Karl Bohlin
Chief Executive Officer
HansaWorld

Introduction

The HansaWorld Brand Book explains the rules for working with the HansaWorld brand, what we aim for with our brand communication and image, as well as to give an overview of available materials. The Brand Book is for internal use and can also be given out to distributors and partners.

The Brand Book states the brand owner's wishes and requirements. It is obligatory to follow these rules when presenting the logos and visual identity of the brand owner. Brand Book states for example which combination of fonts and colours are permissible in certain situations; how should printed products and various promotional materials look and be made up; what specific elements should be used in design, in promotional materials and in exhibition stands. So instructions, set of standards and regulations - that's the essence of this Brand Book.

The HansaWorld brand reflects professionalism and simplicity combined with sophistication. Use it with respect.

HANSAWORLD

The relationship between the HansaWorld globe and the logotype is fixed and must not be altered.

Correct and incorrect logo usage / slogans

The word "Hansa" should not be used at all to address the company or product, unless when referring to HAL (Hansa Application Language). The company name is HansaWorld. HansaWorld should only be used when referring to the company. The proper product names should be used when referring to a specific product.

Correct and incorrect usage of the HansaWorld company and product names in written and spoken form:

✔ Correct   ✘ Incorrect

Company name

HansaWorld	Hansaworld
	HW
	Hansa Business Solutions
	Hansa

Product name

Standard ERP	Hansa Financials Mac Hansa
Standard Hotel	Hansa
Standard Accounts	HansaWorld Standard ERP
Standard CRM	CRM standalone HansaWorld CRM
Standard POS	Standard ERP by HansaWorld

Slogan

The World's Best Integrated Business Platform
Used on sales and marketing materials, advertisements, web banners, exhibition banner stands and displays

One application for all your business processes
Used in Standard ERP sales and marketing materials, advertisements, and banner stands

Running Businesses Better, True Integration, Scalable, Tried and tested, Based on best business practices
Used in Standard ERP sales and marketing materials

Powerful Reliable Elegant
Standard ERP - Business Platform
Used on sales and marketing materials for Standard ERP, advertisements, web banners, exhibition banner stands and displays

Let's do business
Used on sales and marketing materials for Standard Accounts, advertisements, web banners, exhibition banner stands and displays

Reach out and engage
Used on sales and marketing materials for Standard CRM, advertisements, web banners, exhibition banner stands and displays

Approved logo types

HANSAWORLD

Accounts

Standard ERP

Standard ERP
By HansaWorld

Department logo (HansaWorld University)

HANSAWORLD
UNIVERSITY

Business Partner Logo

HANSAWORLD
BUSINESS PARTNER

Authorised Distributor Logo

HANSAWORLD
AUTHORISED DISTRIBUTOR

Rules About The Logo Usage

One logo category should only be used in advertisements. In addition, only one logo category should be used on a single page.

- It is allowed to promote HansaWorld's group of products (such as Standard ERP and Standard Accounts) on the same advertisement.
- Use product logos (Standard ERP or Standard Accounts) on sales and marketing materials, wherever possible.
- Do not use two product logos on same marketing and sales material. e.g. Standard Accounts and Standard ERP.
- Always leave the logo some space to breathe.
- Do not rotate the logo.
- Do not add embellishments like drop-shadows, embossings etc. to the logo.
- The Company logo should always be used on stationery.
- Logos can only be used on certain background colours - white, grey, blue and at times, black.
- Do not alter the logos in any way or form. Logos must be used in the correct proportions.
- The relationship between the HansaWorld globe and the logotype is fixed and must not be altered. (Exceptions to this are watermarks used in stationery, marketing/sales folders and select marketing materials where the HansaWorld globe is used separately from the logotype)
- The HansaWorld globe in the HansaWorld logo is always placed to the left of the logotype and should not be moved to different positions.
- Do not create logos yourself. All HansaWorld logos can be downloaded from the Marketing conference or downloaded from the partner portal.
- Partners and distributors should use the HansaWorld Business Partner or Authorised Distributor logo respectively
- The Business Partner logo should be used whenever possible, but if necessary a special exception can be gained to use the 'Authorised Distributor' logo
- The relationship between the cloud and product name is fixed and must not be altered. (Exeptions to this are app icons).

✔ Correct

✖ Incorrect

Positioning of logos on sales and marketing materials

- The HansaWorld logo and HansaWorld University logos should be placed at the bottom right corner of a page whenever possible.
- Product and logos (Standard ERP, Standard Account) should be placed at the top right corner of a page whenever possible.

