



Pulling **IT** All Together

How **SMEs** Benefit from a **Business OS**



How many different software applications do you have at your company? Email, CRM, spreadsheet, etc...it's quite a list. But what if you could plug them all into a single application that functions as a virtual workspace and data repository for your entire organization? This white paper describes the benefits of adopting a single business operating system, presents four profiles of common SMEs, and explains why MYBUSINESSOS is the best SME collaboration solution.

Introduction

Information is the lifeblood of a competitive business.

When management, employees, customers, suppliers, and partners have access to reliable, up-to-date information, they're able to make sensible decisions and take immediate action. The business runs smoothly and efficiently.

On the other hand, when information gets compartmentalized in discreet silos, it's not available to everyone who needs it, inhibiting communication and decision-making throughout the organization.

Information silos sap productivity

Information silos, or stovepipes, develop when individuals, teams, or departments work in isolation from the rest of the enterprise. Silos may contain reports, notes, memos, calculations, emails, schematics, and other valuable business documents. In some cases, silos form around specific software applications instead of groups of employees. Since each silo is accessible to only a small group, the rest of the company cannot benefit from its contents, creating a situation where the left hand doesn't know what the right hand is doing.

To make matters worse, silos tend to grow and multiply within an enterprise, becoming more firmly rooted in IT infrastructure and company culture as time goes on. Left unchecked, the cost to the enterprise in missed opportunities, duplication of effort, and other inefficiencies will snowball, with predictably damaging results.

A business OS for SMEs

Due to the scale of their operations, large corporations often find it cost-effective to eliminate the silo problem by developing a single, in-house business operating system (OS) that functions as a virtual workspace and central repository for all enterprise data.

However, unlike large corporations, small and medium-sized enterprises (SMEs) simply can't afford to spend millions of dollars on massive software development projects. To keep everyone on the same page at a small or medium-sized enterprise, decision-makers must find a more affordable collaboration solution.

This white paper describes the benefits of adopting a business operating system, presents four common SME profiles, and explains why MYBUSINESSOS is the ideal collaboration solution for SMEs.

Benefits of a Business Operating System

To anyone who's sent out fruitless information requests, or doggedly searched through a maze of company file directories for a vital piece of data that *might* exist, or jumped between numerous software applications to complete a single task, the benefits of a business operating system will be apparent.

Here are several of those benefits.

Smarter decision-making

More than ever before, decision-makers have the ability to replace assumptions with facts, and estimates with hard data. Having access to all current information enables them to identify gaps in coverage and make specific information requests within the system. Decision-makers can also make choices with increased confidence, knowing they have access to the best available information.

Better customer service

With instant access to the right tools and information, employees can process customer orders faster and resolve customer service calls more definitively, achieving better overall results. Vendors also have the option of granting their customers self-serve access to relevant, up-to-date information, a capability that customers increasingly demand and expect from their suppliers.

Increased organizational efficiency

A business competes most effectively when internal information flows instantly and automatically to everyone who needs it, eliminating delays caused by searches, requests, and efforts to duplicate existing data. Employees save time and reduce wasted effort when they work within a single software application to complete routine business tasks, rather than jumping between several specific programs.

Improved communication

A business OS provides a single, virtual workspace for the entire enterprise, keeping everyone in the loop, all the time. Users are plugged into a powerful forum for exchanging ideas and having inclusive conversations. When the management team needs to make

an announcement affecting either a specific group or the organization as a whole, they know it will reach the intended audience.

More training options

Companies no longer have to disrupt business activities with rigidly scheduled courses or pay exorbitant travel costs for trainers and trainees. Instead, they can serve up online training modules on their business OS. Courses can be either self-directed or conducted in a virtual classroom setting, allowing trainees to schedule their studies around core work activities.

Stronger company culture

An enterprise-wide business OS keeps everyone in tune with company values and attitudes, helping to define and maintain company culture. This is especially important for businesses with several locations or a network of employees spread out across a large geographical area.

Fewer obstacles to organizational growth

Information silos and the resultant inefficiencies act as a brake on organizational growth. A company employing a single, efficient business OS is never constrained by information bottlenecks; information continues to flow to whoever needs it.

Four SME Profiles

Although every small and medium-sized enterprise is unique, many fall into broad business categories with obvious challenges.

Let's look at four profiles of common SMEs.

1. Service providers

Service providers such as call centres, temp agencies, and cable companies manage a diverse cross-section of employees working different shifts in a variety of locations, including customer sites and home offices. These companies must provide anywhere, anytime access to the tools and information required by employees.

2. Manufacturers

Success in manufacturing is all about process. With efficient processes in place, managers can profitably coordinate the activities of office workers, warehouse staff, manufacturing specialists, field technicians, sales teams, suppliers, and others. In the face of global competition, manufacturers remain viable by harnessing new technologies and practices to eliminate waste and streamline their processes. Whenever possible, manufacturers seek automated solutions that improve product quality.

3. Retailers

Individual stores and retail chains alike need the right tools for monitoring key business metrics in real time. They must maintain relationships with customers and suppliers, manage inventory, schedule employees, organize and implement promotions, keep an eye on cash flow, and much more. Retailers must also foster a strong sense of brand within their organizations.

