

# **XBRL US National Conference 2011**

**September 26 & 27**  
**Gaylord Opryland | Nashville, TN**

Get More Out of XBRL  
Strategies for Public Companies

Presented by  
**xbri.us**

## **XBRL Global Ledger Project**

Maryland Association of CPAs

# Maryland Association of CPAs

- 8,500 members
- \$6.5 million budget
- 32 FTE employees



# What Intrigued us?



- Global Ledger
- Bottom up approach
- “Free” the data
- Faster information

# Why is this important to CPAs?



- It will change how they work!
- Less compiling
- More analysis and interpretation

# Initial work on XBRL

- Mapping was a challenge
- Non-Profits need their own taxonomy
- XBRL would be beneficial in the non-profit community

# What we did.....



- Tagged at the transaction level
- Tagged our membership database & Dynamics
- Pulled from both to populate reports
- Drill down capability
- Faster information

# Savings?.....



- Hard to quantify
- More detail
- Available sooner
- Automation

# Technical Overview



- Map accounting data to XBRL Global Ledger Taxonomy
- Use Dynamics and Am.Net
- Use Excel data import for KPI analysis, other apps
- Utilize Global Ledger data to generate KPI analysis, financial reports and job cost reports



# MACPA's Accounting System



- Membership database – AM.Net
  - A/R
  - A/P
  - Event Data
  - No Accruals accounted for in reports
- Microsoft Dynamics
  - Accruals
  - Budgets
  - FRX Reports

# Disconnects/Fix



- Accounting Systems Don't talk to each other
- Staff require different data sets
- “Are the numbers right” – manual process response
- XBRL Global Ledger!
- Alternative solution:
  - Give Dynamics and Am.Net an Ultimatum: Stop ignoring each other or we are switching to QuickBooks until they start behaving.

# Mapping



- Altova Mapforce
- Identify correct information – tables in DB
- Use SQL to retrieve relevant data
- Accounting Data to XBRL GL Taxonomy
- Process XBRL GL Data using SQL
- Create batch files to update instance documents

# Microsoft Dynamics

ACTNUMBER	ACTNUMHYPH	ACTDESCR	JRNENTRY	DEBITAMT	CRDTAMNT	TRXDATE	REFERENCE
1001500000	10015-000-00	The Columbia Bank	7033	1227638.82000	0.00000	2010-06-30 00:00:00.000	Balance Brought Forward
1001500000	10015-000-00	The Columbia Bank	6971	0.00000	119.00000	2010-07-01 00:00:00.000	cc charge 6/13 recorded 7/22
1001500000	10015-000-00	The Columbia Bank	6972	391.33000	0.00000	2010-07-01 00:00:00.000	AT&T Epmt 6/18/10
1001500000	10015-000-00	The Columbia Bank	6979	0.00000	107802.00000	2010-07-01 00:00:00.000	june 10 lockbox not on g/l
1001500000	10015-000-00	The Columbia Bank	6996	50.87000	0.00000	2010-07-01 00:00:00.000	unrec difference bank rec
1001500000	10015-000-00	The Columbia Bank	7003	0.00000	19206.64000	2010-07-31 00:00:00.000	to rec mc/visa cc fee 7/10
1001500000	10015-000-00	The Columbia Bank	7004	0.00000	147.00000	2010-07-31 00:00:00.000	deposit slips printing
1001500000	10015-000-00	The Columbia Bank	7005	0.00000	1360.44000	2010-07-31 00:00:00.000	columbia bank fee 7/10
1001500000	10015-000-00	The Columbia Bank	7006	0.00000	140.81000	2010-07-31 00:00:00.000	adp fees 7/10
1001500000	10015-000-00	The Columbia Bank	7006	0.00000	156.31000	2010-07-31 00:00:00.000	adp fees 7/10
1001500000	10015-000-00	The Columbia Bank	7000	0.00000	10.00000	2010-07-31 00:00:00.000	adp fees 7/10

