ABSTRACT

The finance market is highly competitive in Brazil. This competitiveness is motivated by the high profitability that the market offers. The companies of factoring appear as competitive natural to the banks. This profile of the market demands that the contestants have a financial position of the taxes and of the immediate profitability. The work was elaborated with the objective of implementing an Executive Information System - EIS to aid the executives of the companies of factoring in the socket of strategic decisions.

KEY WORDS: Information System, Executive Information System – EIS, Factoring.

INTRODUCTION

When the computing process begins in the companies, several systems are developed to assist to the different needs of the business. No rare, in the course of time, the executives start to receive several and extensive reports of doubtful usefulness. The reality is: the traditional systems supply the executives with extracted reports of several databases, with a lot of information that, sometimes, they get to be conflicting amongst themselves, little it contributes to what is already of the executive's knowledge, what turns these irrelevant information for the process of strategic decisions. Now, to survive at the market, the companies need to be competitive, in other words, their executives need information for the socket of decisions, and the computer is an excellent source of information. It is necessary that the executive has in hands necessary and updated information. The companies of Factoring are looking for the means and the benefits that, the systems offer on behalf of its own organization interns.

Information Systems (IS) they are a combination of Techniques, Information, People and Information Technologies (IT) organized to reach the objectives in an organization [1]. It can be said that, IS is a series of elements or components interrelated that its collect (entrance), its manipulate (process), its presents (exit) the data and information and they supply feedback mechanisms [2].

The Executive Information Systems (EIS) they appeared with the objective of maintaining the prepared executives, supplying information in a way clear, simple and returned to their needs. For Furlan [3], the EIS is a consultation tool to the databases for the presentation of information in a simple and friendly way, assisting to the needs of the executives of high level, allowing the daily attendance of results, compiling the data of all of the areas of the company for later to exhibit them in a graphic way and simplified, seeking to eliminate the middlemen's need between these and the technology. The EIS is a technology that seeks to integrate in a single system of information all of the necessary information, so that the executive can verify them in way numeric, textual, graph or for images. With the use of the EIS, it can be verified information from the level consolidated to the most analytical level than to want, in a fast and safe way, making possible a better knowledge and control of the situation and larger agility and safety in the decision make.

In agreement with Dalfovo [4], the non-use of the information as strategic resources, it takes the executive, a lot of times, to administer for pulses, or based on idioms. The use of strategic resource is also a need of the factoring companies. They render services and they buy credits, they are not banks, they don't capture resources as the bank institutions, that its lend money and they need authorization of the Central bank to work. Therefore, the competitiveness in the market is high. The administration of information as strategic resource is fundamental for the survival. The factoring companies, based on the information of the market, they capture customers (that give up ownership of credit instruments) that need of discount of copies and checks they transform the revenue to period in sales to the view, in other words, its are the advance resources. This happens face to the difficulties of access of the small and average company to the normal sources of credit. They interfere in the context, offering the financial contribution that so much needs the small and medium entrepreneurs, to survive and to grow in the market [5].

Starting from the mentioned scenery, its grew a EIS, for application in factoring companies. The system has two menus: a, of registers of the system (customer, copy, bank, segment, rates), the other, factoring call, that informs the executives the negotiation process, for him to analyze the operation and, that she can aid him in the socket of strategic decisions. Finally the consultation module and reports, that it presents information as breach of contract, interest rate, statistics of the section,
Executive Information Systems (EIS)

Executive Information System - EIS also call of Support for Executives Systems appeared in the end of the decade of 1970, starting from the works developed in Massachusetts Institute of Technology - MIT, for researchers like Rochart and Treacy. The concept dispersed for several companies of great load and, in the end of the decade of 1980, a third of the great companies of the United States of America (USA) they possessed or they were EIS in roads of implementing some [3].

As the competition increases, in all of the markets, now, it increased the interest of the executives for external data to the detriment of the operational data of the day by day of the company. More and more, they become important the information on the activity branch in that the company operates. That level of need of information, with a mark” outside inside” of the organization, it refers to the organizational way in that the company is inserted, including information on competitive, government, consumers and market trends. The comparative analysis of acting, relative to the contestants or it growth, compared to the of the market and of the economy as a whole, passes the most significant being than the isolated internal numbers of the context. Great need exists, of obtaining efficient information, so that she can make effective decisions.