Logo Security Area

The logo security area is the minimum empty space around the logo, where no other object can be. The security area guarantees that the logo will not be covered or set too close to other objects. For all types of HansaWorld logos the security area is at least the size of the first letter. Please note that the security area may be larger.
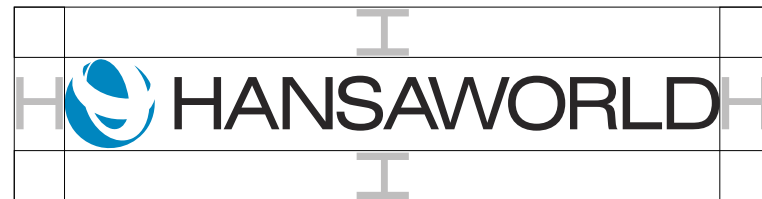
Company logo - 2 colours

HANSAWORLD

Font: **Swiss Delux Extended**
Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Pantone Process Blue (C:100 M:33 Y:5 K:0)

This version of the logo can only be used on stationery (envelopes, letterheads, paper blocks/notepads) and marketing materials (brochures, adverts, internet banners, rollups, website)

Company logo - 1 colour

HANSAWORLD

Font: **Swiss Delux Extended**
Colour: Globe/Text - Registry black (C:100 M:100 Y:100 K:100)

HANSAWORLD

Font: **Swiss Delux Extended**
Colour: Globe/Text - Pantone Process Blue (C:100 M:33 Y:5 K:0)

The one colour logo may only be used when it is unavoidable to put the logo on a background we prefer. A negative logo is also used on black backgrounds. For example: stitching on the clothes, company stamp, signage, promotional materials such as pens, lanyards, etc.

Department logo - 2 colours

Font: **Swiss Delux Extended**
Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Pantone Process Blue (C:100 M:33 Y:5 K:0)
This version of the HansaWorld University logo is used when promoting education provided by HansaWorld and normally used on HansaWorld University stationery.

Business Partner logo - 2 colours

Font: **Swiss Delux Extended**
Colour: Text - Registry black (C:100 M:100 Y:100 K:100) / Globe - Pantone Process Blue (C:100 M:33 Y:5 K:0)
This version of the partner logo can be used by HansaWorld Business Partners.

Product logos

Product logos are used on sales and marketing materials when promoting the product rather than the company. Examples of materials which should have the product logos: product sheets, brochures, advertisements, sales and marketing materials and website.

Standard

Font: **Myriad Pro Bold**
Colour: C:100 M:69 Y:0 K:0
Tracking:-45

This logo should be used when referring to our range of small products.

Accounts **Hotel**

CRM **Eats**

Print and Web

This logo type should be used on printed and digital sales and marketing materials.

Correct

Standard

Standard

Incorrect

Standard

Standard

Standard

Standard

Standard

Standard

Standard ERP

Font: **Myriad Pro Bold**
Colour: Black C:0 M:0 Y:0 K:100
Tracking:-45

Applications

This logo type should only be used inside the application and not on any other sales and marketing materials or website.

Standard ERP
By HansaWorld

Standard Accounts
By HansaWorld

Standard POS
By HansaWorld

Standard CRM
By HansaWorld

Standard Hotel
By HansaWorld

Font: **Myriad Pro Bold**
Colour: Red (C:0 M:100 Y:100 K:5) /
Size: 40%, tracking:-45

Application Icons

These are the available icons which should be used on app stores.

Print and Web

This logo type should be used on printed and digital sales and marketing materials.

✔ Correct

✘ Incorrect

Standard ERP

Standard ERP

Standard ERP

Standard ERP

Standard ERP

Standard ERP

Standard ERP

Standard ERP

Logos - Logotype size

Minimum size

Printed materials	Web
HANSAWORLD	HANSAWORLD
25 mm	150px - 144dpi
Standard	Standard
25 mm	150px - 144dpi
Standard ERP	**Standard ERP**
11 pt	125px - 144dpi

Standard size

HANSAWORLD

XX mm
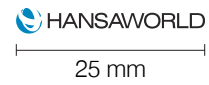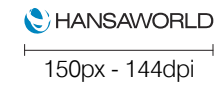
Format (width x height)	Logotype size
1/4 A4 (210 x 74 mm)	Width 77 mm
A5 (148 x 210 mm)	Width 60 mm
A5 (210 x 148 mm)	Width 87 mm
A4 (210 x 297 mm)	Width 87 mm
A3 (297 x 420 mm)	Width 97 mm
Business Card	Width 40 mm

Photos

HansaWorld has its own photo gallery where we obtain photos for our printed materials and website. We prefer to use our own photos and not from globally used stock photo galleries. The reason for this is simple: our photos need to reflect our products, our company and what we sell. However, in the unavoidable event that it is necessary to obtain photos from a stock gallery, we advise to follow the routine below:

- Never drag and drop images from the websites and use them on materials, this will result in very low quality, low resolution unusable images. Ensure to always acquire images in high resolution.
- When using partner logos or customer logos on HansaWorld marketing materials, please ask for high resolution files. Refrain from copying images and logos from their website. It is only appropriate to show the same respect for their brand image as they do to ours.
- Use slightly rounded corners (1 mm) and 0.25 mm thick frames around the photos.

Please note that any material created locally should be submitted to HansaWorld's International Marketing department for review and approval prior to publication. We do request that a final design sample be submitted.

