



**Supercharge
Your Business**
**Technology To
Drive Growth**

The Power Of Change



Unprecedented times have seen business – and digital – transformation at a pace perhaps never seen before.

While this has not been through choice, it has been an awakening for many organisations as to the potential that technology and business applications now present.

Once perhaps there was a reluctance to explore, or simply a lack of knowledge around solutions. But now many business owners are discovering that automation and efficiency-generating solutions both exist and are well within budget.

Moreover, the areas of a business that aren't working are becoming more and more visible, to the point where the advantages offered by new technology solutions can no longer be ignored.

Our eBook aims to demonstrate how the right technology solutions, applied to the right areas of your business, can help organisations both to work more effectively and thrive in difficult market conditions.

[So how can technology drive your growth?
Read on...](#)

Starting Your Business Transformation:

Accounting & Finance

There are fewer business areas that have been more radically transformed by technology than accounting and finance.

In the space of forty years, companies have gone from pen-and-paper ledgers to complex systems that can manage payments and automate billing. So when preparing for growth, its important to invest in modern accounting software

Accounting software can simplify a range of manual accounting processes - running payroll and managing expenses to name just two areas. And the time saved through using intelligent accounting software translates to tangible productivity gains, freeing up valuable staff to work on more appropriate things.

There's also a range of management advantages. For instance, most advanced accounting software can help produce statistics that not only allow you to monitor performance but predict trends going forward.

This, in turn, helps owners and managers to make better decisions around investment, recruitment or advertising strategy.

Most importantly, the right accounts package puts finance at the centre of your business – and then links it to the wider software used by other areas of your business. Rather than sitting in isolation, account information can enhance sales strategy, marketing efforts and resourcing management.

So the right accounts solution really can be the centrepiece of your operations.

Fuel Your Growth:

Sales

Sales management software is an established growth solution.

Customer Relationship Management (CRM) systems are highly valuable in structuring the management of contact information, enquiries and customer communication.

Research suggests that, with the process management that a sales CRM system introduces, businesses adopting a sales CRM system can increase conversions by almost 30%, while also increasing pipeline accuracy.

There are other key benefits to a mature sales CRM solution too. With the ability to monitor key performance indicators, CRM systems can track how your business is performing at a granular level that's near impossible to achieve with sales management run from spreadsheets, for example.

For instance, you can monitor how sales fluctuate across different periods and geographies, allowing you to make nuanced strategic decisions. With the assistance of big data software, you can analyse these changes

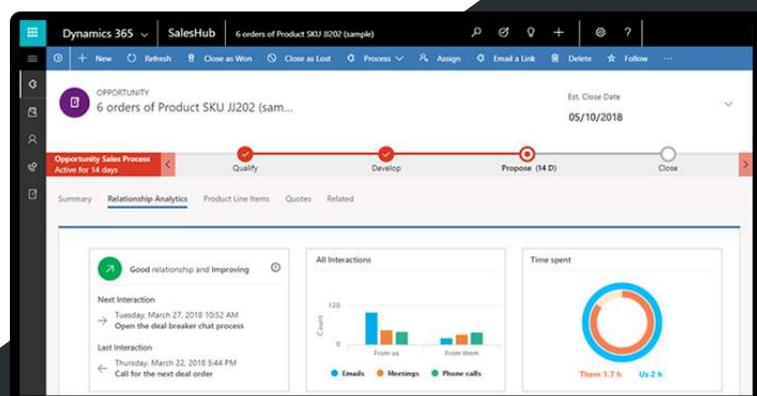
to make effective sales decisions, ranging from the markets you target to the products you choose to sell.

And then there's artificial intelligence. A newer feature of more mature CRM solutions, AI data can help sales agents to identify and prioritise enquiries most likely to convert.

Analysing the purchasing habits of individual customers, customer service responses and even the content and language used in emails, AI sale software can help predict when a prospect is ready to buy – or when to wait for another day.

Having such information is incredibly useful. And the right system can make this intelligence available across your business.

* <https://findstack.com/crm-statistics/>



Working Efficiently:

Operations

Every business works differently. So your operations are not quite as straightforward to transform as your sales processes. But most businesses can see technology adoption improve their efficiency.