ed Retrieval
Rows: 15698, Cols: 10
1.407 sec
11

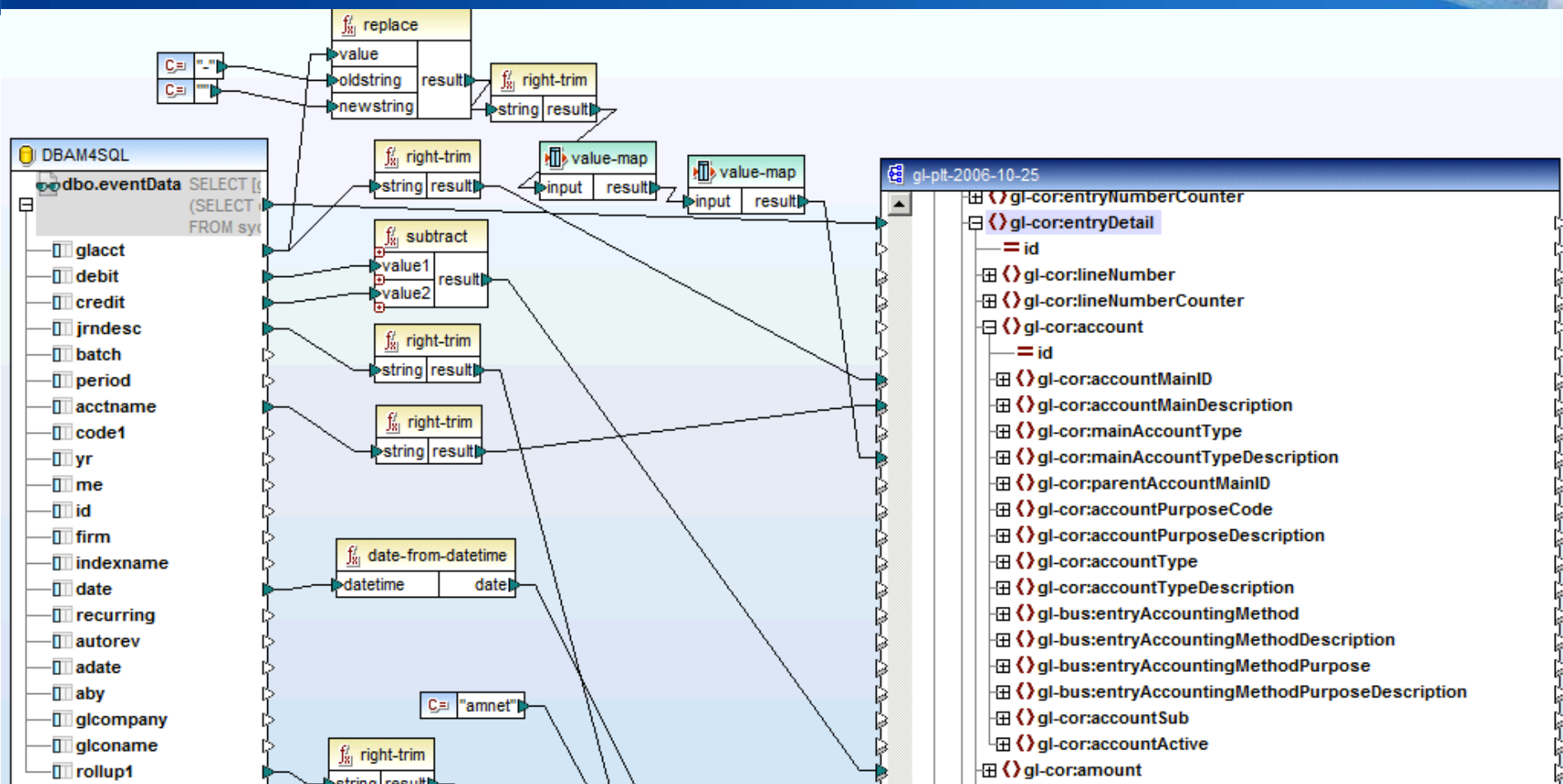
# Accounting Data

## Association Management Database

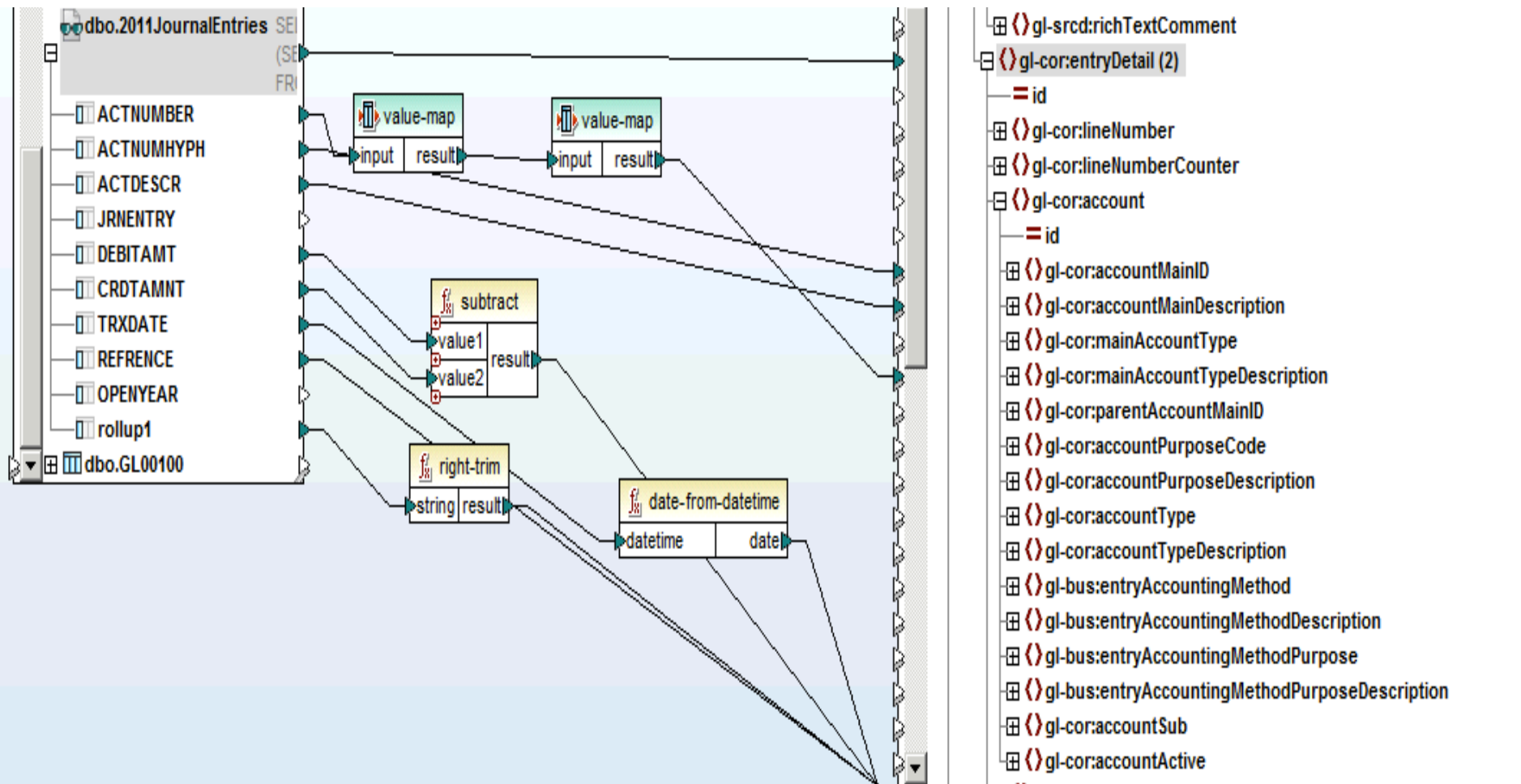
	glacct	debit	credit	jrndesc	batch	period	acctname	code1
1	10065-000-00	0.00	1793.62	Check 002364 written on 07/01/10	AC0111	0111	Cash - BLI Inc - BB&T	
2	10065-000-00	0.00	16992.00	Check 002365 written on 07/01/10	AC0111	0111	Cash - BLI Inc - BB&T	
3	10065-000-00	4975.50	0.00	Products Receipt - Order 023642 Batch 100701...	CR0111	0111	Cash - BLI Inc - BB&T	
4	10065-000-00	6644.33	0.00	Products Receipt - Order 023823 Batch 100714...	CR0111	0111	Cash - BLI Inc - BB&T	
5	10065-000-00	785.00	0.00	Products Receipt - Order 023923 Batch 100726...	CR0111	0111	Cash - BLI Inc - BB&T	
6	10065-000-00	785.00	0.00	Products Receipt - Order 023924 Batch 100726...	CR0111	0111	Cash - BLI Inc - BB&T	
7	10065-000-00	3000.00	0.00	Products Receipt - Order 024065 Batch 100726...	CR0111	0111	Cash - BLI Inc - BB&T	
8	10065-000-00	0.00	2796.28	Check 002366 written on 07/29/10	AC0111	0111	Cash - BLI Inc - BB&T	
9	10065-000-00	0.00	4016.85	Check 002367 written on 07/29/10	AC0111	0111	Cash - BLI Inc - BB&T	
10	10065-000-00	0.00	495.30	Check 002368 written on 07/29/10	AC0111	0111	Cash - BLI Inc - BB&T	
11	10065-000-00	0.00	4017.05	Check 002369 written on 07/29/10	AC0111	0111	Cash - BLI Inc - BB&T	
Finished Retrieval								
								Rows: 164655, Cols: 21



