

P2



P2

is for

Accountants, Actuaries, Advocates, Agents, Architects, Auditors,
Company Secretaries, Designers, Engineers, Financial Advisors,
Fund Managers, Insurance Brokers, IT Consultants, Law Firms,
Property Managers, Pension Advisors, Project Managers, Solicitors,
Surveyors, Tax Advisors, Trust Companies, Wealth Managers,
Yacht Agents, and other Professional Service Organizations.

If you deal with projects and clients, **P2** is for you.



P2

enhancing

Microsoft Dynamics® CRM for Professional Services.

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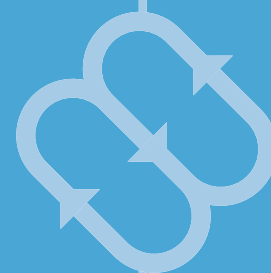
P2 is a Microsoft Dynamics®CRM based application developed by Maine Systems Ltd which runs on the Microsoft Dynamics CRM platform. Microsoft Dynamics, Outlook, Microsoft Office Word and Excel are registered trademarks of Microsoft Corporation. Other names of actual companies and products herein may be the trademark of their respective companies.





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"As we look ahead into the next century, leaders will be those who empower others."

Bill Gates





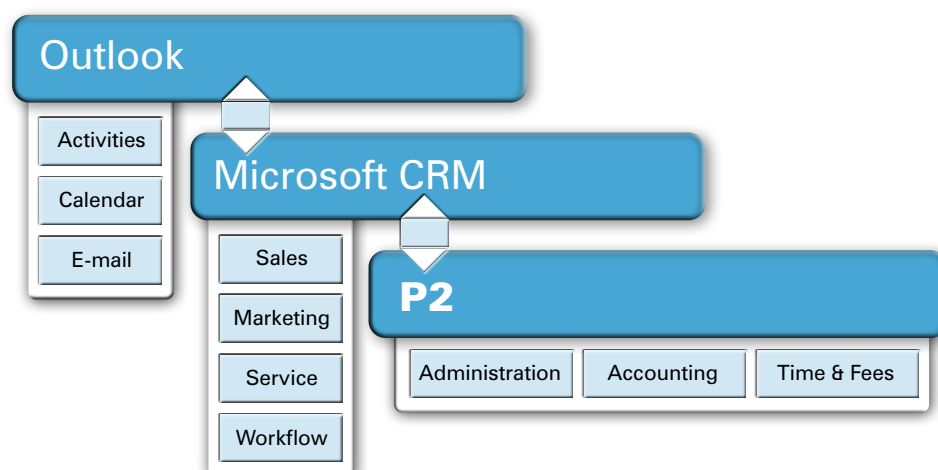
Introduction

P2 for Professional Services and Microsoft CRM (Customer Relationship Management) are relevant to many professional service organizations ranging through law firms to accountants, insurance brokers to wealth managers, trust companies to property managers and architects to engineers.

All these organizations share a common requirement: to satisfy clients that have high expectations of their performance and professional behaviour. They need to keep their client requirements firmly in focus, to process business in an efficient and consistent manner and to account for their activities.

Microsoft Dynamics CRM is the ideal platform to realize key fundamentals, manage, report and focus on clients whilst team working and workflow process can help drive efficiency and provide consistency to your organization in how you manage your client relations.

P2 for Professional Services - developed by Maine Systems Limited - provides additional functionality to the core Microsoft CRM application by way of modular enhancements. These modules can be deployed individually or combined together to meet particular industry needs.



Maine Systems works through local CRM qualified partners to ensure that you are provided with the correct solution for your specific implementation requirements and local support is available for your implementation.



"Fast is fine, but accuracy is everything."

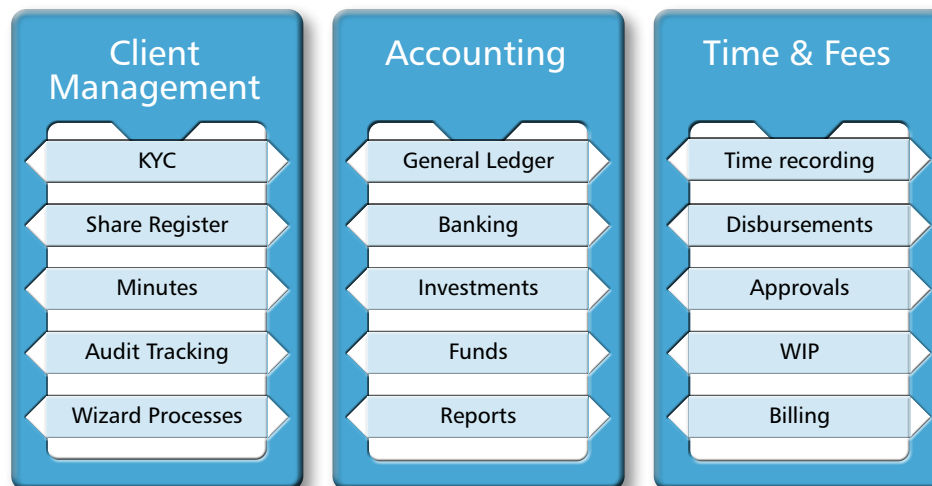
Wyatt Earp





Technology and Scope

P2 is an intuitive, user-friendly software package designed as modular enhancements to Microsoft CRM. It is an innovative, flexible solution designed with you in mind. **P2** is an application written to make the most of Microsoft technology with out of the box functionality, capable of instantly leveraging the .NET platform, CRM and a vast array of other Microsoft applications.



