

Blytheco™

5 WAYS TO ACCELERATE BUSINESS GROWTH WITH CLOUD TECHNOLOGY



Your Business and Cloud Technology

Cloud software offers modern businesses a competitive edge and positively changes day-to-day operations to boost efficiency, automate redundant tasks, and increase collaboration.

Whether it is allowing multiple users to view data in real-time, field service workers accessing remote inventory, or shop-floor mechanics viewing orders. Simply put, cloud technology makes your data accessible to all employees anytime, anywhere.

Better accessibility, which may mean supporting a remote workforce or enabling cross-department communication, is one of the biggest reasons companies shift from on-premises hosting.

83% **According to Forbes Magazine, 83% of businesses are utilizing cloud-software.**

By making that move, they are not only creating scalable infrastructure and improving cash-flow but most importantly, they are increasing business flexibility that will allow them to pivot to meet changing economic and consumer demands. Keep reading to explore five ways to accelerate business growth and set your business up for success with cloud technology.

1. Modernization & Visibility

Choosing a solution with a high degree of customizability is an important step in optimizing your business processes.

Software solutions capable of interfacing with your existing IT infrastructure can add another layer of depth. With consumers demanding a high level of flexibility and speed, businesses are looking towards solutions that can be adapted to accommodate these demands across multiple channels.

Open APIs, or public APIs, allow developers to create integrations between software programs, which helps unlock new insights and functionality. Integrations are critical to ensuring data consistency, increasing visibility, and avoiding silos throughout an organization's IT infrastructure. When coupled with a cloud-based platform, companies can take advantage of a new wealth of opportunity for business and customers alike.

Integrated data that is accessible from anywhere can provide a new level of transparency. Accessing real-time analytics and dashboards that incorporate data from multiple sources can help companies make better informed decisions, predictions, and forecasting. This enables analysts to focus on strategic objectives, rather than manually compiling and analyzing available data.

As companies grow, their reporting needs to eventually become more complex. In turn, weekly reports and department roll-ups in spreadsheets quickly become unmanageable. Utilizing accurate performance metrics and key performance indicators (KPIs) can help growing businesses set realistic performance goals to guide their teams. Top KPIs, such as operating cash flow, accounts receivable, and working capital, can help accounting departments stay on track with short and long-term objectives.





2. Increase Collaboration

A collaborative environment is critical to building a successful business.

Without efficient inter and intra-company communication across platforms, time is spent inefficiently tracking down documents and comparing versions, which may lead to errors and duplicate efforts.

The availability of cloud technology minimizes the breakdown of communication and collaboration, facilitating an efficient, well-informed body of employees.

Today's employees expect speed and efficiency when it comes to software. By utilizing cloud-based technology, cross-departmental projects become more accessible. With readily available information, updating purchase orders or managing stock levels can take place in real-time, even when working remotely or off-site. Workers can pick up a tablet and edit project information anywhere, whether in a team meeting or on a jobsite.

In addition to avoiding the misallocation of valuable resources, enhanced communication also facilitates clearer communication with key project stakeholders. As information is rapidly input and hosted on a cloud, employees collectively contribute to a single source of truth. The collaborative nature of the system allows for streamlined content and version control as employees update and contribute information.

3. Reduce IT Costs

Transitioning to cloud-based technology can reduce IT costs and allow companies to re-allocate spending where it is needed most.

This can be accomplished by minimizing maintenance cost, navigating cost associated with various risks, and improving work efficiency.

Maintenance cost refers to the money allocated to a) repairing onsite hardware, b) updating and upgrading IT equipment, and c) infrastructure needs. Migrating to a cloud-based system can reduce maintenance costs by limiting the need for hardware and on-site servers, as the information is stored in the cloud and protected by the solution vendor's infrastructure.

While some companies lack the resources to have an efficient data recovery program in place, many cloud-based solutions provide built-in data protection and recovery mechanisms. This can help reduce the need for costly internal data security programs and protocols, which many smaller companies simply cannot afford. Investing in cloud technology software sooner can save money on future risk.

Today's IT resources are expensive and in high demand. By eliminating repetitive maintenance tasks, specialists can focus on more strategic objectives. Automating mundane tasks and processes can lower human capital expenditures as well as increase employee efficiency and satisfaction, ultimately saving money and providing opportunities for growth.



4. Achieve Total Mobility

A cloud-based system allows users to access information from anywhere, using multiple types of devices, including tablets, smartphones, and laptops.

Whether on the work floor running diagnostics or in a client meeting, employees no longer must wait to return to the office to input critical information. Companies with multiple locations that employ a significant number of field technicians or work across time-zones are also likely to draw benefits from these types of upgrades.

Easy connectivity to external applications allows for the personalization of cloud technology tailored to specific needs. These come in the form of add-ons and enhancements, which contribute to the mobility and accessibility of information. For example, web-based applications, such as NetSuite or Acumatica, can easily integrate with marketing automation platforms. This enables a tighter collaboration between sales and marketing professionals to help put information in front of the right prospective customers.

Supporting a remote workforce means providing access to the same systems and programs as on-site employees. Cloud technology facilitates collaboration among remote and on-site workers across state or country lines, enabling quality work that otherwise would be unachievable. Mobility also allows increased functionality in a hybrid of in-office and remote work setting. In other words, cloud-based technology allows for consistent productivity across all locations and regions, while expanding the talent pool that companies can access.



5. Increase Scalability

Scalable systems allow users to add new functionalities, departments, and locations when they are needed.

Expanding into new markets, or building new revenue streams, may require new types of solutions to remain competitive and in compliance with applicable regulations.

Investing early in a customizable, cloud-based solution can help companies avoid costly upgrades during different stages of business growth.

Organizational changes often require IT infrastructure changes to go with them. This may occur in the form of new department dashboards, user permission, data structure, and much more. Reorganizing your digital infrastructure in a single location ensures consistency and helps drive adoption of organizational changes. More importantly, this can often be achieved without investing in new physical infrastructure, such as servers.

Cloud-based solutions allow businesses to pivot to new markets or introduce new products to remain competitive. Flexibility and room for growth allow your company to adapt to these unforeseen challenges and capitalize on subsequent change for company benefit. Different avenues and opportunities for expansion can be both enhanced by and reflected in how the business operates, including integrations, global networking, and remote access.



To remain competitive in today's changing economic ecosystem and achieve the business flexibility required to weather uncertain conditions requires relevant technology that adapts with you. Software changes at a rapid pace and you may find yourself running an outdated solution as early as a year after implementation. Relying on IT teams and outside resources to assist in upgrades is costly, time consuming, and limiting.

Our team of software experts is here to help you take your business to the next level and set yourself up for success over the next decade and beyond. Let us help you explore and compare your options for new software.

949.583.9500

solutions@blytheco.com

www.blytheco.com

Laguna Hills, CA | Atlanta, GA | Denver, CO | Minneapolis, MN