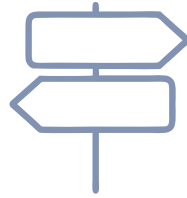


SIGNS



YOUR BUSINESS MIGHT BE READY FOR SAP BUSINESS ONE

The world today is complex. And businesses are no exception. Right now, small to medium-sized businesses (SMBs) are looking for new ways to manage that complexity. Even before the arrival of the novel coronavirus in early 2020, small businesses were facing daunting challenges: new customer expectations for service and sustainability, multiplying distribution channels online and off, and the pressure to make faster, smarter decisions across every area of the business. Today those challenges have only intensified.

As we all move forward in a very different economic landscape, it makes sense that business owners across the country are reassessing their strategies and processes as they position themselves for growth. As you examine how you can make your business more resilient, more agile, and more successful, we invite you to consider these signs that your business might be ready for SAP Business One, a small business management software tool that connects and streamlines your processes to deliver a more intelligent enterprise.

YOU'VE OUTGROWN QUICKBOOKS

QuickBooks is a great tool for simple accounting practices. But as your business grows, you're likely discovering that it's not a great tool for managing those processes at scale. Processing time slows, manual data entry is clumsy, reporting is typically offloaded to spreadsheets. But even if you decide to live with limited performance (or you've been forced to), your business is changing.

You don't have the right tools to make the most of new opportunities



In response to restrictions imposed during the pandemic, many small business owners have expanded their internet presence, creating new distribution channels through spaces like Amazon, Etsy, and eBay. Or they have ramped up their social media presence to reach more customers. These businesses are now working across new sales and marketing channels, monitoring new distribution channels, and engaging a broader set of partners and collaborators. And all of that needs to be managed, monitored, and monetized. Managing those processes requires more than an accounting tool. It requires connecting people and processes across your business for better visibility and improved service.

You need a better way to manage cash flow



New business also makes new demands on your accounting practices. In the early days of the pandemic, companies who were able to master cash forecasting quickly enough to offset supply chain disruption were more able to weather what was to come. Today, small businesses need a deep understanding of customer behavior—and that requires more than a simple review of purchase orders. Managers need to understand AR balances—not over the course of a year, but over the course of thirty days. They need to see a customer's credit limits and other indicators of ability to pay. They need to analyze that data for more precise forecasting. And they need to share that data with other stakeholders across the company to inform decision making. Think that's easy to do in a spreadsheet? If you've tried, you already know the answer.

You're still cutting checks by hand



If you're still cutting checks by hand, you're probably paying more than you should for AP processes that could be easily automated. ACH transactions are a much better option than paying for stamps, envelopes, and labor. (And when your staff is working remotely, ACH may be the only option). Tools like SAP Business One make it possible for you to automatically generate a monthly file to send to your bank to speed payments. And by making more timely payments, you're more likely to earn supplier discounts. That's a win-win.

YOUR BUSINESS MODEL HAS CHANGED

Business growth requires transformation. What that transformation looks like will vary depending on your industry, today's market realities, and your goals for the future. However, it happens and whatever it looks like, transformation will change how you're doing business today.

You're discovering that service is really the name of the game



Servitization: it's a real word and a real thing. Simply defined, "servitization" means adding business value by offering new services. We tend to think of services as something offered by technology providers, but today many high growth companies find themselves in the service business. Companies that once sold printers might now offer a full range of managed print services. Manufacturers that once sold products might now earn most of their profits from service agreements that don't simply cover maintenance but deliver long-term managerial expertise. And the Internet-of-Things is turning every company into a data company—prompting firms across industries to monetize that data in new ways. As your business model evolves, having the right tools to manage new and emerging points of service will be critical.

Your inventory is getting harder to track



Inventory control challenges are another important sign that you may be ready for a streamlined ERP system like SAP Business One. Two years ago, perhaps you were strictly a Northeast operation, but you've recently opened up warehouses in Florida, with plans for another in Chicago, and a fourth in LA. That's a lot of inventory to track. And now you're ready to integrate your inventory with a third-party provider that does your packing and shipping. Suddenly you're supporting a byzantine set of processes and you don't even own half of them. Getting those processes under control with business software like SAP Business One will give you better visibility across your inventory, and help you fulfill orders more quickly, identify bottlenecks, and anticipate trends.

Your supply chain isn't very nimble



Today, making smart adjustments to your supply chain can result in big business wins. Since the outbreak of the pandemic, we all have a new awareness of supply chain vulnerabilities. Understanding those vulnerabilities can help businesses source goods more predictably. Better inventory management is critical (see above), but so too is having a way for partners across your supply chain to securely share information. With all of your partners playing on the same field, you have real-time insight into the status of that critical component or the availability of a raw material. That insight allows you to adjust plans with your suppliers as needed. Today, it's important to understand who your suppliers are, who their suppliers are, and what dependencies might affect their ability to fulfill their obligations. Business software can give you a better way to unite your suppliers, increase visibility, and provide you with the insight you need to take action quickly when the occasion arises.