Maine has extended and enhanced the functionality of CRM and its underlying SQL database using the Microsoft CRM SDK. **P2** makes use of the outstanding features of the CRM security model and gives you the opportunity to access the system via Outlook or a Web browser. You or your local CRM partner can customize and extend reporting via SQL Reporting Services and you still have the ability to export data to Word and Excel (subject to security).

And because it is modular, you choose the additional functionality you want to apply to your Microsoft CRM implementation.

Please contact us or your CRM partner for the infrastructure and network requirements required to run **P2** and Microsoft Dynamics CRM.



"I've been on a calendar, but I've never been on time."

Marilyn Monroe





Microsoft CRM Core Functionality

The CRM application at the heart of our consolidated solution allows you to benefit from core Microsoft technologies; development and workflow tools, comprehensive user security options and SQL Reporting Services. Users will be able to perform simple searches of the database using Quick and Advanced Finds, tailor simple customizable views to their specific requirements from within a familiar application interface.

Microsoft Dynamics CRM provides three interlocking suites

- a) **Sales:** To allow you to track leads and opportunities, record account, contact and prospect information and to relate these to activities in the sales process.
- b) **Marketing:** To allow the management of quick and complex marketing campaigns, events, sales literature, and the management of related follow-ups.
- c) **Service:** Providing scheduling and calendar management for teams and individuals. Service activities can be organized to relate to contracts and individual jobs.

Microsoft Dynamics CRM is the natural choice for Professional Service Organizations to use as the basis of their client management. Our development of **P2** has retained all these advantages and brings additional focus with the specific tools you need for your business.

P2 modules can enhance the core Microsoft product in three main focus areas:

- a) **Client Management**
- b) **Time and Fees**
- c) **Accounting**

Further enhancements and related products have been integrated by Maine to this framework. Contact us for more details on extensions such as Document Management and Risk Tracking.



"The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime."

Babe Ruth

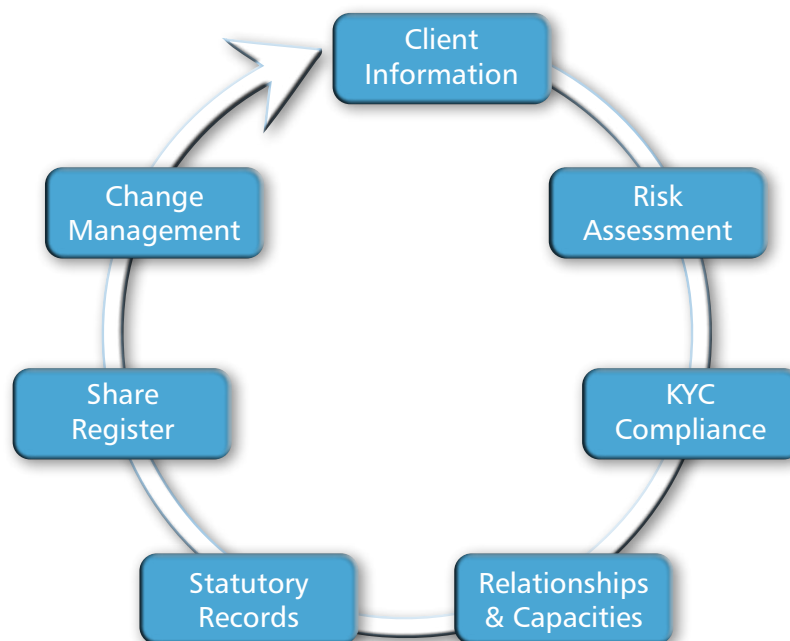




Client Management Module

Professional service organizations need to hold extensive information on clients, prospects and potential new business. With ever-growing financial regulation across multiple jurisdictions, there is an increasing need to conform to legislative framework covering areas such as money laundering, anti-terrorism, drug financing and tax evasion.

Expectations include Know Your Client (KYC), the ability to hold and prove relationships between clients, their staff, Governments and individuals. Regulators are looking for robust process management and companies are increasingly looking to meet higher compliance guidelines including justified activity tracking including full electronic audit.



Microsoft Dynamics CRM provides the environment for this control. Workflow rules can be created to alert you to changes in relationships, expiring passports and missing documentation. New business Leads can be converted to Accounts or Contacts. Different pieces of work such as jobs, projects or matters can be tracked as different Opportunities. Security can restrict staff activities and ensure division of duties within your organization.

