



DANA SYSTEM
www.danasystems.ir

About Dana System

Dana Systems' solutions help businesses to satisfy their customers, operate most efficiently, and stay at the forefront of their industry. With extensive knowledge and clear technology in our focused industries, our software enables customers to transition from being merely competitive, to becoming market leaders. This competitive edge is born from solutions reflecting industry best practices, and services that are specifically focused on helping our customers meet their individual business goals, profitably.

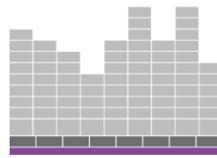
Our mission:

- Commitment in the implementation of ERP systems
- Help Customers to reach their goals
- Creating a positive view of ERP projects in Iran
- Employee Development
- Maximum use of local ERP consultants

Our Services:

- OCM (Organization Change Management) Analysis
- IFS Applications
 - ✓ Implementation
 - ✓ Support and Maintenance
 - ✓ Training
 - ✓ Upgrade
 - ✓ Enhancement and Re-engineering
 - ✓ Roll-Out
- Business Intelligence
 - ✓ Oracle BI
 - ✓ QlikView
- Oracle Services
- Crystal Reports
- 2C8 Modeling Tool
 - ✓ Implementation and Support





CROSS-FUNCTIONAL

Cross-functional components are a set of powerful tools designed for streamlining, simplifying, and handling critical processes found within most industries and businesses. These processes include business performance, customer relationship management, supply chain management, business modeling, and document, quality, and eco-footprint management.

BUSINESS PERFORMANCE is an integrated performance management system supporting target-setting, follow-up, and analysis of performance measures. The Measure Library includes around 200 predefined, ready-to-use measures that provide a fast track to performance measurement. Scorecard plays an important role in any corporate performance management (CPM) solution as the central repository for all performance-related information.

ACCOUNTING RULES provides a common set of rules for all manual and automatic postings within the Applications. It offers an excellent overview that secures your company's accounting model. Standardized interfaces make it easy to handle transactions sent to and received from Application and other business solutions.

BUSINESS REPORTING encompasses the broad report functionality in the Applications, which covers all types of ad-hoc, operational, Microsoft Excel® based, and analytical reporting, including Business Analytics, Quick Reports, Report Designer, and Output channels.

DOCUMENT MANAGEMENT is a complete document management solution that gives you full control over your company's documentation. It handles the creation and development process for documents and includes easy-to-use search tools. Other functionality includes workflow, templates, version and release management, support for invoice scanning (OCR) and redlining. Document Management has all the features to satisfy any power

user, yet its web-based interface is so user-friendly that novice users can be up and running in a few minutes.

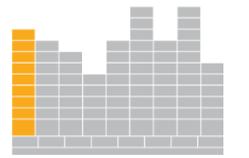
QUALITY MANAGEMENT lets you define control plans, test and inspection instructions, standards for parts, suppliers, or manufacturing processes—or any combination of these.

Samples are linked to shop orders, purchase orders, serial numbers, lot numbers, and time stamp processes. The most common SPC charts for variables and attributes are supported, and capability indices can be calculated for any process. Overview forms with standard interfaces can be used to feed third-party products for more advanced statistical calculations.

CASE MANAGEMENT enables you to provide workflow-based case management with full traceability and swift dispatch. It enables employees and partners to register issues, link them to relevant business objects, and route them using queues or direct dispatch. Case Management also provides support for thorough analytics by bundling a set of prepackaged measures for all stages of the process.

BUSINESS MODELER is an integrated package of tools, methods, and graphical models for developing and communicating company work procedures, routines, and responsibilities. You can use it to tune and communicate your company processes while implementing the Application. The graphical documents produced become models for corporate structure and processes.

ECO-FOOTPRINT MANAGEMENT offers comprehensive support for all stages of a product's lifecycle, through the entire supply chain to the use phase and end of life. Fully integrated in the Applications suite, it leverages existing data, lets you create material declarations and environmental product declarations, and serves as a base for environmental reporting such as GRI. Due to its flexible nature it can be used for all kinds of compliance purposes, e.g. REACH, RoHS or WEEE, as well as eco-label proofing.