It's getting harder to forecast demand



Using historical data to forecast future performance has never been easy. But it gets a lot harder if your historical data is difficult to get to, or worse, simply not there. Good demand forecasting can keep you from spending money on inventory that won't sell or replenish inventory when demand surges. The best demand forecasting helps you navigate market highs and lows to drive profitability. In the past, you may have relied on your sales teams to give you their best guesses, based on their experiences with the market. Or you may have had a direct line to your customers who were able to tell you what they needed. But as your business grows, those seat-of-the-pants solutions are probably getting less and less dependable. And they can do nothing at all to help you anticipate what your customers might like based on their past buying behaviors. Solutions like SAP Business One can help you capture the data you need to forecast demand more accurately and understand market patterns to anticipate new trends.

WHEN IT COMES TO SERVICE, YOU'RE FALLING SHORT

Our expectations for service have changed. We're actually shocked when companies fail to deliver our purchases from warehouses across the country in less than three days. And consumers globally are growing less patient with bad business practices.

You're not meeting customer expectations



Customers are more sophisticated, more skeptical, and more informed than ever before. They want to know where their purchases are, when they will arrive, and where they were left. They want answers to their questions immediately, whether it's through live chat or chat bots. Keeping your customers coming back requires real insight into their behaviors across all channels and the right tools to be as responsive as you can to their needs. With SAP Business One, you can track sales opportunities, launch marketing campaigns, and manage customers and the details about them.

You're not able to demonstrate your commitment to good business practices



Consumers also want to know where their products are being sourced. They are seeking information about country of origin to determine if it engages in slave labor, child labor, or other questionable practices. They want to know where their food is coming from—whether the fish they are eating is farmed or wild, or whether the salads they are serving their families have been treated with pesticides. Increasingly, they want to understand whether your practices—and those of your suppliers—are climate-friendly. And they want to know if you and your suppliers are working hard to increase diversity and inclusiveness. Increasingly, regulatory bodies want to know the same things. Tools in SAP Business One give your business new ways to manage compliance and improve business practices.

YOU HAVE TOO MANY SYSTEMS AND NOT ENOUGH INSIGHT

It's a natural tendency in business: as your needs evolve, you add technology solutions to help manage them. You might start off with accounting and payroll, maybe add a customer relationship management tool, or an inventory control system. Soon you have multiple systems all requiring ongoing licensing and maintenance. And none of them talks to the other—unless you've invested in some point-to-point integrations, which are expensive and difficult to maintain. How do you know it's time to move on?

Your employees are engaged in duplicative efforts



You probably have data about the item a customer orders, where that order shipped from, and when it was paid for. But that data exists in three different systems. Which means three different departments are responsible for entering that data into those systems. And it's quite likely that another department is responsible for pulling that data back out of those systems to create reports. As soon as your business begins to scale, these sorts of low value activities can become an outsized cost.

You don't have visibility into business performance



With multiple systems and multiple databases, understanding business performance is difficult. If you are unable to rely on a single version of the truth, you will be ill equipped to make even the simplest of business decisions to guide strategies and tactics. And worse, people tend to get territorial about their data. As you grow, you'll start to experience data fights, provoked when reports from one part of the company don't jive with reports from another. A single, unified system goes a long way to helping everyone across your enterprise understand what's happening in the business and why.

Your point-to-point integrations are getting cumbersome and expensive



Even if you've integrated some of your systems, those point-to-point integrations aren't just difficult to maintain—they don't provide you with the flexibility you need to drive business growth. Data should be a fluid resource, one that can be accessed by your business users for purposes you may not have considered yet. Point-to-point integration is always only bi-directional, but your growing enterprise has many points of contact and many needs for integrated data. As well, without a flexible platform to support growth, your architecture will grow increasingly complex and you will find it more difficult to add the functionality you need over time. SAP Business One connects processes across your lines of business and delivers a unified experience to every stakeholder.

YOUR BUSINESS SUCCESS MATTERS - TO ALL OF US

SMBs are no longer “the little guys.” In fact, they represent 99.7% of all employers and contribute one third of total U.S. export value. Your business performance matters—to you, to your employees, to your suppliers and partners—and to all of us who are seeking new ways to move forward at a time of unprecedented challenges.

We invite you to speak to us today about how SAP Business One can help you unify people, processes, and technology to build a more intelligent enterprise.

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