Social Media Icons

Blue icon usage
Customer email

(R:0 G:133 B:96 - #0085c4)
Mininum Size: 32px - 144dpi

Grey or dark blue inverted Icon usage
Web site

(R:92 G:105 B:106 - #5c6974)
Mininum Size: 32px - 144dpi

We use different fonts for different purposes to depict our corporate style:

- The Swiss Delux font family is our principal corporate font. We use it on all non-printed and printed sales and marketing materials, documents, training and consulting materials.
- Myriad Pro Bold & Regular fonts are sued in our Product logos.
- Swiss Delux Extended are used in our HansaWorld logo.
- Helvetica Neue is used for HansaWorld's website text.

No fonts other than the ones stated in this Brand Book should be used in HansaWorld related materials and stationery.

Size

Though there are few exceptions, the most common sizes for the text are as follow:

Header 1

Font: Swiss Delux Light Extended	Size: 24pt

Header 2

Font: **Swiss Delux Roman**	Size: 11pt

Header 3

Font: **Swiss Delux Roman**	Size: 9pt

Text

Font: Swiss Delux Light	Size: 9pt

Typeface

Sample	Description
ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuvwxyz 1234567890,.!"#%&/()=?	**Swiss Delux Extended** Used in the HansaWorld brand signature. Also used in the slogans and in headings of presentations.
ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuvwxyz 1234567890,.!"#%&/()=?	**Myriad Pro Bold** Used in the logotype (i.e. Books, Standard ERP, SmartView, etc.) in the Product logos.
ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuvwxyz 1234567890,.!"#%&/()=?	Myriad Pro Regular Used in the logotype (i.e. by HansaWorld) in the Product logos.
ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuvwxyz 1234567890,.!"#%&/()=?	Swiss Delux Roman Used in titles and subtitles in sales and marketing materials.
ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuvwxyz 1234567890,.!"#%&/()=?	Swiss Delux Light Used in the body text of sales and marketing materials.
ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuvwxyz 1234567890,.!"#%&/()=?	Helvetica regular & bold Used for materials in Slavic languages and Emails.
ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuvwxyz 1234567890,.!"#%&/()=?	Helvetica Neue Used for the HansaWorld website

Colours for text

Colours for text are used as follow:

Header 1

C:100 M:69 Y:0 K:0
R:0 G:92 B:171
#005CAB

Header 2

C:100 M:69 Y:0 K:0
R:0 G:92 B:171
#005CAB

Text

Black

Colours

In most occasions we put the text in our sales and marketing materials on white background, but we also use grey and blue

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF
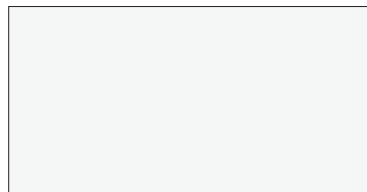
C:3 M:2 Y:2 K:0
R:245 G:244 B:244
#F5F4F4
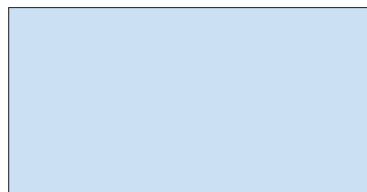
C:100 M:69 Y:0 K:0
R:204 G:223 B:243
#CCDFF3
Opacity: 20%

Colour schemes

HansaWorld Primary Colours

C:100 M:69 Y:0 K:0
R:0 G:92 B:171
#005CAB

C:100 M:33 Y:5 K:0
R:0 G:133 B:196
#0085C4

C:64 M:46 Y:39 K:26
R:92 G:105 B:106
#5C6974

Additional Print Colour

C:50 M:0 Y:100 K:0
R:141 G:198 B:63
#8DC63F

Additional Web/Multimedia Colours

C:40 M:100 Y:0 K:20
R:136 G:20 B:119
#881477

C:0 M:100 Y:40 K:0
R:237 G:17 B:100
#ED1164

C:50 M:0 Y:100 K:0
R:141 G:198 B:63
#8DC63F

Advertisements

We have 6 standard sizes for advertisements:

1. A4 - full page (portrait - 210x297mm)
2. 1/2 A4 (landscape - 210x148mm)
3. 1/3 A4 (landscape - 210x99mm)
4. 1/4 A4 (postcard)(minimized A4)
5. US Letter - full page (portrait - 215.9x279.4mm)
6. US Letter - full spread (215.9x558.8mm)

Rules

- Every country should select the target media where they would like to advertise now or in the future and planning of ad placements is advised.
- Wishes for new advertisements should be sent to the Marketing Wish conference: stating the target media, publication name, target audience, deadline for submitting the material, place of the ad in the publication, the ad's text in English and ad size. Please leave at least 2 weeks lead time for marketing to create the ad.
- Use the HansaWorld messages and guidelines provided in this Brand Book to create the text for ads.
- Be advised that all ads are first created in English. Once the English versions are completed and approved, we request for local translation and create the local version for the ad.
- We do not put our website address www.hansaworld.com on advertisements.

Layout of Advertisements

- Main title
- Key benefits and Features list
- Contact details - telephone number or Email address
- Award logos
- Product logo or company logo
- Image(s) from our photo bank

Placing the Advertisement

- Advertisements should normally be printed in colour.
- It is preferred to have our advertisements placed on right hand pages to increase visibility, in the corner of pages, or placed next to an article that is related to our area of business or specifically about our software.