FINANCIAL

Financial components give you a comprehensive view of your business from a variety of perspectives. When you spot a trend worth investigating, you can drill in to the appropriate financial transactions and scrutinize them in detail. These components enhance control at all levels of the organization and support regulatory needs around the world.

CASH FLOW offers you flexible liquidity analyses based on a variety of scenarios that you select. Use customer orders, purchase orders, accounts receivable and payable to generate projections of your cash position. Use this information to analyze your company for better cash management and strategic decision making.

ACCOUNTS PAYABLE simplifies handling of your supplier invoices and payment processes. Support for self-billing reduces invoice handling. A variety of currency and payment options contributes to the flexibility of the component while follow-up and analysis capabilities ensure full control.

ACCOUNTS RECEIVABLE simplifies customer invoicing and payment processes. It automatically handles coding of routine transactions. Integrated with customer orders and accounting rules functionality, it helps minimize errors and simplify routines.

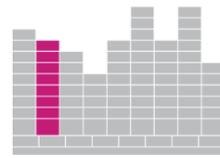
FIXED ASSETS is a fully integrated accounting tool for strategically managing your company's fixed assets. Moreover, it includes multi-country support for depreciation methods, making it the perfect fixed asset tool for a global organization.

CONSOLIDATED ACCOUNTS provides users with data from any number of companies consolidated into one place. They can map different charts of accounts, budgets, and currencies from subsidiary to parent. Snapshots of subsidiary data, taken during the period, enable management to view up-to-date consolidated financial information whenever needed.

GENERAL LEDGER ensures you have a solid base for financial analysis and reporting, plus powerful simulation capabilities, including multiple general ledgers and advanced distribution rules. It helps you to gather and consolidate financial events from all systems and subsidiaries within a corporate group.

BUDGET MANAGEMENT lets you manage the planning, budgeting, and forecasting workflow in the Applications. Use it to set your corporate strategy and to fix targets for the scorecard and budget templates. Continuous planning and rolling forecasting allow you to monitor and update the process at all stages. This component is designed for integration with Microsoft® Excel®.





HUMAN RESOURCES

Human Resources components save time and money by helping you manage your company's most valuable resources cost-effectively. These components provide fast, accurate analysis, meeting all your company's key needs for personnel development. They provide essential processes for workforce management and successful strategic human capital management.

SELF-SERVICE provides a complete manager and employee self-service tool that ensures high data quality and employee involvement. Managers perform HR-related tasks through web pages designed to match their needs. Employees update their own employee data, apply for internal job opportunities, etc.

RECRUITMENT simplifies the hiring of new employees by supporting all hiring processes from the personnel requisition to the final transfer of data to the employee file.

EMPLOYEE DEVELOPMENT & CERTIFICATION helps you to create strategic human resources plans and processes for your company by defining your organization's skill/competency requirements and mapping them to your available resources. Once the requirements are defined and mapped, you can use them for recruitment, employee development, or a listing of outdated or overrepresented competencies.

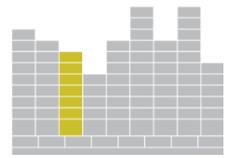
TRAINING MANAGEMENT provides comprehensive support for organizations with extensive internal training operations. It enables you to compile internal training

requirements and use them as input for planning training events while automatically updating employee files after courses have been completed.

EXPENSE MANAGEMENT streamlines and simplifies your company's traditional expense management and reporting system by automating everything from tax calculations to travel allowances. Employees on the move can use the web interface to report their expenses no matter where they are.

TIME & ATTENDANCE makes it easier for you to manage information on the working hours of your employees. Wage code distribution and the calculation of flexi-time, overtime, shift premiums, etc. are automatic and checked against the central rules. Moreover, you save critical time when employee input simultaneously feeds payroll and project, maintenance, or production systems.

PAYROLL ADMINISTRATION simplifies and manages all your payroll procedures. Complete payroll solutions are available in selected markets, and a standard interface to third-party payroll solutions is available throughout the world.