P2 extends this functionality to meet Professional Service compliance needs.



P2 Know Your Client

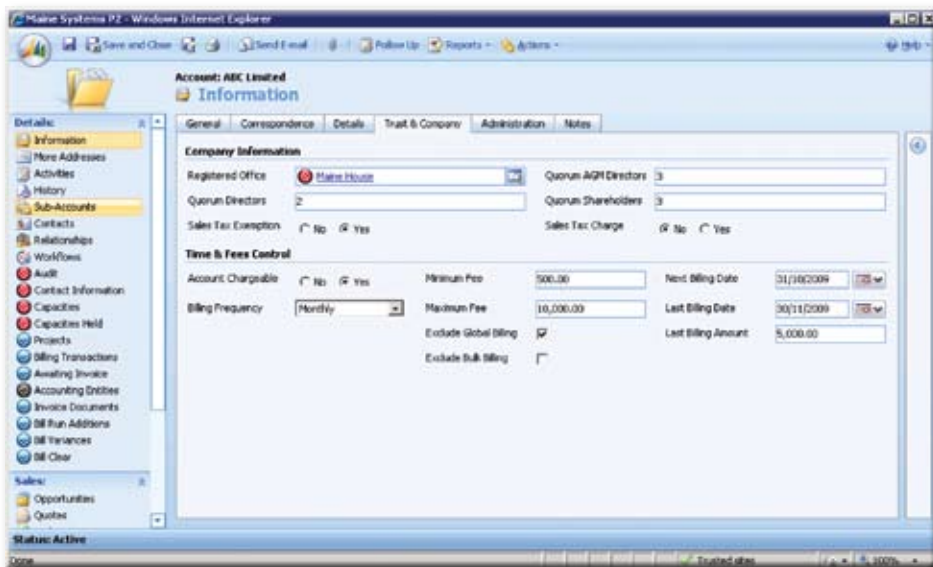
Specific changes have been made to Account and Contact functionality to include the most generally required KYC statutory requirements.

For example:

“**Capacities**” have been designed to allow formal relationships to be tracked within **P2** including start and end dates. This allows you to track appointment and resignation dates of officers and officials within client entities.

“**Entity type**” functionality allows you to hold different styles of KYC information on individuals, partnerships, companies, funds and trusts.

Multiple engagements (jobs, projects or matters etc) can be managed for each client to reflect the separate pieces of work being performed for any client (e.g. year end accounts, audit, and tax return for an accountant or buildings under management or sites for an architect). **P2** fills the gaps in the specific ways needed for Professional Service Organizations.





P2 Wizard Functionality

The **P2** Wizard builder allows you to create your own process Wizards. Whether you are creating a procedure for opening a new client account, taking on a new piece of work, filing year-end accounts or carrying out a client review you can design your own step-through procedures and link them to **P2** workflow rules, tasks and reminders as well as updating **P2** forms upon completion.

P2 Share Register

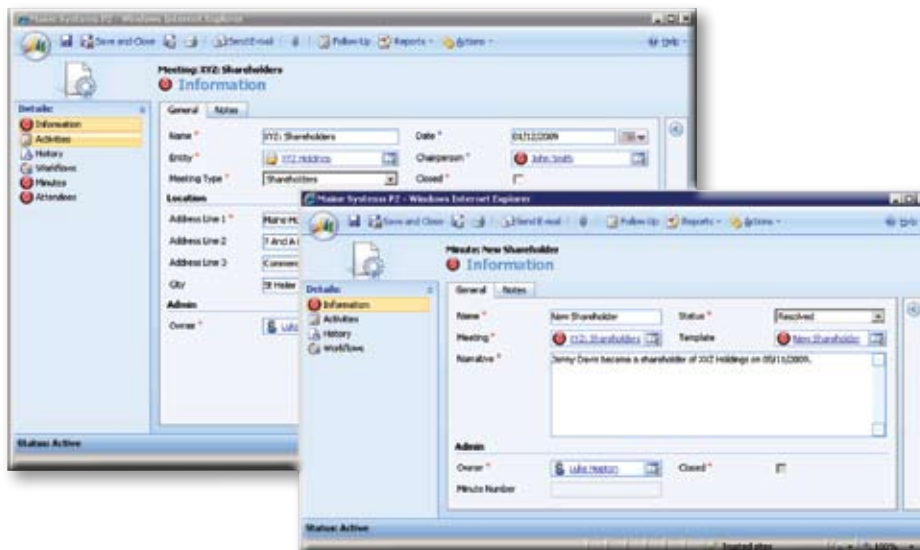
The **P2** Share Register records details of the shareholdings for entities under management. You can record the issue of new shares, transfer shares, manage splits (bonus and rights issues) and maintain information on voting rights by class of share. Annual return information can be designed and printed via SQL Reporting Services (SRS) to meet local jurisdiction requirements.