For example, unified communications systems can lead to a wholesale paradigm shift in operational efficiency, by cutting through back-and-forth correspondence and enabling instantaneous messaging, calling and collaboration between office and remote users.

The mass adoption of Microsoft Teams during the pandemic saw businesses transition seamlessly to remote working with minimal issues, with Teams acting as the perfect replacement for day-to-day, in-office interaction.

Teams in turn can link to wider business systems such as SharePoint and Dynamics 365. Doing so can introduce new process efficiencies as users are

able to complete tasks or see information held in these platforms wherever they happen to be.

Operations can also benefit from technological solutions for inventory and resource management. Solutions such as Dynamics 365 Business Central can help you monitor levels of the key consumables that your company uses, as well as the resources you have available (such as staffing levels).

This allows operations to both predict and be much more responsive to changes in demand and supply lines, as well as forecast when actions are required well in advance of an event.

Do More With Less:

Automation

The concept of automation within the workplace has been around since the early 20th century. But it's now in the 21st century that it's coming of age for many SMBs.

Automated processes - whether that's steps on a production line or stages of service - are always at a standardised and consistent level, meaning quality control costs can be minimised too.

But most importantly they can save you and your employees huge amounts of time.

What technology is now facilitating is tailored and granular process automation, both on

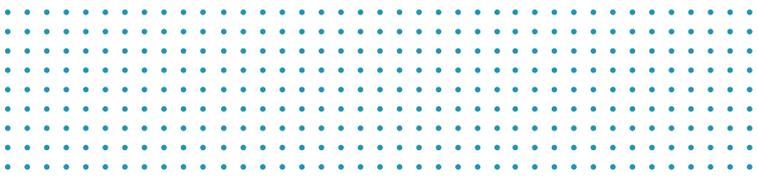
the macro and micro level. From automated emails chasing payments, to self-service portal to booking a date for a meeting, smarter technology can automate many of the administrative tasks that can take staff away from more valuable tasks.

For SMBs, it's not always immediately clear what processes should - or can - be automated. Thankfully, many ERP and CRM systems introduce time-saving measures that fuel further ideas.

And this is then where tools like Microsoft Power Automate can become a powerful solution for linking processes not only between common business applications but a much wider array of applications and software.

Connecting The Dots:

Unified Systems



Aligning business systems and applications is another driver towards smarter working.

It's common sense that systems that all talk together would offer a more efficient working solution. And data that flows from one system to another unhindered is far more likely to deliver a complete picture of customers and tasks.

Unified systems offer a single version of truth: one location to find and keep information up-to-date. A single location to find all of the information and communications that a business might need not only saves times for staff but also prevents duplication of information.

Unified systems also improve the quality of customer engagement: no more embarrassing contradictions between one department and another, or wasted efforts as sales engage with a customer that has outstanding bills.

There's also time savings to be had. Time spent jumping between multiple applications, multiplied across all staff in a business, soon adds up to a not insignificant loss of productivity. So having just one platform can save time.

And returning to automation, streamlining processes within a singular system (or a few well connected applications) is far simpler than with the dozens of systems a company might otherwise use.



Make Better Decisions:

Business Intelligence



Data lies at the heart of every business. And most businesses generate a lot of it.

But many don't have the time or the solutions needed to know what its telling them.

Technology is the only time-effective way to process the vast amounts of information and insights that businesses generate.

Business applications that can analyse this data range from the fairly minimalistic to the extremely advanced so businesses should seek advice on what's appropriate for their circumstances and sector.

When its decided the depth that's needed, data visualisation is the path forward. Tools, such as Microsoft Power BI, can turn your data sources into customisable visuals aligned to KPIs or your required measurements. This can then allow you to spot trends more easily.

Using data visualisation can also allow organisations to communicate ideas simply. Digesting a finance report may be difficult when a business owner is time-pressed, but a simple graphic showing if P&L is green or red is a simple but powerful way to illustrate performance.

And having information from all areas of a business, presented in a similarly consumable way, can help managers and owners to build a complete picture of performance and know where to focus efforts.