SALES & SERVICES

Sales and Service components provide business processes vital to customer relationship management (CRM). They manage the customer interaction chain from the sales lead, through the sales cycle, to the ongoing support and service of the customer. Our sales and service concept allows a business to focus on where it adds value to the customer through product, service, and support.

SERVICE CONTRACT MANAGEMENT lets you accurately specify and control the service level for each of your customers and service activities. It improves efficiency by automatically checking and following up on items agreed in the contract.

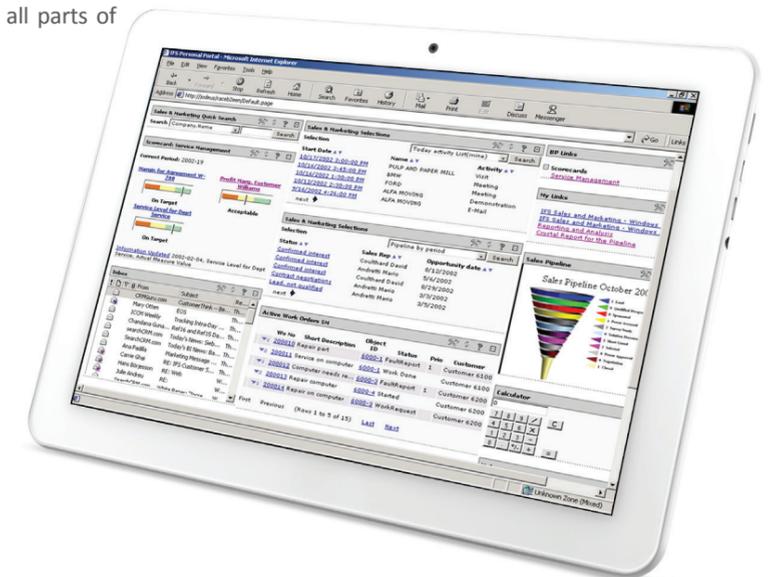
FIELD SERVICE enables your service operations to streamline their customer-focused business processes from quotation and order taking to invoicing and analysis. It also supports field service and workforce scheduling as well as accurate pricing within and beyond warranty periods.

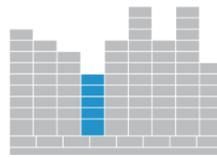
CALL CENTER enables you to effectively provide call center services to your customers for field service or product support. Call Center also supports thorough analytics by bundling a set of prepackaged measures for all parts of the process.

SALES CONFIGURATOR guides your sales personnel and customers smoothly and conveniently through your selection of products, product characteristics, and accessories. An easy-to-use "product advisor" builds configurations through a series of questions that precisely define requirements.

WEB STORE is an out-of-the-box solution for web-based order management and an ideal tool for spare parts sales. You get a variety of ways of searching for and selecting products, as well as price and availability checks, customer registration, and order tracking.

SALES & MARKETING simplifies your marketing and sales processes while conveniently providing management with key data for decision-making. Your sales team can track, manage, and perform activities to secure sales opportunities while your marketing department can easily manage marketing campaigns and communicate with customers.





ENGINEERING

Engineering components make it easier to specify and configure design elements, products, assemblies and facilities. The components ensure quality by streamlining the administration of all related documentation, including revisions. Everyone in the organization gets the information they need, providing continuously updated data for technical, administrative, and financial decisions. Integration between purchasing, engineering, and manufacturing processes enables a true cross-company picture.

ASSET DATA MANAGEMENT is a multidisciplinary engineering framework for creating and maintaining information about objects in plants, power grids, fiber-optic networks, and many other types of structures or facilities. It includes powerful tools for engineering processes and support for Internet-based collaboration. Project information from suppliers and consultants can be imported directly. Used in conjunction with Purchasing module, it enhances the efficiency of the procurement

process. Its tight integration with Maintenance module ensures complete asset lifecycle support, including large revamp projects, without disrupting the maintenance processes.

ENGINEERING CHANGE MANAGEMENT simplifies and speeds up engineering change processes. It lets you receive, review, check, and approve changes before implementing change orders.

PROJECT DELIVERY lets you coordinate complex deliveries throughout their lifecycles— from tendering, detailed design, procurement, manufacturing, and/or assembly to testing, delivery, after-sale support, and maintenance.

