



# FIVE WAYS TECHNOLOGY CAN HELP YOU MANAGE GROWTH

As you know, when you run a growing business, everything is top of mind, from order fulfillment to employee retention and customer satisfaction. Whether you're focused on expanding your operations or remaining in control of how quickly your company is growing, the right business management software can help.

## Finance and Accounting

Many companies launch their business with a simple accounting application, but, as they grow, they may find that software a little too limited. Integrated accounting and finance software doesn't have to be complicated, and you may not need an accountant to use it. With one system to manage all of your financial transactions – from general ledger to budgeting and reporting – you don't have to worry about managing your accounting software.

In a similar vein, many small businesses find it difficult to track budgets with “start-up software.” You – and your employees – need to see how daily buying decisions affect budgets. Business software with budgeting capabilities can help you create and manage financial resources, even providing alerts to users when their actions exceed specified limits. Similarly, you can easily track all banking processes, so you'll know how cash is flowing into your business – and out of it.

Consolidated financial information is critical to being able to track how and where you're growing. Integrated business software can provide practically all the data you need in ways that make sense, such as balance sheets, cash flow analyses, and comparisons, so you can see at a glance where your finances are on track and where you need to focus more effort.

## Customer Relationships

To manage the growing numbers of customers, you must have processes in place to address their – and your – needs. Business management software can help. With it, you can manage the entire sales process from opportunities to end results, and you can use the information you gain to inform future sales and marketing decisions. When your sales teams are on the road, they need access to customer information on the spot, without having to call the home office.

With a Web-based customer relationship management solution, the sales force can view customer information, stock levels, the status of orders, and more. And when that information is integrated with other applications, such as Microsoft® Outlook®, you can be confident that you have an accurate, 360-degree view of your customers. As demands on customer service and support grow along with your business, maintaining high levels of service without increasing employee numbers can be a challenge.

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The right business management software can help by enabling your teams to administer warranties and contracts, manage service calls, and track all customer interactions. You'll be able to do more – more effectively. If you have business partners, such as resellers or channel partners, the same software can track sales leads and opportunities; profile and contact information; and account balances.

#### **Operations**

Customers have the opportunity to recommend your business to their friends and colleagues at any time. Business management software can help you deliver what your customers expect, so those recommendations won't turn into warnings. Comprehensive sales and delivery functions can cover all aspects of operations, from price quotes to stock levels and billing. Inventory management and production planning can be integrated with your other business processes – such as sales and purchasing – to assist your operations with inventory details and production material requirement planning.

#### **Administration and Reporting**

Errors in administration and reporting can result in more than frustrated employees – they can put your reputation on the line with customers and bring your business to the attention of tax authorities. But manual – sometimes redundant – data entry and reporting processes can lead to errors and duplicate information. Business management software can help.

The right application can manage human resource information in one place; establish electronic workflow and approval processes and alerts; and let you create reports that make sense. Dashboards – or single screens that display multiple types of business information – can show you an up-to-the-minute, comprehensive view of nearly every aspect of your business, including customers, suppliers, sales, cash flow, bookkeeping, inventory, financial statements, pricing, and customer activities.

Of course, sometimes it's the details you require, and you want to see how they relate to each other. With business management software, you don't have to be a data expert to do so. You can drill down into multiple kinds of data in a familiar format and see how data from different aspects of your business is related. You'll have data you can count on, precisely when you need it.

#### **E-Commerce**

Most consumers expect online purchasing, service, and support. Business management software with integrated e-commerce capabilities means you can establish an online store quickly and cost effectively. Integrate your business data, from inventory to finance; create an online catalog; and process orders – with a single, integrated system.

#### **SAP Business One: Helping You Manage Growth**

The SAP Business One application has helped over 14,500 small businesses reach their goals. Sold through a global network of highly trained and authorized partners, SAP Business One is designed to be affordable to acquire, implement, and maintain. It manages critical business functions across sales, 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 more effectively manage your company's growth.

#### **About [Insert partner name]**

[Partner name] has [xx] years of experience working with companies of your size, in your industry. Our partnership with SAP has spanned [xx] years, and we've helped [xx] businesses reach their goals with the SAP Business One application.

**FIND OUT MORE. VISIT:  
[INSERT PARTNER URL]**