Partners and Advertisements

The maximum number of partner logos which can be placed on an advert is 2.

Award logos

The 4 most recent award logos are advised to be used on sales and marketing materials.
Award logos are available for download from Conferences>>Marketing>> Logos>>Logos Awards.

A4 - full page

HANSAWORLD

The World's Best Integrated Business System

For over 25 years, HansaWorld has helped companies improve and streamline their operations with Standard ERP, a cloud-based ERP system with fully integrated BI and more than 15 different industry solutions, all in one program.

More than 550,000 companies use HansaWorld products worldwide.

Hansaworld UK Ltd - Gainsborough House, 2 Sheen Road - Richmond, Surrey, TW9 1AE - Phone: +44 (0) 845 123 2732

1/2 A4

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1/3 A4

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1/4 A4

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Internet Banners

Internet banners are used to increase web traffic to our website and for web campaigns. Internet banners can either be placed on our own website, partner's websites, online newspaper sites and other online news publication sites.
Sizes vary accordingly.

1. 720x300 pixels
2. 728 x 90 pixels
3. 600x160 pixels
4. 300x250 pixels

Business Cards

HANSAWORLD

Address Line 1
Address Line 2
Address Line 3
Address Line 4

email@hansaworld.com

+XXX X XXX XXX

+XXX XXX XXX

Skype

NAME SURNAME
Job Title
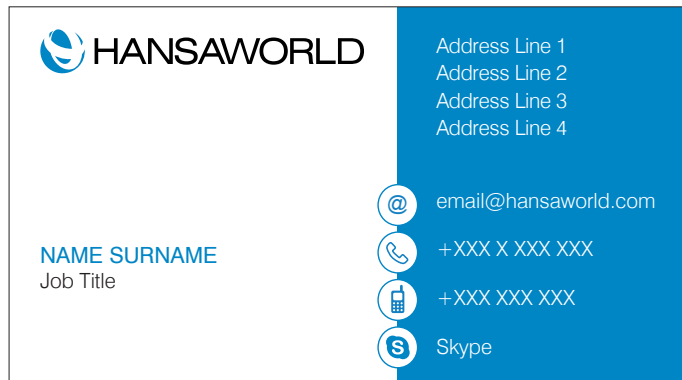
Standard information on business cards

- Name (in CAPS)
- Job title
- Address (country in CAPS)
- Phone
- Mobile
- Email
- Skype (Optional)

Font: Swiss Medium in the person's name and Swiss Light for the rest of the text.
Text Colour: Registration black (C:100 M:100 Y:100 K:100)
Text Colour: Blue (C:100 M:33 Y:5 K:0)
Background Colour: Blue (C:100 M:33 Y:5 K:0)
Business cards should be printed in English. If business cards are required to be in a local language an exception should be requested.

Specifications

Format: 90x50 mm
Paper: Ivory Board 330g
Colour: 4/0 +1/1, matt laminate

Letterhead - A4 and US Letter

Text Font: Swiss Delux Light
Text Colour: Black and Pantone Process Blue (C:100 M:33 Y:5 K:0)
Footer: Pantone Process Blue (C:100 M:33 Y:5 K:0)

Letterhead text

- Company name
- Address (country in CAPS)
- Phone number
- Fax number (Optional)
- General email address (e.g uk@hansaworld.com)
- Company Reg. number.

Specifications

Specifications
Format: A4, US Letter
Paper: MultiCopy Special Colour Laser 100g Colour: 2/0

HANSAWORLD

HansaWorld UK Ltd
Gainsborough House, 2 Sheen Road
Richmond, Surrey, TW9 1AE, UNITED KINGDOM
T +44 (0) 845 123 2732 - E uk@hansaworld.com
Reg. nr.: 40003992607

Paper block/Note pad - A4 and US Letter
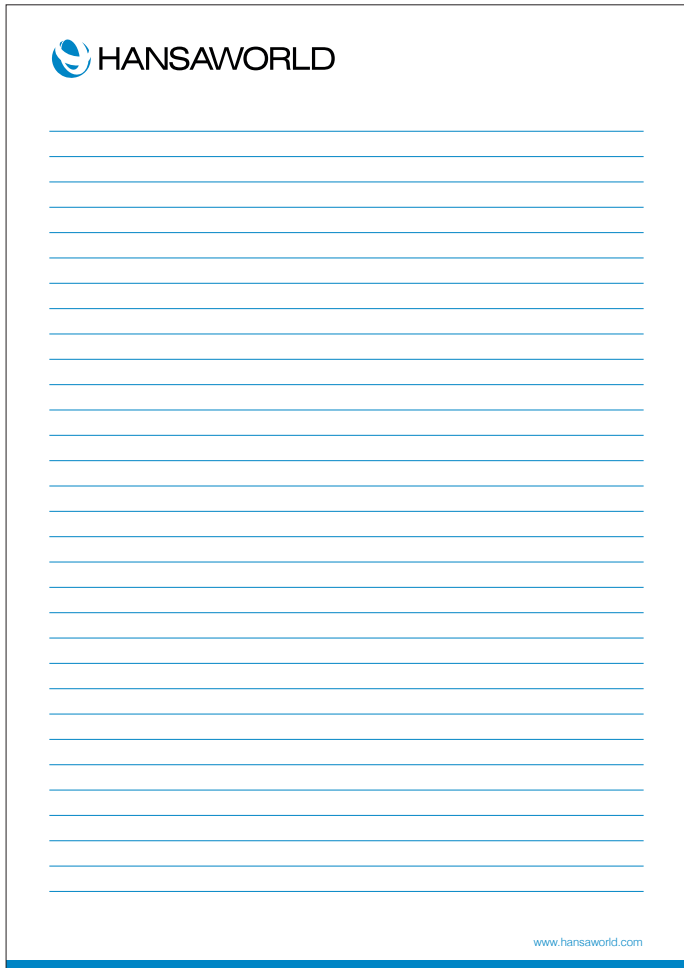
Text Font: Swiss Delux Roman
Text Colour: Pantone Process Blue (C:100 M:33 Y:5 K:0)
Lines: Pantone Process Blue (C:100 M:33 Y:5 K:0), Weight: 0.1px
Blue Footer Height: 3 mm