PDM CONFIGURATION is a product data management tool that supports engineering design, configuration control, and follow-up of items and products. Its advanced revision management capabilities help you comply with complex regulations. Its powerful “best-fit” search and copy functionality lets you reuse items and designs, making it easier to standardize products and parts.



PROJECT

Project components, together with the other components, provide a completely integrated set of tools to manage the complete project lifecycle. Fully integrated with other components such as financials, procurement, inventory, customer orders, manufacturing, engineering, human resources, document management, and asset and service management, the solution is used by many types of businesses who use project principles to manage their business, including project-based manufacturing, engineering, construction, contracting and infrastructure, and R&D organizations.

PROJECT REPORTING allows project cost transactions to be processed against a project including time, expenses, materials and other types of miscellaneous costs. The component is also used as the basis for billing clients where reimbursable contracts are needed. Price lists can be attached to projects to define what rates are to be used.

SALES CONTRACT MANAGEMENT provides lifecycle management of a sales contract from bid and tendering through completion and handover. The component also includes application for-payment functionality and keeps control of defined mark-up and retention rules, certificates, and payments. Invoices and applications can be generated based on a number of flexible options including progress, quantity, sales value, cost plus and milestones. Reimbursable project invoicing is also supported. The component has strong change management capabilities to manage variations to scope.

SUB CONTRACT MANAGEMENT manages simple or complex sub-contractor activities; e.g. where a construction phase is sub-contracted, this component allows the scope to be managed. The solution allows progress to be tracked and valuations to be made based on valuation methods such as progress and quantity installed. The solution has strong change management capabilities

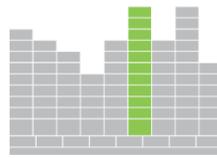
to manage variations to scope. Work Instructions can be sent to the sub-contractor. Invoices and applications can be received from the sub-contractor, and valuation certificates can be generated.

RISK MANAGEMENT allows project risk assessments to be defined. User-definable risk templates help establish consistent working practices. Potential problems and consequences are defined so you can manage the actions and responses required to mitigate the risk.

PROJECT PLANNING allows project schedules to be established in application. Gantt display options are available. The planning logic supports dependencies and constraints. Resource planning and simulation are also supported. If tools such as Microsoft Project or Primavera are to be used, it provides bi-directional integration to these.

PROJECT BUDGETING provides comprehensive functionality to manage Project Cost Control. User-definable project forecast types enable users to support multiple versions of project estimates, budgets, forecasts, reviews, etc. The system supports Estimate to Complete and Estimate at Complete principals. Budgets can be controlled by Cost Breakdown Structure and WBS. Spreading rules are available, including S Curves and Straight Line logic.

PROJECT MANAGEMENT allows you to create projects using user-defined Work Breakdown Structures. Templates can be used to establish business process consistency. Costs, revenue, hours and quantities can be associated with the project WBS. Progress and Earned value are supported. All costs are tracked at all levels of the WBS, including Estimate, Baseline, Latest Forecast, Committed, Earned Value, and Actual. The Project component holds the project plan, which is then used to generate the sub-plans for other areas such as procurement, engineering, manufacturing, installation and construction.



MANUFACTURING

Manufacturing components combine a simple, highly automated flow for taking care of repetitive tasks with advanced management-by-exception functionality to trap and action exceptions. This powerful, multifaceted solution supports planning, execution, control, and analysis in many types of manufacturing, in all phases of the manufacturing process, and for all your employees. It also supports lean principles as well as mixed mode manufacturing, where different types of processing coexist in the same manufacturing environment system.

MULTISITE PLANNING helps you improve on-time delivery and customer satisfaction by better forecasting supply and demand for your products when working in a multisite environment. You can develop a comprehensive master production schedule, calculate time-phased material net requirements and optimal lot sizes, create distribution orders, and then calculate the production capacity needed.

MAKE-TO-PROJECT provides a unique concept for manufacturing in a project context by providing the flexibility to connect shop orders, multilevel pegged (DOP) structures, purchase orders, and other items directly to project activities. Inventory functionality can be performed in a project context, and material can be transferred between project activities, and between project inventory and standard inventory.