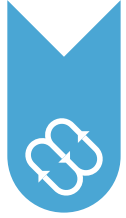


P2 Minutes

P2 Minutes module holds template minutes for use across the system or specifically for any individual entity.

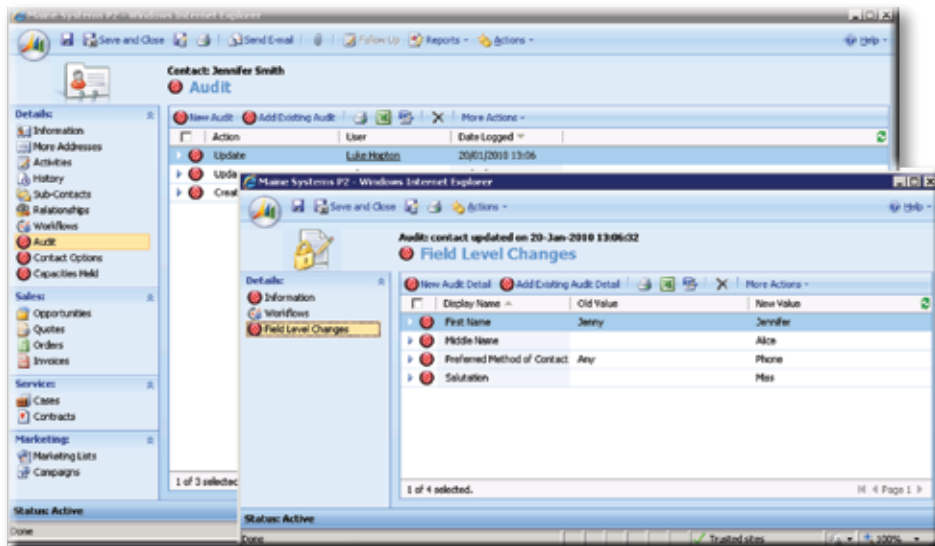
Meeting minutes can be generated for Director and Shareholder meetings automatically from activities or tasks. Minutes can be queued for the next meeting and printed via Microsoft SQL Reporting Services (SRS) or Microsoft Word.





P2 Audit Tracking

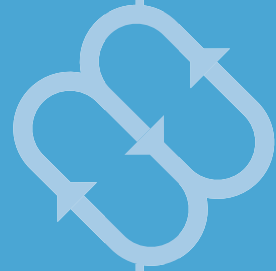
P2 Audit functionality allows you to track the changes made to records within **P2** at field level. You can configure auditing to determine which Entities and Attributes to audit. Auditing maintains a record within CRM of notified data changes, the date and time of the change, the user who made the change and the position before & after the change was made. Audit reports can be generated via CRM 'Quick Find' and 'Advanced Find' functionality as well as via SRS and export to Excel.





"If time be of all things the most precious, wasting time must be the greatest prodigality."

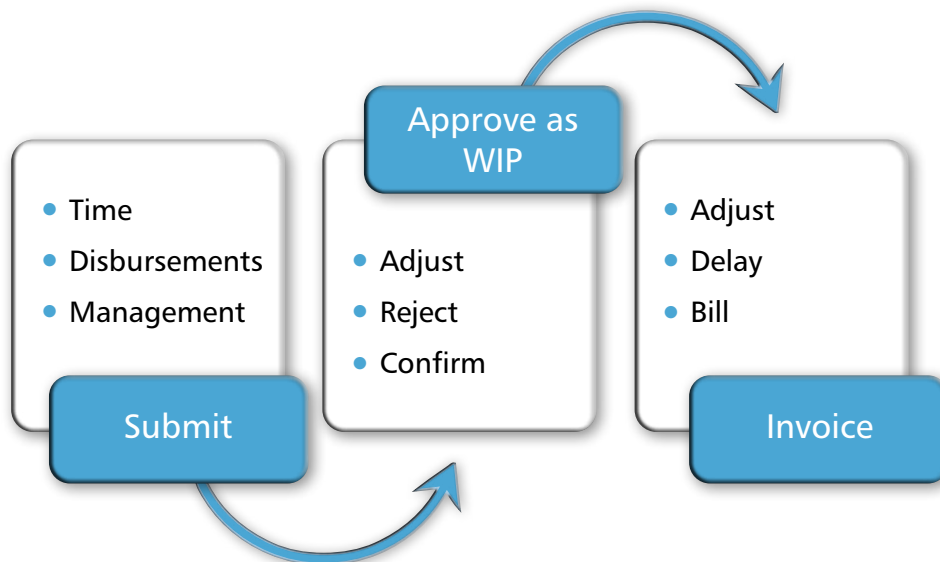
Benjamin Franklin





Time and Fees Module

Professional service organizations need to bill clients for their services. Invoicing may be generated on the basis of a fixed fee, regular recurring fees, time based charges and the recharge of expenses. **P2** extends Microsoft CRM functionality to allow the recording of time and disbursements against a client or internal project and can be linked to the subsequent approval and billing of work performed.