Specifications

Specifications
Format: A4, US Letter
Paper: MultiCopy Special Colour Laser 100g Colour: 2/0

Sticky Note

Format:
US: 3x3 inches
EU: 80x80 mm
Paper: MultiCopy Special Colour Laser 80g Colour: 2/0

C4

C5

E4

E5
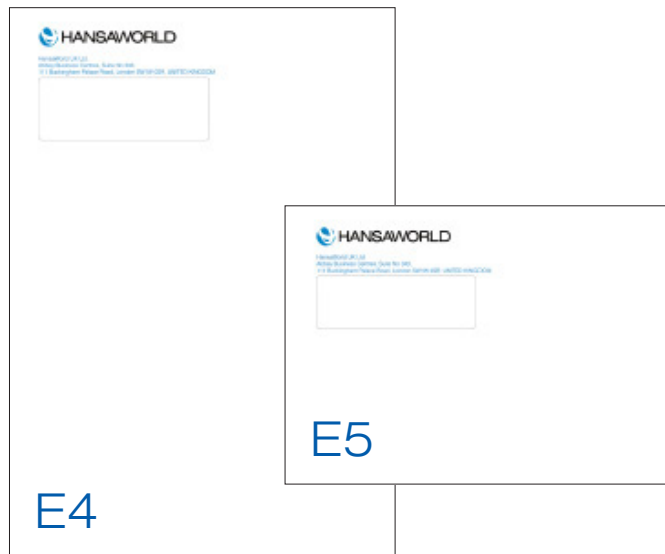
Envelope sizes

We have 6 standard sizes for envelopes.

1. C4 (307x215 mm)
2. C5 (229x162 mm)
3. E4 (215x307 mm) (C4 with window)
4. E5 (219x157 mm) (C5 with window)
5. North American #10 (with and without window)
6. North American 9x12 (with and without window)

Envelope elements

- Logo - Company logo
- Company name (legal name)
- Company address
- Country name (in CAPS)

Text Font: Swiss Delux Light
Text Colour: Pantone Process Blue (C:100 M:33 Y:5 K:0) Colour: 2/0
Paper: Postac, with grey in-print

The new bank reconciliation

Introduction

There are several reasons why companies should perform timely bank reconciliations:

- To protect against fraud
- To catch internal errors and verify bank statements
- To establish the accuracy and integrity of financial statements

Bank reconciliation, in its most simple terms, involves comparing a bank statement to internal records in order to explain differences between the two and examine discrepancies. But manual bank reconciliation is tedious, costly, labor intensive and error-prone.
Automation is an obvious conclusion. Leading edge Finance organizations are now looking to eliminate spreadsheets and manual processes used to support bank reconciliation, and adopt software designed to automate and streamline the process. But it is not so simple.
The key to successfully automating the bank reconciliation process involves easy communication between two different systems: the bank and the accounting software. Standard ERP provides this unique capability. We offer an advanced solution that allows for both simple and complex matching between systems without the need for costly custom programming.

Importing from different sources

You can use the following methods to import your bank statements into Standard ERP:

- You can import your bank statements through Yodlee, a cutting edge account aggregation service that allows users to see their credit card, bank, investment and other accounts in one statement.
- You can import bank statements from OFX or CSV text files using the 'Bank Transactions' Import function in the General Ledger.
- In Estonia, you can use the SEB Bank Payments Cloud Service to receive bank statements from SEB Bank to your Standard ERP database.
- In Canada and the US, you can import American Express statements from text files using the 'American Express Statement' Import function in the General Ledger.

In all cases, the information will be imported in to the Bank Transactions setting in the General Ledger. A new record will be created in this setting for each transaction on the statement.