ENGINEER-TO-ORDER makes customer-specific design easier to handle by integrating projects and product structures. The ordered product structures can be a combination of standard products and project-specific structures. Procurement is initiated by the project plan, and every change can be registered, ensuring optimal flexibility, control, and cost-effectiveness in the delivery project.

MAKE | CONFIGURE | ASSEMBLE-TO-ORDER manage and simplify production to order, from advanced make-to-order (MTO) to simple assemble-to-order (ATO), and

for order-unique design as well as characteristics-based configuration and standard products.

CONSTRAINT-BASED SCHEDULING optimizes your production schedule so you can quickly respond to changes in the marketplace or customer demands. By identifying production bottlenecks, you can deliver on time and keep production costs under control. Multisite, multilevel capability check gives you an advanced tool for accurate delivery time estimation. The component also includes Advanced Planning Board, an off-line scheduling planning tool which you can operate simultaneously with the on-line client.

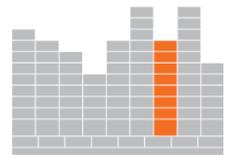
COSTING provides insight into the costs associated with your company's products so you can make better-informed decisions. It supports traditional costing, activity-based costing (ABC), or a combination.

BATCH PROCESS gives batch-oriented processing companies a competitive edge through more efficient production planning, on-time deliveries, and higher product quality.

REPETITIVE PRODUCTION improves efficiency by reducing, and even eliminating, transactions in the manufacturing process. Combined with Planning module, you can create a hybrid pull/push system using material requirements planning (MRP) to generate production line schedules, plan supplier schedules, and dimension Kanban circuits.

SHOP ORDER is a comprehensive tool for monitoring and controlling shop orders throughout their lifecycles, ensuring that manufacturing performs all work as planned. It includes support for many production models and is closely integrated with Costing and Inventory.

SHOP FLOOR REPORTING provides an efficient, easy-to-use way for your employees to quickly report production information. It gives you the status of your operations, the quantity of manufactured and discarded items, and the accumulated operator hours.



DISTRIBUTION

Distribution components, together with manufacturing, form the basis of your supply chain management solution. These components offer the simplicity you need to better visualize product flows and use the system efficiently, and you can easily adapt to different distribution models and working methods. They give you the agility you need to grow and support change throughout your enterprise and let you take advantage of real-time communication throughout the order-to-delivery chain.

DEMAND PLANNING is one of the most sophisticated and easy-to-use forecasting tools on the market today. A highly collaborative, graphical, and interactive tool, it allows you to plan visually using graphical representations.

INVOICING ensures fast and accurate invoice handling. It gives you the capability to automatically print, post, and update invoices from Customer Orders to accounts receivable (AR), enabling instant monitoring of your customer accounts and credit limits.

CUSTOMER SCHEDULES integrates your manufacturing processes and production schedules with your customers' demands to provide greater delivery precision, shorter lead times, lower inventory levels, and more cost-effective operations.

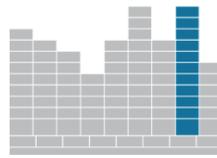
CUSTOMER ORDERS handles your customer order processing at one or more locations and is a fundamental part of the Supply Chain Management (SCM) solution. Customer Orders provides a multitude of pricing options for your business, enabling you to work with tailored pricing models.

SUPPLIER SCHEDULES improves your administrative efficiency by reducing the number of transactions requiring user input. It is ideal for high-volume manufacturing environments, leveraging repetitive partnerships with a continuous and high-volume flow of order information.

PURCHASING lets you streamline your purchase administration and is a fundamental part of the Supply Chain Management (SCM) solution. It helps companies achieve better pricing from suppliers through centralized purchasing and is well suited for multisite companies operating in the global environment.

INVENTORY streamlines your entire inventory process. Extensive statistical functions are built into the system for detailed analysis. Multisite environments are fully supported, and designated clients facilitate movement of goods between sites.