P2 Time Recording

P2 provides the functionality to record time when an activity is created in CRM. Working from the Microsoft Outlook or web interface, you can record the standard time for an activity (such as preparing a fax) or enter the actual time taken for a piece of work. **P2** can convert time spent to standard units, record whether the time is non-chargeable or chargeable. General time can be entered for non-client time such as training, holidays and sickness. Individual time entries are consolidated into timesheets that can be set to cover daily, weekly, bi-weekly or monthly periods. Weekly normal working hours can be varied for part time workers and planned holiday dates can be recorded to allow meaningful utilization reports to be generated.

The screenshot displays the 'Maine Systems P2 - Windows Internet Explorer' browser window. The main content area is titled 'Task' and 'Setup Director for XYZ Holdings'. It features three tabs: 'Task', 'Time & Fees', and 'Notes'. The 'Time' section is active and contains the following fields:

- Enabled:**
- Employee:** Luke Hooton
- Project:** General Admin
- Description:** Accounts Preparation
- Time Code:** Accounts Prep
- Time:** 20 minutes
- Non-Chargeable:**

The 'Disbursement' section is also visible:

- Enabled:**
- Employee:** Luke Hooton
- Project:** (empty)
- Disbursement Code:** (empty)
- Description:** (empty)
- Non-Chargeable:**
- Currency:** (empty)
- Amount:** (empty)

On the right side, there is a 'Form Assistant' panel with a 'Project' dropdown menu. Below it, a 'Look Up Records' section shows a list of projects:

- Alpha Trust Company: Yacht
- Another Billing Host
- Acquisition of 123 PLC
- Corefocus Phoenix Develop...
- General Admin
- Other Development Projects
- Purchase of Offices
- Sale of Boat

The status bar at the bottom indicates 'Status: Open' and 'Trusted sites'.



P2 Disbursement Recording

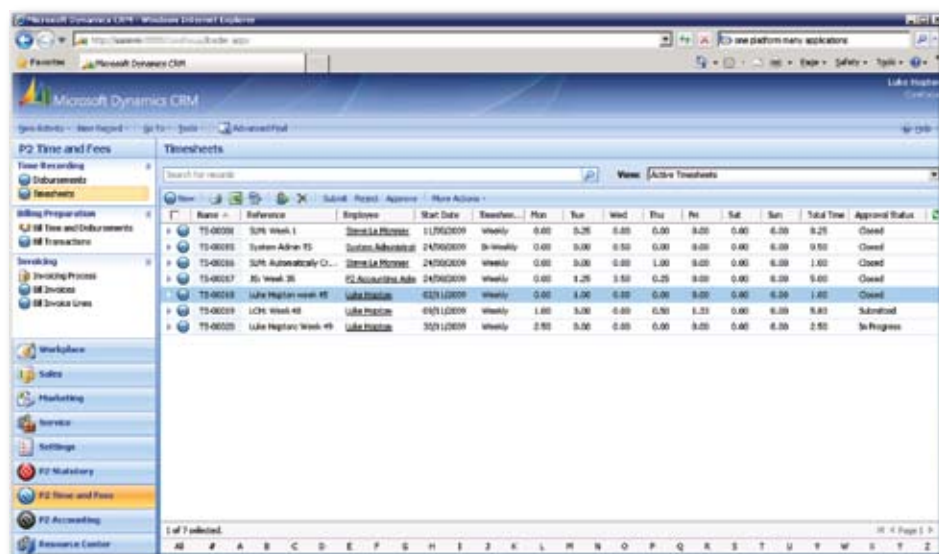
Multicurrency disbursements (such as travel expenses, courier fees, plant and equipment hire) can be charged to projects and clients in a similar manner as time worked. The disbursement record can also form an expense claim for a **P2** user.

P2 Time and Disbursement Approval

Completed timesheets and disbursements can be set to require approval by a designated **P2** user. Both timesheets and disbursements can be queued for approval. A CRM workflow alert can be sent to the approvers to show that a record is available for approval.

P2 allows a substitute approver to take responsibility for this process in the event of the absence of the regular approver. A time sheet can also be generated for an absent member of staff by another staff member (subject to security permissions).

The approver can approve the timesheet individually or in bulk, in summary or by timesheet line, reject lines or whole timesheets and set them for resubmission. They can also modify the detail on a timesheet - description of work, time charged, client project charged and whether the time is chargeable or not.