Fast and simple process

After importing your bank statement, you can use the Bank Reconciliation register to connect the transactions in your bank statement to the transactions in your Standard ERP database.
On opening the Bank Reconciliation register from the General Ledger, you will see a window listing transactions in two columns. These columns will attempt to match each transaction on the bank statement to a transaction in Standard ERP, as follows:

- The left-hand column will list the transactions on the bank statement.
- The right-hand column will contain an attempted match for each bank statement transaction. The match will be as follows:
  - If the bank statement transaction represents an outgoing payment, the matched transaction will be a Payment, Personnel Payment or General Ledger Transaction.
  - If the bank statement transaction represents an incoming payment, the matched transaction will be a Receipt or General Ledger Transaction.
  - The bank statement transaction and the matched transaction will be for the same amount.
  - The matched transaction will be from the period specified in the field at the top of the window.
  - The matched transaction will be a transaction that posts to the Account specified in the top left-hand corner of the window.
  - If there is no match for a bank statement transaction, the right-hand column will contain the text "No Matching Data" and a 'Create' drop-down menu.

If the match is correct, you can reconcile the two transactions.
If there is no matching data for a bank statement transaction, you can create a new matching record.

The bank reconciliation process with Standard ERP is fast, accurate and easy.

Summary

With increasing pressure to reduce closing time and improve financial reporting, Finance departments need to eliminate spreadsheets and manual work and adopt technologies that help to automate the process and eliminate the chances for errors, omissions and fraud.
Bank Reconciliation functionality in Standard ERP can help alleviate pain in financial closing process, increase efficiency and reduce risk.

HANSAWORLD

HANSAWORLD UNIVERSITY

Product Name

Topic

Date   Version

Blue Header Height: 30 mm
Blue Footer Height: 3 mm

Blue Title Bar Height: 24 mm
Blue Footer Height: 12 mm

Roll Up size

850x2000 mm

Panel 1

HANSAWORLD

The World's Best Integrated Business System

- Established in Sweden 1988
- Offices in 19 countries
- 550 000+ installations worldwide
- 120 countries
- Translated into 30 different languages

2015 BRONZE STEVIE WINNER INTERNATIONAL BUSINESS AWARDS | THE CLOUD AWARDS FINALIST 2016-17 | //CODiE// 2017 SIIA CODiE FINALIST | 2017 STEVIE BRONZE WINNER INTERNATIONAL BUSINESS AWARDS

Panel 2
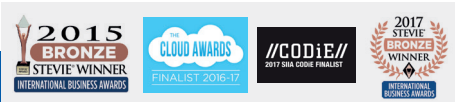
HANSAWORLD

Standard ERP

One application for all business processes

Multi-Currency and Tax Zones

Flexible subscription pricing model

Secure Cloud Hosting

Over 30 Languages

Integrated CRM

Powerful - Reliable - Elegant

Panel 3

Accounts

A modern App for quick invoice management
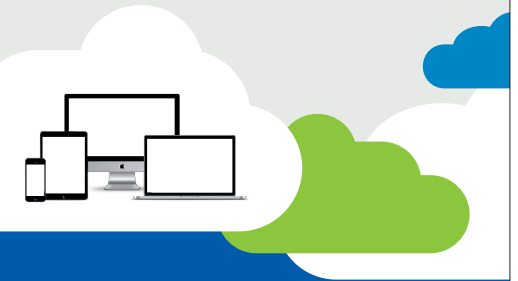
Let's do business

A stylish Invoicing, reporting and bookkeeping App designed for dynamic businesses

Free functionality
- Accounts Payable
- Accounts Receivable
- Sales Ledger

Premium Functionality
- Sales Orders
- CRM
- POS
- And more …

GET IT ON Google Play | Download on the App Store

Standard Small Products and Integration Brochures

Integration

Standard ERP

integration with Avalara AvaTax

Automate calculating and submitting your taxes

Fast
AvaTax accounts for sales tax in real-time, applying the calculation to transactions within Standard ERP immediately.

Easy
AvaTax automates the reporting process for over 12,000 different jurisdictions, reducing complicated, manual tax calculations and errors.

Accurate
AvaTax is always up to date with the latest requirements, ensuring tax calculations are correct.

AVALARA CERTIFIED

Standard ERP

Standard ERP offers an intuitive suite of business management tools for reconciling accounts, processing orders, inventory, contact relationship (CRM), reporting and more.

Designed for businesses of all sizes in almost any industry, Standard ERP delivers a high level of integration not only between its core component elements, but also with a variety of third party service providers.

Standard ERP provides a series of industry-specific modules which are fully integrated, including industries such as:

- Distribution
- Professional Services
- Maintenance companies
- Hotel industry
- Manufacturing
- Creative environments
- Facilities management
- Rental companies
- Retail

Avalara Avatax

Avalara AvaTax automates sales tax management and is seamlessly integrated with Standard ERP. Once AvaTax is set up, it operates in the background while you manage your business with Standard ERP.

AvaTax is continuously updated, meaning calculations are always accurate and applied instantly to transactions in Standard ERP. Tracking rates and changes in the tax code are no longer exhausting and time consuming tasks they once were when managed manually.