MAINTENANCE

Maintenance components are part of a complete enterprise asset management (EAM) system that enables you to anticipate and adapt to the rapidly changing demands of the world around you. Easy to work with and access, the solution contains the comprehensiveness and depth of functionality that you need for day-to-day maintenance requirements as well as continuous development and improvement.

COMPLEX MRO helps you provide superior customer service and reduce costs through leaner, more efficient MRO operations. By aligning personnel, material, and other resource requirements, you can reliably meet due dates and improve turnaround times.

VEHICLE INFORMATION MANAGEMENT is a powerful, comprehensive tool for integrated fleet and configuration management as well as for regulatory compliance. It supports serialized parts control, operational planning, preventive maintenance planning, and modification management.

SCHEDULING AND RESOURCE ALLOCATIONS streamlines work order scheduling and activity planning, providing a common way of planning preventive maintenance and initiating corrective maintenance. The graphical drag-and-drop interface lets you make changes quickly and simply. Through integration with Human Resources, it enables you to automatically compare personnel needs with the availability of various competencies. Constraint-based scheduling for work orders is supported for more complex maintenance activities.

PREVENTIVE MAINTENANCE helps you manage schedules for regular preventive maintenance. You can organize and prepare all kinds of tasks in a facility. You can also schedule tasks according to your own maintenance parameters, such as machine condition, specific events, a calendar, or even whether an employee or contractor must perform the tasks.

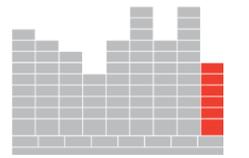
WORKORDER manages all tasks affecting your maintenance organization—fault reports, preparation, planning, and final reporting. Maintenance work becomes more efficient, which reduces direct and indirect maintenance costs, and the loss of revenue due to downtime.

OVERALL EQUIPMENT EFFECTIVENESS evaluates proposed improvements in equipment performance to increase revenue. It registers all operational events, such as availability, performance, quality, and overall equipment efficiency, with easy-to-use graphical interfaces for operators and process engineers.

EQUIPMENT METERING enhances profitability and gives you better control over the use of equipment requiring service. Meters enable service to be scheduled and invoiced according to how much the service object is used.

EQUIPMENT MONITORING minimizes downtime by giving you up-to-the minute information on equipment as it is operating. You can track current equipment status, stop reasons, and produced and rejected quantities to make better-informed decisions about your equipment usage.

EQUIPMENT manages physical information about your machines, buildings, ventilation systems, and/or transport systems. Fully integrated with Asset Data Management, it provides a complete asset lifecycle management (ALM) solution for both new construction operations and plant rebuilds.



BUSINESS ENABLER

Business enabler components let you create and enhance relationships, taking advantage of the latest web-based technologies. You can give employees, customers, suppliers, and other partners personalized, accurate, real-time information through easy-to-use role-based portals and built-for-purpose mobile solutions. Business enabler components also provide integration with internal and external systems through web services while ensuring security, performance, and scalability.

COLLABORATIVE SOLUTIONS enables you to set-up a personalized portal for your customers, suppliers, and partners, giving them access to key collaborative processes in the Applications. These processes range from customer orders and support management to collaborative project and product lifecycle management (PLM) processes. The easy-to-use web-based portal offers real-time information regarding supply chain management (SCM) processes and online requests for quotation (RFQ).

PERSONAL PORTAL provides all users—employees as well as business partners—with a role-based process portal to Application. It's an easy-to-configure entry point that provides an overview to the information that people need to get their jobs done.

MOBILE & WIRELESS SERVICES™ is a unique device-independent mobile framework that helps you increase productivity and reduce operating costs by automatically capturing data in the field and synchronizing it with the business processes in Application.

EVENT MANAGEMENT lets you extend the capabilities of Personal Portal by proactively notifying people and initiating actions as business events take place. Integrated with Connect, the application lets you subscribe to and receive notification through a wide range of communication channels, such as e-mail, SMS, or your own My Messages portlet.

SYSTEM INTEGRATION & WEB SERVICES enables you to integrate with the Applications using web services and other transport protocols, and interoperate with other integration solutions such as Microsoft® BizTalk® Server and Oracle BPEL Process Manager®.