P2 Work in Progress

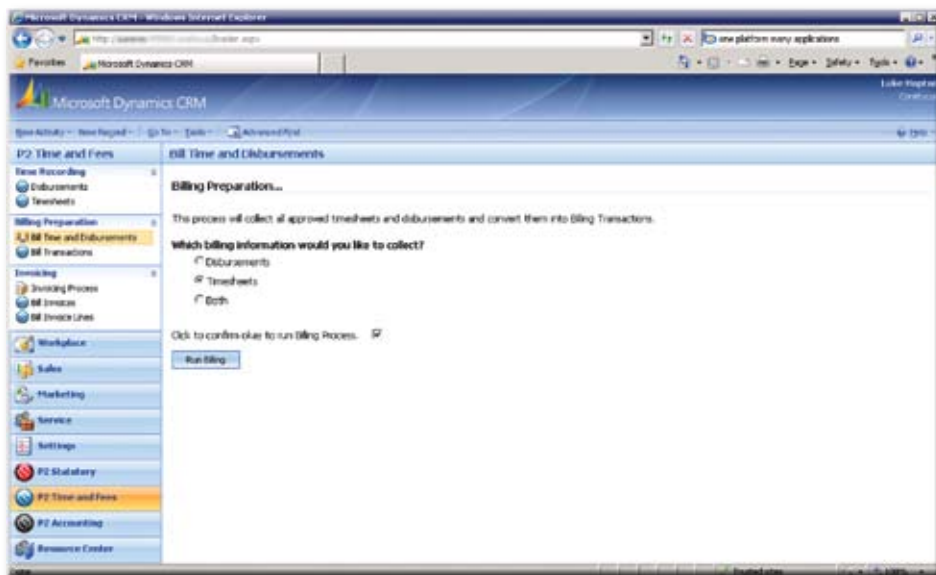
Upon approval, chargeable time and disbursements become (“WIP”) Work in Progress. At this stage they are set as ready for billing. Charge rates for activity types can be set by role to allow multiple rates to be charged for a piece of work. These standard rates can also be modified per client to allow discounted or premium rates to be charged on certain projects.

Reference	Name	Entry Date	Action Type	Account	Project	Amount Charged	Bill Status
134	TSL-00074	27/11/2009	Time	Confocus-Consultancy-Links	Confocus-Pharmac-Developers	92.00	Ready to Invoice
133	TSL-00072	03/11/2009	Time	ABC-Linked	Purchase of Office	0.00	Ready to Invoice
135	TSL-00067	27/09/2009	Time	Confocus-Consultancy-Links	Confocus-Pharmac-Developers	125.00	Ready to Invoice
126	0208-00010	27/09/2009	Disbursement	Confocus-Consultancy-Links	Confocus-Pharmac-Developers	90.00	Ready to Invoice
139	TSL-00071	27/09/2009	Time	WIT-Helikon	Sale of Boat	0.00	Ready to Invoice
127	TSL-00069	24/09/2009	Time	ABC-Linked	Abandon of J23 PLC	200.00	Ready to Invoice
138	TSL-00070	24/09/2009	Time	ABC-Linked	Purchase of Office	150.00	Ready to Invoice
130	TSL-00066	24/09/2009	Time	Confocus-Consultancy-Links	Other Development Projects	50.00	Ready to Invoice
136	TSL-00068	23/09/2009	Time	WIT-Helikon	Genet Admin	75.00	Ready to Invoice
140	TSL-00072	23/09/2009	Time	ABC-Linked	Purchase of Office	0.00	Ready to Invoice
131	TSL-00040	02/09/2009	Time	Confocus-Consultancy-Links	Confocus-Pharmac-Developers	25.00	Ready to Invoice
132	TSL-00040	01/09/2009	Time	Confocus-Consultancy-Links	Confocus-Pharmac-Developers	800.00	Ready to Invoice
127	0208-00008	20/05/2009	Disbursement	Confocus-Consultancy-Links	Confocus-Pharmac-Developers	180.00	Ready to Invoice
128	0208-00006	20/05/2009	Disbursement	Confocus-Consultancy-Links	Confocus-Pharmac-Developers	5.99	Ready to Invoice
129	0208-00004	14/05/2009	Disbursement	Confocus-Consultancy-Links	Confocus-Pharmac-Developers	40.41	Invoiced



P2 Billing

The **P2** Billing processes can be run individually for one client, for a selection of clients or as a bulk exercise for all clients. A draft invoice can be created for printing and review by staff prior to the generation of a final invoice. At each stage it is possible to modify the detail on an invoice (description of work, time charged, client project charged and whether the time is chargeable or not). It is also possible to set the Work in Progress ("WIP") to wait until a future billing run (say to allow a project to become completed). WIP reports can be run to Microsoft Excel or to SRS. Invoices can be raised in multiple currencies with a default billing currency set by client and your host entity. For example a disbursement in Japanese Yen can be billed to a client in Euros while being recorded in your accounts in the host currency of US Dollars.





"To state the facts frankly is not to despair the future nor indict the past. The prudent heir takes careful inventory of his legacies and gives a faithful accounting to those whom he owes an obligation of trust."