These needs increase with an amazing speed and, it is done necessary, the use of tools that aid and turn possible the obtaining of such information, in spaces of time more and more reduced.

Requirement of information give support to the service of the critical factors of success (the critical factors of success refer the: to modernize; to rationalize; to elaborate; to get better; to obtain something; to avoid; to reduce; to contract something; to assure; disposal of something). Starting from the analysis of the received information, the executives have better conditions of making decisions and of verifying each critical factor of success it is being assisted or, then, of diagnosing yours no-attendance. The EIS doesn't have the purpose of making decisions, but the one of supplying information exact, relevant and in appropriate time to make possible the executives to make the best decisions. The needs of information refer the: reports; graphs; spreadsheets; textual information.

Indicators of performance are related with the critical factors of success, and they are topical critical of the business, serving as a director as for the execution of the established objectives. Through few indicators, it is possible to obtain an including notion on the course of the business. The acting indicators refer the: goals established versus resulted reached; comparative of results own resulted versus of the competition; comparative analyses with previous periods (tendencies).

Origin of factoring

The origin of the activity of Factoring remounts to 1200 B.C., when the Phoenician ones, wanting to enlarge it trade, they decided to name agents in the markets where operated. Those agents - factorias - they acted locally as credit agents reducing the risks of the trade operations. Later, the Romans to explore the commercial possibilities of it vast territory better, followed the Phoenician ones naming in several points of the empire the factor - it wants to say in Latin that that develops, it promotes, it foments. The factor, mercantile agent of Rome, was usually a prosperous merchant of the place that took charge of fomenting the local trade, to supply credit to other merchants, to receive and to store merchandise, to pay and to collect. Later in the centuries XIV and XV, in Europe, the factor was a mercantile agent, the exporters' representative in the colonies, that sold goods to third against the payment of a commission. In the beginning, he guarded the goods, rendering bills, later, to the proprietors [5]. With the time, those representatives started to advance the payment of the goods to their suppliers, collecting later of the buyers. Like this, the current concept of Factoring appeared: the buys of the credit right close to third, producers and suppliers. In Brazil, they exist now more than 700 companies of adopted factoring ANFAC (National Association of Factoring).

The conception of factoring

They are Societies of Fomentation Commercial or Mercantile, destined to give support to the small ones and averages companies, through the administrative services rendered, it buys of their credits, generated by the installment sales. The operation of Factoring is not a loan and yes a mercantile operation (it buys and sale), where it happens the transfer, by contract, of the credit rights, passing the risks of the reception of the titles the they be of responsibility of the company of Factoring, since no verified the fraud in the formation of the credit. The juridical relationship of the operation of Factoring happens among two companies, when one of them delivery to the other a credit instrument, receiving as change, the constant value of the title, of which certain amount is discounted, considered the remuneration by the transaction [5].

In agreement with Sandroni [6], Factoring is an activity for the which a financial institution specialized purchase and its administers the copies of other companies.
Finally, Factoring has a traditional sense and it is affirmed that is been before a juridical relationship, among two companies, in that one of them delivery the other a credit instrument, receiving, as change, the constant value of the title, of which certain amount is discounted, considered the remuneration by the transaction.

**CHARACTERISTICS OF FACTORING**

Factoring is not a simple technique of transfer of credits, it is a developed technique of services rendered of business administration, capable to provide a series of advantages and benefits, that guarantee the growth of market's objective: the small and average company of the industry sector [5].

Factoring is not bank. It is characterized as atypical mixed commercial undertaking, properly registered in the Commercial Committee, that it invests in technology, skilled labor and it pays their owed tributes [7].

Factoring allows to the grantee, to liberate of a series of concerns and tasks of administrative order, it makes possible a simplification of the commercial administration and the integral dedication to that that the entrepreneur knows and it likes to do: to produce.

That partner between the grantee and the companies of Factoring begins for the elaboration of a random contract, where properly registered at registry office, it leaves right clearing and duties well for each one of the intervening, where the excessive advantage is not admitted of one of the parts.