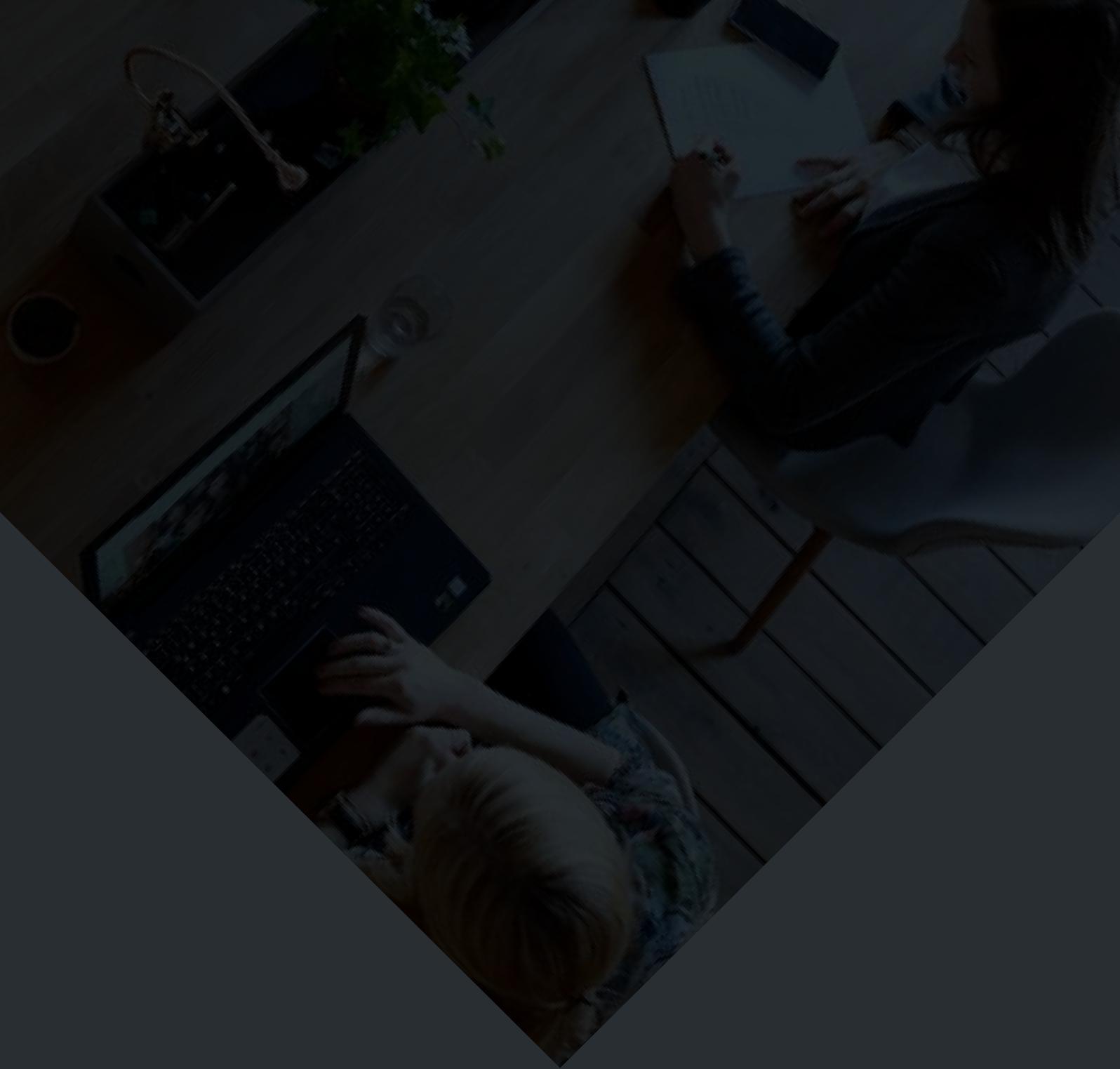
Next Steps

Depending what sounds most relevant and attractive to your organisation, the next step is engaging with a technology partner.

With over 20 years of experience in digital success solutions, Akita Intelligent Solutions designs, develops and supports business intelligence technologies for organisations across the UK and internationally.

Our consultants will be happy to introduce you to solutions such as Business Central, Dynamics 365, SharePoint and Power Platforms, and how they can supercharge your business.

For more information, please get in touch:
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