# AM.Net to XBRL GL



# Dynamics to XBRL GL



# XBRL GL Data

```
<gl-cor:entryHeader>
  <gl-cor:sourceJournalID contextRef="now">gj</gl-cor:sourceJournalID>
  <gl-cor:entryType contextRef="now">standard</gl-cor:entryType>
  <gl-cor:qualifierEntry contextRef="now">balance-brought-forward</gl-cor:qualifierEntry>
  <gl-cor:entryDetail>
    <gl-cor:lineNumber contextRef="now">1</gl-cor:lineNumber>
    <gl-cor:account>
      <gl-cor:accountMainID contextRef="now">10015-000-00</gl-cor:accountMainID>
      <gl-cor:accountMainDescription contextRef="now">The Columbia Bank</gl-cor:accountMainDescription>
      <gl-cor:mainAccountTypeDescription contextRef="now">01. Cash and Equivalents</gl-cor:mainAccountTypeDescription>
      <gl-cor:accountPurposeCode contextRef="now">usgaap</gl-cor:accountPurposeCode>
      <gl-cor:accountType contextRef="now">account</gl-cor:accountType>
    </gl-cor:account>
    <gl-cor:amount contextRef="now" unitRef="usd" decimals="2">1089800.6</gl-cor:amount>
    <gl-cor:debitCreditCode contextRef="now">debit</gl-cor:debitCreditCode>
    <gl-cor:postingDate contextRef="now">2010-01-01</gl-cor:postingDate>
```