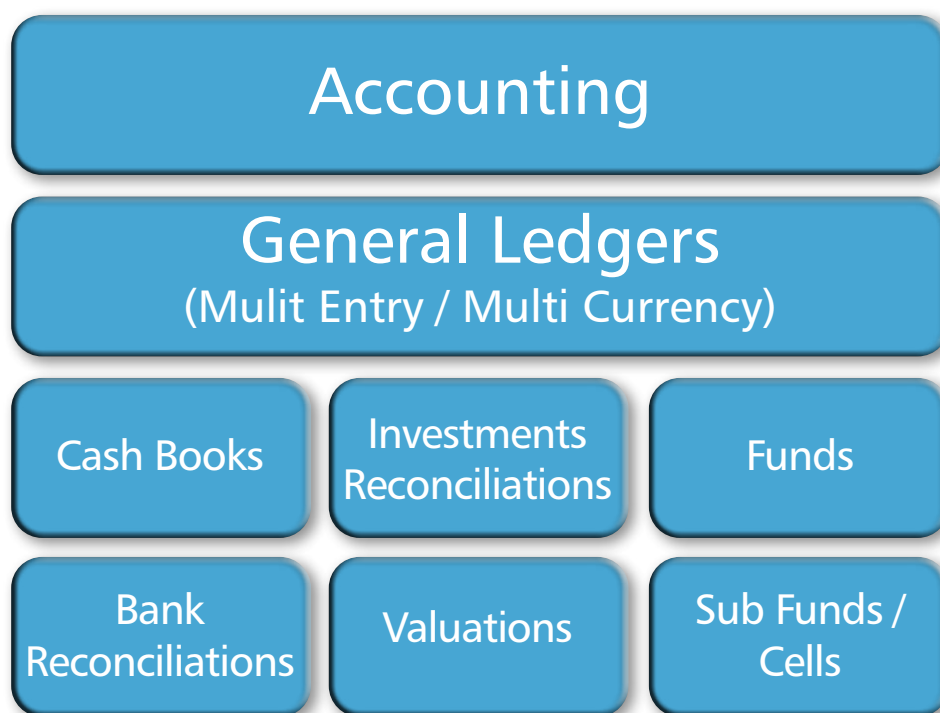
John F. Kennedy





Accounting Module

Many professional service organizations are involved with the management of client money. This may simply involve holding cash in an escrow account for a property transaction, to the management of an estate or a single investment portfolio, through to the full accounting of multiple client entities.



P2 Accounting is equally applicable to organizations who simply want to record their own accounting transactions, or to organizations who provide an easy to run accounting service for many clients.

P2 provides professional service organizations with an intuitive, multi-entity, multi-currency accounting package. **P2** Accounting integrates with **P2** Billing. You can select a sub-set of CRM entities that you wish to hold accounting information, which are designated as “Accounting Entities” in the system.



P2 General Ledger

The General (Nominal) Ledger is at the heart of any accounting system. **P2** is designed to provide accounting for single or multiple Accounting Entities without the need to swap between databases. A Nominal Ledger template allows you to rapidly set up a general ledger for a new entity from preset standard accounts. These can then be added to or reduced to fit actual requirements. An intuitive ledger naming and numbering convention ensures that accounts can be easily grouped into the correct reporting order and into a logical sequence.

The Nominal Ledger is fully integrated with Billing, and underlying cash and investment ledgers. Multi-currency transactions can be tracked in originating and base currencies. Base currencies and year end dates can be set for each entity under management. Transactions can be entered as simple journals, reversing journals (for accruals) or correcting journals (to correct previous errors).

Reporting of transactions, trial balances and account detail can be provided via SRS and Export to Excel. SRS reports can also be designed to meet your particular jurisdictional requirements with the assistance of your local CRM service provider.

Journal Posting: General Ledger -- Webpage Dialog

Journal Posting: General Ledger
Transfer amounts between nominal ledger accounts.

Parent Entity: XYZ Holdings Trade Date: 20-Jan-2010 Base Currency: US Dollar
Accounting Entity: XYZ Holdings Ltd Value Date: 20-Jan-2010

Reference:

Add Distribution

Account: 36-0000 Bank Costs Currency: US Dollar
DR: 0.00 Base: 0.00 CR: 114.68 Base: 114.68
Narrative: Journal Posting

Buttons: Remainder, Resolve Narrative, Add, Cancel

Account	Currency	DR (Base)	CR (Base)
10-0000 Sales	USD	500.00	0.00
29-0000 Expense	EUR	0.00	385.32
		500.00	385.32

Posting Assistant

Accounts

- 10-0000 Sales
- 10-0001 Sales
- 21-0000 Bank Interest Receive
- 29-0000 Expense
- 34-0000 Postage
- 35-0000 Accountancy
- 36-0000 Bank Costs**
- 37-0000 Bank Interest Paid

Buttons: Post, Cancel



P2 Cash Book & Banking

P2 banking functionality allows you to record banking transactions for multiple bank accounts for multiple entities. You can post deposits, withdrawals, transfers and adjustments to accounts in multiple currencies. Bank account currency can differ from entity base currency, so bank account information is held separately from the General Ledger in **P2** to allow the recording of transactions in originating, bank account and base currencies. Bank accounts can be re-valued at period-end dates to account for foreign exchange movements in the period.