Accounting for thousands of sales tax rules, AvaTax cuts out the headache of interpreting a complex tax code. Other benefits includes:

- Manage requirements for your entire catalog of products and services
- Organise global indirect taxes
- Manage exemptions and consumer use taxes
- Use Automatic Validation to check for accurate addresses on reports

Certified HansaWorld Business Partner:

HANSAWORLD

HansaWorld USA Inc.,
6800 Weiskopf Avenue, Suite 150,
Mckinney, TX, 75070, UNITED STATES
Phone: +1 469 453 6944, Email: usa@hansaworld.com

Small product with packages

Accounts

A modern App for quick invoice management

A powerful tool providing for your current and future business needs. Easy books overview, extensive reporting and flexibility to work on the go from any device.

Free functionality

- Accounts Payable: Track the status of payables and book payments.
- Accounts Receivable: Manage invoices, receipts and balances due.
- General Ledger: Record all of your transactions. Balance Sheet, Trial Balance, Tax, Profit and Loss Reports.

Premium functionality

- Automated Accounting
- CRM
- Quotations
- Sales Orders
- Inventory
- Sales Tax / VAT Zones
- Price Lists
- Account Reconciliation
- Point of Sale (POS)
- And many more …

Mobile
Get a real-time overview of your invoicing and accounts from any device. Create an invoice and make payments on the go.

Control your costs
Expand or scale down at any time. You decide what to use, starting with the free package, and pay only for the premium InApps you choose.

Multi-Currency
Manage your business internationally.

Updates and data storage
Your information is securely stored in the cloud.

Drill Down
Navigate through the database with precision, with all functionalities integrated for intuitive access.

Continuous innovation makes Standard Accounts the best choice to accommodate your business and accounting needs.

FREE	BASIC	BUSINESS	PREMIUM
USD 0.00 /mo	USD 9.00 /mo	USD 19.00 /mo	USD 29.00 /mo
Email Sales ledger Purchase ledger General ledger Limited CRM	FREE + Additional CRM Customized number formats Product categories Reporting tags	BASIC + 3 users Send quotes directly Extensive reporting Checkbook management	BUSINESS+ Assign access rights Purchase orders Sales orders Customized price lists Multi-currency transactions Unlimited CRM

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www.standard-accounts.com

Small product without packages

CRM

A modern app for customer relationship management

Standard CRM is a powerful app providing you with the necessary tools to organize and automate your CRM tasks and routines, effectively manage your sales pipeline and optimize your customer lifecycle.

Free functionality

- CRM: Store every detail about your contacts and maintain a full history of your communications.
- Calendar: Manage your tasks and appointments to stay on top of your daily operations and customer relationships.
- Leads: Track sales progress and leads to determine their status, whether it's "Hot" or "Cold", the source and probability.

Premium functionality

Pick and choose InApps from Standard CRM's built-in Marketplace to expand your app's functionality. Create quotations and strengthen your decision making process with detailed reports for conversion rates, estimated value statistics and a range of sales cycle figures. Customize price lists for selected customers, use multiple currencies to do business with vendors and customers internationally, and much more.

- Quotations
- Price Lists
- Multi-Currencies
- Categories
- Forms Editor
- Number Series

Why Standard CRM?

- Scalable
- Mobile
- Sales Pipeline Management
- Analytical Reporting

Advantages

Mobile
Manage your sales pipeline in real-time from your phone, tablet or computer with all of your business critical information synced across all devices.

Control your costs
Expand or scale down the app at any time. You decide what to use, starting with the free package, and pay only for the premium InApps you choose.

Updates and data storage
Your information is securely stored in the cloud.

Support
Users have access to our video library, comprehensive manuals, and community forums.

Drill Down
Navigate through the database with precision, with all functionalities integrated for intuitive access.

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Rules

- The design is fixed and should not be altered.
- If your localized content does not fit into the design a secondary design will be provided by our international marketing department.

- Placement of logo:
  No contact information: Top
  Only web address: Middle
  Full contact information: Top

Standard ERP 1 page brochure

Standard ERP

One application for all your business processes

Standard ERP, a hybrid cloud business management software, offering customers the flexibility to host their server in the cloud or on premise.

With Standard ERP's award winning cloud hosting, using server partners such as IBM SoftLayer and Amazon, customers can rest assured with the highest security of your data, availability 24/7 and full control over all system administration tasks via our web application.

With minimal implementation costs and the option to subscribe to functionality, Standard ERP gives companies the ability to grow their business and software as needed without any upfront investment.

From a small local company to a large international organization, Standard ERP offers you the ability to run your business from a single installation. It is fully localized for more then 20 different countries, and allows customers to choose their preferred language interface from more than 30 available options.

Standard ERP installation requires very little time and resources, whereby a server and client can be setup in a matter of minutes on multiple platforms, such as OSX, Windows, Linux, Android.
Standard ERP includes all functionality needed for every business such as:

- Sales
- Purchasing
- Accounting
- CRM
- Stock management
- Production

and 30 more modules and vertical solutions in one integrated software.

Each business transaction is easy to enter, process and audit because all the information is tightly linked and integrated automatically. Standard ERP allows you to pick the functionality you need, adapt it to your business requirements, and even integrate with 3rd party software when necessary.

Superior Cloud Technology
Host in our cloud environment, your own on-premise server, or use a hybrid of the two.

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.