4. Knowledge-based companies

Companies such as software developers, engineering consultancies, and accounting firms are in the information business, so it's critical for them to have a "single source of truth". Since they frequently collaborate with distant colleagues, customers, and partners on complex proprietary projects, confidential information must be accessible from anywhere while still remaining secure.

Whether or not your business falls neatly into one of these four sample profiles, you can probably relate to some of the major challenges we've identified.

If that's the case, then perhaps MYBUSINESSOS is the right collaboration solution for your company.

MYBUSINESSOS

How many different software applications do your employees use every day? No doubt a few immediately spring to mind, such as:

- Email & calendar
- Word processor
- Spreadsheet

- Project management
- CRM
- Accounting
- Video conferencing

...and the list goes on. But what if you could shorten that list to just one entry? What if a single application could bridge the gaps between all of your other programs, providing you with sophisticated business analytics in real time (400-millisecond updates)?

What if your employees could use this application to not only create valuable documents but also make them instantly accessible to the right people? With MYBUSINESSOS, your company can do all of this and much more.

Here are some of the features that make MYBUSINESSOS the best collaboration solution currently available to SMEs.

Flexible (Fits any business model or process)

MYBUSINESSOS was designed for flexibility, so we're able to tailor the system to fit your company's operations. We configure the user interface to reflect your unique brand and meet your business requirements, which may include business analytics, real-time reports, communication tools, a training platform, or a resource library. MYBUSINESSOS can interface with virtually all third-party

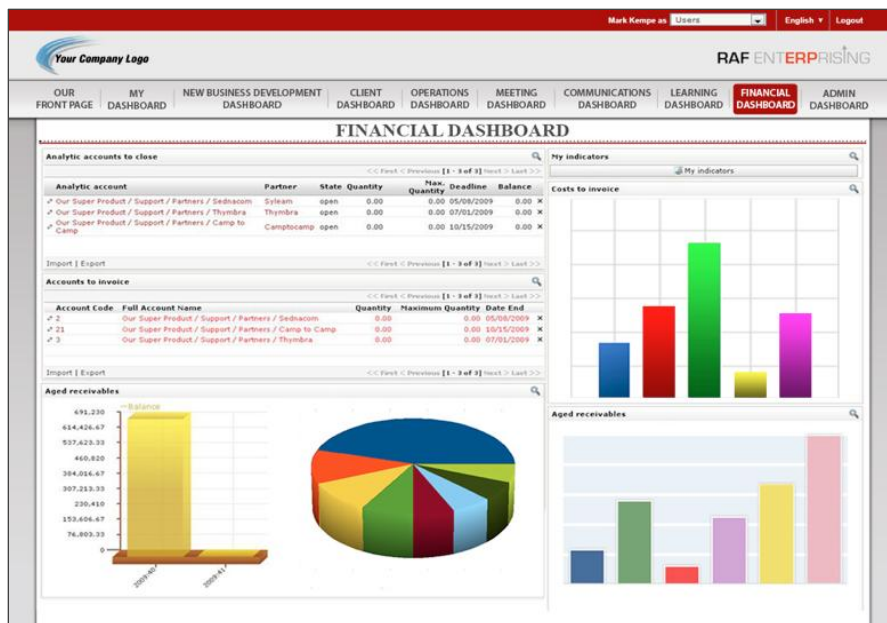


Figure 1: Example of a financial dashboard in MYBUSINESSOS.

software applications—email, calendar, CRM, accounting, word processor, spreadsheet, database, etc.—providing a single point for entering data and viewing key business metrics.

Accessible 24/7 from anywhere

MYBUSINESSOS is a cloud-based application that’s accessible at any time, from any Web browser. You can instantly collaborate with colleagues, customers, suppliers, and partners, even if they’re halfway around the world. You can also monitor critical business metrics in real time on your smartphone or tablet, even if *you’re* halfway around the world.



Figure 2: Example of a communications dashboard in MYBUSINESSOS.

Scalable

No matter how fast your company grows or how big it gets, MYBUSINESSOS can be scaled up to meet your requirements. There’s no limit on the number of business applications you can plug into MYBUSINESSOS or the number of users who can access it.

Affordable

MYBUSINESSOS is priced for your SME, not for a large corporation.

Secure

MYBUSINESSOS employs bank-grade security features to keep your data safe and sound.

Device agnostic

You can access MYBUSINESSOS from virtually any device, including desktop computers, laptops, tablets, and smartphones. All you need is a Web browser and an internet connection.

Conclusion

Small and medium-sized enterprises can benefit enormously from plugging their myriad software applications into a single business operating system that functions as a virtual workspace and central data repository.

Instead of jumping between a dozen different business applications, employees can work entirely within MYBUSINESSOS, a flexible collaboration solution specifically designed—and priced—for SMEs.

With MYBUSINESSOS, SMEs can finally pull IT all together and get everyone on the same page.

Want to Learn More?

For details, please visit us at mybusinessos.com.

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