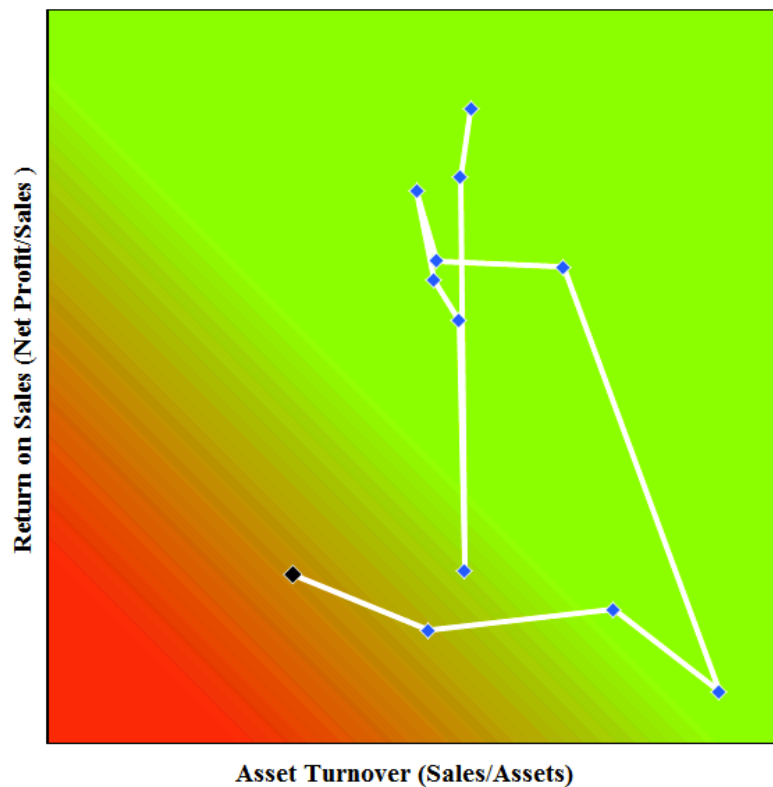
# Excel XML Import



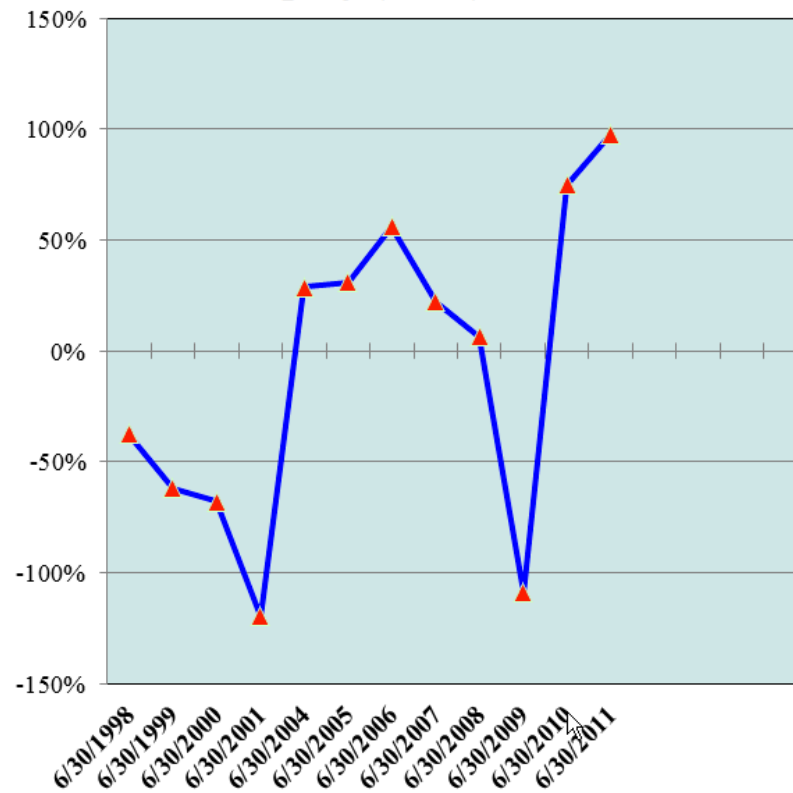
AJ	AL	AN	AP	AV
ns4:accountMainID ▼	ns4:accountMainDescription ▼	ns4:mainAccountTypeDescription ▼	ns4:a ▼	ns4:amount ▼
10015-000-00	The Columbia Bank	01. Cash and Equivalents	usgaap	1089800.6
10040-000-00	Petty Cash	01. Cash and Equivalents	usgaap	250
10060-000-00	Cash Checking - BLI, Inc.	01. Cash and Equivalents	usgaap	92545.29
10070-000-00	Investment in BLI, Inc.	13. Net Assets	usgaap	100
10080-000-00	Managed Funds (Contributions)	02. Investments	usgaap	1260999.13

# Financial Scoreboard Graph

## Return On Sales vs. Asset Turnover



## Return on Equity (ROE)



# Audit Worksheet Budget vs. Actual










	A	B	C	D	E
4	ns2:accountMainID	ns2:accountMainDescription	2010 - Actual	2011 - Actual	2011 - Budgeted
5	40010-000-11	PR Firms Annual Dues	-50,105	-49,210	-50,000
6	40010-000-14	Membership Dues Income	-2,037,443	-2,052,323	-2,064,103
7	40015-000-11	PR 1/3 Triennial Fees	-144,420	-104,185	-143,495
8	40025-000-10	Referral Bureau Applications	-9,050	-9,190	-9,000
9	40025-000-14	Entrance Fees	-9,807	-8,830	-7,000
10	40040-000-14	Affinity Program Income	-40,534	-42,302	-42,000
11	40070-000-10	Brand Revenue	-161	-165	-150
12	40110-000-18	Interest Income	-27,263	-21,412	-20,370
13	40120-000-18	Dividend Income	-18,214	-23,250	-14,234
14	40130-000-18	Service Agreement Revenue	-10,683	-14,507	-10,200
15	40140-000-18	CPA Island Leasing Revenue			-5,000
16	40150-000-18	Webcasting Services Revenue			-4,600
17	40310-000-12	Anne Arundel Co. Chapter Income	-27,845	-36,170	-29,108
18	40320-000-12	Capital Area Chapter Income	-31,600	-36,245	-33,033
19	40340-000-12	Eastern Shore Chapter Income	-630	-2,650	-659
20	40350-000-12	Mid MD Chapter Income	-4,835	-150	-5,054
21	40355-000-12	Southern MD Chapter Income	-10,425	-12,970	-10,898
22	40360-000-12	Western MD Chapter Income	-10,760	-5,900	-11,248
23	40405-000-17	Internet Advertising Income	-27,492	-34,785	-28,000
24	40410-000-12	Other Income - PD		-2,798	-1,000
25	40410-000-18	Other Income - Administration	-759	-10,288	-13,674
26	40415-000-15	Reimbursed travel income	-16,977	-32,452	-20,000
27	40420-000-10	Newsletter Revenue	-15,521	-14,208	-14,248
28	40510-010-12	Registration Income Seminars	-1,388,128	-1,329,198	-1,397,515
29	40510-011-12	Registration Income Seminars - BLI	-195,990	-203,065	-198,150
30	40510-011-19	Registration Inc. - Public Seminars BLI, Inc.	0	-87,455	-140,000