Integrated Ecosystem
From tax reporting and processing digital transactions to online distribution, e-invoicing and more.

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

Global Access
Available in over 30 languages with installations in over 110 countries.

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

Sertifisert HansaWorld Business Partner:

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Standard ERP 4 page brochure

Standard ERP

One application for all your 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.

Superior Cloud Technology
Host in our cloud environment, your own on-premise server, or use a hybrid of the two.

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.

Integrated Ecosystem
From tax reporting and processing digital transactions to online distribution, e-invoicing and more.

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

Global Access
Available in over 30 languages with installations in over 110 countries.

Business Intelligence
Analyse your data graphically.

The World's Best Integrated Business Platform

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 Alerts
- 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 more than 300 staff with 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 for over 25 years, HansaWorld shows continued technological leadership in the international business software industry.

More than 500.000 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.

Windows XP, Windows CE and Windows 8 are registered trademarks of Microsoft Corporation. Apple Macintosh, Mac OS and OS X, iOS, iPod Touch and iPad are registered trademarks of Apple Computer Inc. AIX is a registered trademark of IBM Corporation. Google Android is a registered trademark of Google Inc. Copyright HansaWorld Ltd.

Certified HansaWorld Business Partner:

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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.

HansaWorld's cloud hosting options provide you 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.

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

Standard ERP's CRM provides you the tools to store every detail about your contacts, whether they're individual customers or business clients with multiple contacts, and maintain a full history of your communications. 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.

Integrated Business Platform
HansaWorld employs an unrivaled range of technology giving Standard ERP the versatility to extend throughout an entire company, simultaneously reducing reliance on costly interfacing between separate third-party applications, thereby lowering the overall cost of ownership. In a single application, users have an overview of data throughout the business and its operations, enhancing productivity and enriching the overall work experience.

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

Avalara, for example, is used by businesses of all sizes for tax management, from calculating sales to preparing and filing returns.

fox.is is an interactive and insightful business intelligence system integrated with Standard ERP, combing through your data to offer graphical dashboards and extensive analyses.

Bank account and reconciliation can be managed through Standard ERP's integration with Yodlee, a leading service working with over a thousand financial institutions and fintech companies.

SiteMinder is a cloud channel management service facilitating online distribution and direct booking in the hospitality industry.

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.

CyberSource, an e-commerce payment system, is used in Standard ERP to process credit card transactions.

Webpages

Creating new pages

- All pages created should have an introduction text saying what the page is for
- All webpages should have a footer
- Hansaworld.com webpages should have a grey footer (R:92 G:105 B:106 - #5C6974), standard-accounts.com webpages should have the blue footer (R:0 G:92 B:171 - #005CAB)
- Any page added to the website must be also added to the sitemap and new sitemap should be uploaded
- NO numbers, symbols and "_" in the urls
- URL should be descriptive
  e.g. should be clear what the page is about
- Proper meta tags should be used
- All images should contain descriptive meta data
- No duplicate content means that a page can only be in English once, do not use same content (copying text in English) for other languages just because it is not translated yet
- Menu links should not take the user directly to a new domain, there should be a page inbetweenAll new pages must be opened in new tab, never in same or new window
- PDFs should open in a new tab

Type of pages

- Landing page: no menu
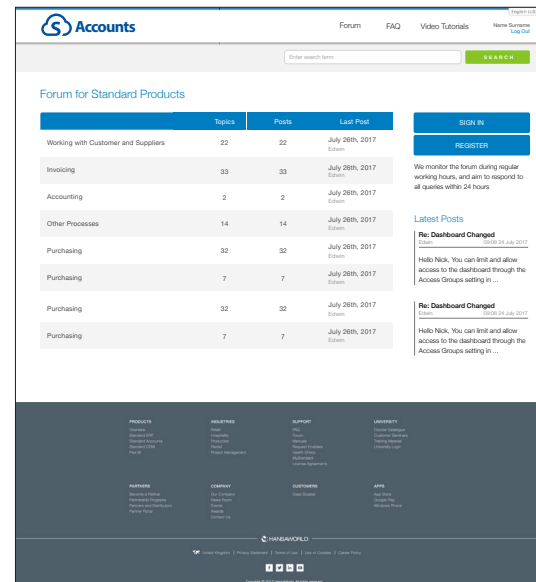- Navigation page: left sided menu
- Forum page

Landing page
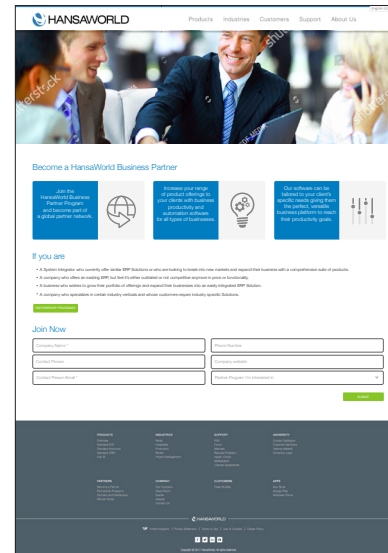
Forum page

Navigation page

Standard Accounts page