



BUSINESS IN 360 DEGREES

Information is the lifeblood of your organization. With accurate, real-time information, you can keep processes running smoothly – from sales and purchasing to shipping and billing. It gives you insight into your customers' preferences, motivations, and buying patterns. It can help you sense and respond to trends and make smart, timely decisions. But when your information is compartmentalized into multiple systems, all you see is an inconsistent or incomplete view of your business. And that makes it difficult to run operations efficiently.

What you need is a 360-degree view of your business – providing the information you need, when you need it. The right business management software can give it to you. Read on to find out what you can gain from software that gives you 360-degree visibility.

More Control over Your Operations

To coordinate operations, you need to keep an eye on all the transactions and other activities that occur – in every area of your business. If you don't have a grasp of these details, you could encounter problems when trying to resolve customer issues, correct billing or shipping errors, or perform audits. By integrating disparate systems and working from a consistent set of data, you can keep operations running smoothly.

Business software that unifies information from across your organization can help you minimize data entry errors and improve the flow of processes, resulting in faster billing, streamlined product sourcing, and simpler regulatory compliance. You can improve visibility into both internal processes and outsourced operations – and keep your entire supply chain moving efficiently. When problems arise, immediate access to up-to-date information means that you can identify and resolve them before they escalate. Plus, with the visibility that the right software can bring to your data, you can ensure that employees are working toward a common purpose and using a consistent set of data, processes, and guidelines.

Greater Insight into Customer Relationships

Customer demand changes rapidly. To keep up – and to keep customers satisfied – you need a 360-degree view of your relationships with them. With the right software, you can give employees access to past interactions, preferences, buying history, and other details, so they can understand and serve customers more effectively. Having this information available also allows you to identify and focus on profitable accounts, while nurturing relationships with new customers. You will also gain greater foresight into customer demands and preferences, so you can make predictions with greater accuracy and be prepared to cater to the changing needs of customers.

Sound Decisions Based on Reliable Information

Changes in the marketplace, the competitive landscape, and your own company require quick, well-informed decisions. To respond to these changes – and to take your business in the right direction – you need concrete, reliable, and up-to-date information. And you can get it when you use business management software that aggregates information from across your organization and turns it into business intelligence. The right software will allow you to generate relevant reports quickly to support informed, spur-of-the-moment decisions. It can help you keep track of organizational and industry trends. And it can help you monitor your company's performance – so you can keep it aligned with overarching objectives.

Simpler, More Secure Maintenance

If you're maintaining multiple systems, you may be spending too much time and money on managing your data – making it consistent across systems, protecting your systems against data loss, and ensuring proper security. When you manage one system instead of several, you can potentially reduce costs, make it easier to protect against data loss, and centralize your security efforts.

Learn What the SAP Business One Application Can Do for You

The SAP Business One business management application has helped over 14,500 small businesses reach their goals. 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.



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