



## HOW TECHNOLOGY CAN HELP YOU EXPAND YOUR BUSINESS

Your company's growing fast. Your days are consumed with the flurry of activities it takes to manage that expansion. The last thing you need to worry about is whether your software meets your business needs. With the right business management software, you can integrate your business, improve customer service, make more-informed business decisions, and move into online sales.

### **Spend Less Time Running Your Software and More Time Running Your Business**

New business is taking off quickly. You barely have time to breathe, let alone think about business software. Perhaps you're taking your company global, or maybe you're selling new products or services. If sales, payroll, and accounting are all connected, you'll save time and money. How? You'll minimize administrative tasks such as data entry and manual, paper-based procurement.

With the right business management software, you can integrate sales with customer relationship management, accounting, and more. When you connect all of your business solutions, day-to-day details are automated, so your time is free to focus on more important priorities, like growing your business.

### **Differentiate Your Customer Service with Better Access to Data**

It's essential to keep current customers happy while you attract new ones. Keeping track of who they are, their needs, and which products and services they already use is key. So it's important to maintain current and accurate information.

The right business management software can help you compile information from multiple software applications into a single, integrated solution, so you can:

- See into existing customers' current and historical orders
- Recognize which products or services complement what a customer already has
- Identify when to contact customers for reorders
- Track the entire sales process, from opportunities to closed sales
- Exceed customer expectations at every level

For example, when you get a call from a current customer about the status of an order, you can also ask whether a previous order arrived on time. Or, if a product is backordered, you can let the customer know when you send it. When you have easy access to accurate data, you can understand customers better, which ultimately makes and keeps them happy.

### **Make Great Decisions**

Making the right business decisions quickly is essential to the health of a growing company. But to do so requires accurate, up-to-date information. If that information is trapped in piles of paper or inside someone's head, it's not doing you any good. Hunting it down will cost you time.

Business management software can help you aggregate data such as sales figures, inventory, warehouse numbers, pricing, and supplier statistics. And you can create custom reports that help you:

- Identify where your business is most successful
- Recognize where you need to do more strategic planning
- Act more quickly and make better decisions, saving you both time and money

With access to these reports, your employees can:

- More easily fulfill large orders by arranging for delivery of necessary components
- Better time deliveries by proactively addressing issues
- Forecast potential revenue
- Monitor and analyze sales opportunities
- Look into the pipeline to monitor new initiatives

Plus, you can change reports as your requirements change; for example, you can include additional information when you see areas that need deeper analysis. The right business software can support you in making the right decisions for your company's growth.

### **Take Your Business Online**

An online presence helps you keep up with increases in sales from new markets. It also empowers customers to control their experience with your company. This saves your company time and money. But when you're busy managing your company, it's tough to find the time to create an online presence. With the right business management software, doing so is both easy and fast.

When your business management software has integrated e-commerce capabilities, you can quickly create online storefronts that are integrated with your back-end systems and data. So you can play in the same league as your larger competitors, without enormous investments in time and money.

### **SAP Business One: Supporting the Way You Grow**

Make business software the least of your worries. The SAP Business One application has already helped over 14,500 small businesses reach their goals. We designed our business management software to be affordable and be easy to buy and implement. It manages critical business functions across sales, operations, distribution, and finance – all in a single, integrated software system. With SAP Business One, you can access critical, up-to-the-minute data that provides a complete and current view of your business – so you can focus on growing your company at a rapid pace.



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