Bank Transfer: Cash Book
Move an amount from one bank account to another.

Parent Entity: XYZ Holdings **Trade Date:** 20-Jan-2010 **Base Currency:** US Dollar
Accounting Entity: XYZ Holdings Ltd **Value Date:** 20-Jan-2010

Transfer From

Bank A/C	USD Account	Bank A/C Currency:	US Dollar
Transaction Currency	US Dollar	Amount	1,000.00 On A/C 1,000.00
Charges Currency	US Dollar	Amount	10.00 On A/C 10.00
Narrative	Transfer from USD Account to GBP Account on 20-Jan-2010		

FX Type: Specified Amount Specified Rate Rate: 0.71429000

Transfer To

Bank A/C	GBP Account	Bank A/C Currency:	Pound Sterling
Transaction Currency	US Dollar	Amount	1,000.00 On A/C 714.29
Charges Currency	US Dollar	Amount	15.00 On A/C 10.71
Narrative	Transfer from USD Account to GBP Account on 20-Jan-2010		

Posting Assistant

Narrative Templates

- Global
- Bank transfer
- Transfer from @GBPFROM to

Buttons: Resolve Narrative, Next, Cancel



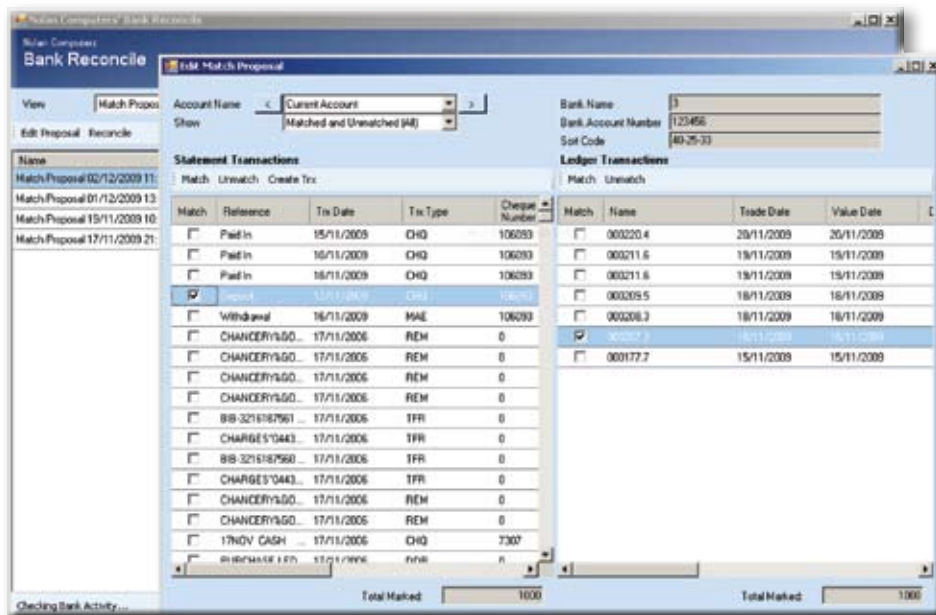
P2 Bank Reconciliation

The **P2** Bank Reconciliation module has been developed in conjunction with Nolan Computers, a specialist software developer with extensive experience in this area. The module allows the rapid reconciliation of bank accounts to paper or electronic bank statements.

The bank statement and **P2** bank transactions are displayed side-by-side and the transactions can be filtered and sorted in a variety of ways enabling the users to view, all, matched and unmatched transactions by date, amount reference etc. The application allows auto-matching and manual matching and un-matching processes.

Auto-matching rules can be set up to meet your particular preferences and can be based on a combination of payment amount, date ranges, document types etc.

Adjustment transactions can be posted to the **P2** bank records and cash book directly from within the reconciliation process. Reconciled statements are held on file to provide an audit trail to past activity."





P2 Investments

P2 investments integrate with the nominal ledger and cashbook. Quoted and unquoted stocks, shares, bonds, derivatives and assets can be recorded in portfolios and related to an Accounting Entity. You can record the purchase of new investments, sell investments, manage splits (bonus and rights issues) and record dividends due and received. The use of multiple portfolios for a single Accounting Entity allows the tracking of activity by portfolio manager or investment broker.

The investment valuation module can be expanded to allow revaluation of portfolios held with integration to an electronic valuation service such as Bloomberg or FTID.

P2 Fund Accounting

If you are managing an Investment or asset portfolio on behalf of multiple clients, the **P2** Funds module will allow the subdivision of a portfolio with fractional ownership to multiple sub-funds. This functionality can also be expanded to provide cell accounting for the Captive Insurance market.



P2

is marketed around the world by our reseller network. Please visit our website www.P2crm.com for the most up-to-date information on the **P2** product, on our design partners, on other products that integrate with **P2** and for information on how to find your local **P2** support partner.





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