same language?

S.a.a.S. 2.0 Potential

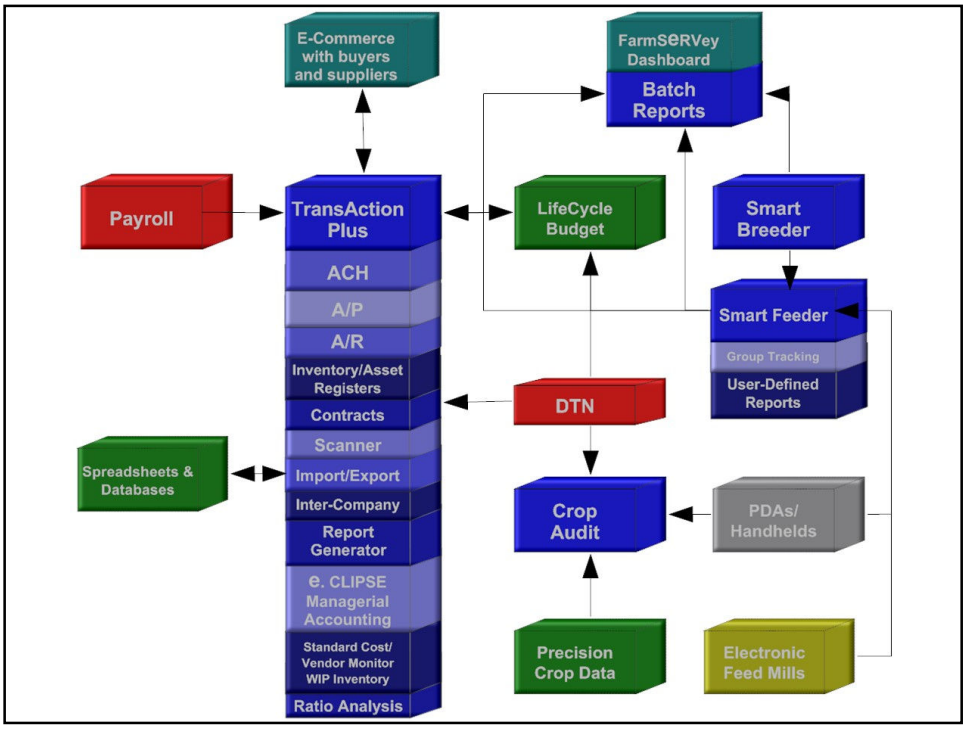
- Partnering across the network (ecosystem)
- Enabling outsourcing across the network
- Harnessing the collective intelligence of the network
- Complete blurring of the lines between software and business services
- "It's no longer about technology—we're not selling a network, we're asking you to join a network."

Who Could Benefit?

- New users
- Multi-family operations
  - No central office
  - Share applications and data
  - Can work any time
- Working closely with accounting firm or consultants

Are you changing your behavior or at least learning something new every day?

As you can see, we both have a long way to go!


E-Commerce with buyers and suppliers
FarmSERVey Dashboard
Batch Reports
Payroll
TransAction Plus
LifeCycle Budget
Smart Breeder
ACH
A/P
A/R
Inventory/Asset Registers
Contracts
Scanner
Import/Export
Inter-Company
Report Generator
e. CLIPSE Managerial Accounting
Standard Cost/ Vendor Monitor WIP Inventory
Ratio Analysis
Smart Feeder
Group Tracking
User-Defined Reports
DTN
Spreadsheets & Databases
Crop Audit
PDAs/ Handhelds
Precision Crop Data
Electronic Feed Mills