Factoring allows to the grantee, to substitute a part of their fixed costs, for other proportional costs to the turn of their businesses, so that it is indeed a potential source of savings. They are aspects no financial that, they turn it the most interesting mechanism for the segment of the small and average company.

**ADVANTAGES AND DISADVANTAGES OF FACTORING**

The main advantage of an operation of Factoring is not to generate debt of the company. It is an income anticipation: for the sale of receivable, copies or other credit instruments, the company receives it view installment sale. And the ideal situation for the companies with cadastral problem in SERASA or SPC. Another advantage is the possibility of the company to establish a partnership for the execution of a series of financial administrative attributions for the company of Factoring, liberating the entrepreneur of the most routine activities, concentrating the efforts in the business administration: production, sales, new products and improvement of the quality.

The main disadvantage is that the cost of the operation of Factoring tends to be larger than of a credit operation, due to the fact that in the operation of Factoring the risk of the reception is transferred of the proprietor's of the title hands for company of Factoring: obeying the market law, as larger the risk of the larger operation will be the cost.

**TECHNOLOGY**

For the construction of the project of the EIS, was used the methodology of the Structured Analysis. With base in the specification of the structured analysis, was used the Power Designer, a tool for the modeling of data, that it generates all the tables for the database. The used programming language was Delphi that is guided to objects, in other words, it is an atmosphere Visual of development of applications, where one can write programs Windows with graphical interface. For repository of the data, was used Access.

**DESCRIPTION OF THE DEVELOPED EIS**

The main screen of the system, allows to the executive to select their options through the toolbar: Registers, Factoring, Consultations or to Leave; or of the available options in the menu: Analysis of Customers, Percentage of Breach of contract, Businesses for Segment, Values of the Operations and Percentage of Liquidated Invoices.

To accomplish the Process of Negotiation, it is typed the code of the negotiation and the customer's name, being that field fed by the table customer. In the sequence, it is informed the date of the negotiation. After this the system shows all the information regarding the copies. A tariff of 2% was fastened on the management fees for all of the customers, as well as the discount of 5% on the total value of the copies. The sums of all of the copies, more tariffs are shown in the field "Negotiated Value". Finally, it is informed the bank that the money will be deposited.

An analysis for market segment can be made through a graph that indicates the percentage of all of the customers registered by segment. In this consultation, an field "Strategic Indicators" is had, that it shows the values of the foreign market, making a comparison with the internal data of Factoring.

A report of the values of the accomplished operations presents the total values of negotiated duplicates and the discount monthly. The executive can choose for the visualization of the information through column graph, pizza and row.

**CONCLUSION**

At the end of this work, it was ended that the EIS are of extreme importance for a company that wants to be competitive. This happens due to the characteristics, identified in elapsing of the work, maintaining the prepared executives, with information clear, simple, with graphic look, returned their needs.

In relation to the objective of the work that went to develop a system EIS for the companies of Factoring, with the intention of aiding the executives in the socket
of strategic decisions were reached. I eat for instance; the comparison can be mentioned between two breaches of contract consultations, where the executive can visualize the percentile intern of Factoring and the strategic indicators graphically, the percentile of the external market represents that it. That comparison through graphs is of easy visualization. The automatic generation of graphs and calculations of totals, in the requested consultations, as for instance: Relationship of copies negotiated by segment. The relationship of values of the accomplished operations and the percentile of breach of contract brought information in a graphic way and simplified, allowing the daily attendance of the results, compiling the data of all of the areas of the company, eliminating the middlemen’s need between executives and the technology.

The system supplies the executive, specific information on the company, and it makes the comparison through the strategic indicators, with the data of the external market. That information can be used for the attendance, control and they come in a graphic way and of easy visualization, making possible a better knowledge and control of the situation for the process of the socket of strategic decisions. The system also allows to evaluate the discount tax, to determine costs, to improve relationship with the largest customers, to activate the installment of any information requested by the customer, increasing like this the participation in the market and consequently reaching the leadership in the segment.

During the elaboration of the work, the complexity of the segment, presented difficulties. The limitation refers the part of analysis of registers, negotiations of copies and consultation of reports. The implementation of a module of bills to pay, control of expenses, the accounting module, to monitor the patrimonial growth and the generation of more graphic reports, to control limits and credit liberations, they are the perspectives of continuity of the work.

REFERENCES