# Drill Down Internal Statements

16	⊕ Communications Revenue	-23597
17	⊕ Computer Lab Expenses	88629
18	⊕ Computer Lab Revenue	-153495
19	⊕ Conference Expenses	274856
20	⊕ Conference Revenue	-465923
21	⊕ Enabling Members/PD Fixed Costs	1020508
22	⊕ Facilitations In-House Expenses	166051
23	⊕ Facilitations In-House Revenue	-352987
24	⊕ Investment Expenses	26799
25	⊕ Investment Revenue	-347214
26	⊕ Leadership Expenses	449794
27	⊕ Leadership Revenue	-32460
28	⊕ Marketing Expenses	305622
29	⊕ Marketing Revenue	-65095
30	⊕ Member Services Expenses	274468
31	⊕ Member Services Revenue	-2106035
32	⊕ New Products Expenses	259442
33	⊕ New Products Revenue	-187368
34	⊕ Other Expenses	49208
35	⊕ Other Revenue	-23481
36	⊕ Technical In-House Expenses	282285
37	⊕ Technical In-House Revenue	-364698
38	⊕ Technical Seminar Expenses	966896
39	⊕ Technical Seminar Revenue	-1377678
40	⊕ Technical Services Expenses	386968
41	⊕ Technical Services Revenue	-153395
42	⊕ Web Expenses	108856
43	⊕ Web Revenue	-34785

# Drill Down Internal Statements

## 2<sup>nd</sup> Level Down

46	 Web Expenses	108856
47	 50010-000-17	61663
48	 50020-000-17	5512
49	 50030-000-17	4212
50	 50040-000-17	6261
51	 50100-000-17	12260
52	 50270-000-17	285
53	 51126-000-17	7144
54	 51127-000-17	11519



# Drill Down Internal Statements

## Third Level

46	[-] Web Expenses	108856
47	[+] 50010-000-17	61663
48	[+] 50020-000-17	5512
49	[+] 50030-000-17	4212
50	[-] 50040-000-17	
51	3/11 principal life ins	15
52	A/P 039346 HR Workplace Solutions 7/10 07/01/10	13
53	A/P 039368 Sun Life Assurance Compan 7/10 07/07/10	13
54	A/P 039760 Sun Life Assurance Compan 8/10 08/17/10	13
55	A/P 039899 HR Workplace Solutions 8/10 08/31/10	13
56	A/P 040141 HR Workplace Solutions 10/10 10/04/10	13
57	A/P 040142 Sun Life Assurance Compan 10/10 10/04/10	14
58	A/P 040482 HR Workplace Solutions 11/10 11/01/10	13
59	A/P 040484 Sun Life Assurance Compan 11/10 11/01/10	14
60	A/P 040850 HR Workplace Solutions 12/1/10 12/06/10	13
61	A/P 041224 HR Workplace Solutions 1/11 01/13/11	13
62	A/P 041430 Principal Life Insurance 2/1/11 02/01/11	15
63	A/P 041439 HR Workplace Solutions 2/1/11 02/04/11	13
64	A/P 041583 HR Workplace Solutions 3/1/11 03/02/11	13
65	A/P 041765 HR Workplace Solutions 4/11 04/08/11	13
66	A/P 041805 Principal Life Insurance 4/11 04/12/11	15

# Global Ledger Benefits?



- Faster movement of data
- Reduced manual effort
- Reduction of errors
- Comparability across other organizations
- Deeper analysis
  - Transaction level detail availability
  - Annual, Quarterly, Monthly for past 11 years of data

# Where are we going?



- Form 990 population
- Salesforce.com
- SBR in Maryland?
- FASB non-profit taxonomy
- Momentum Accounting
- Direct CashFlow – Transaction level with drill down



# Consider Global Ledger



# Thanks to.....



- Eric Cohen – PWC
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- Beth O'Brien - Altova
- Taylor Hawes – Microsoft
- Chethan Gorur – Trintech

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