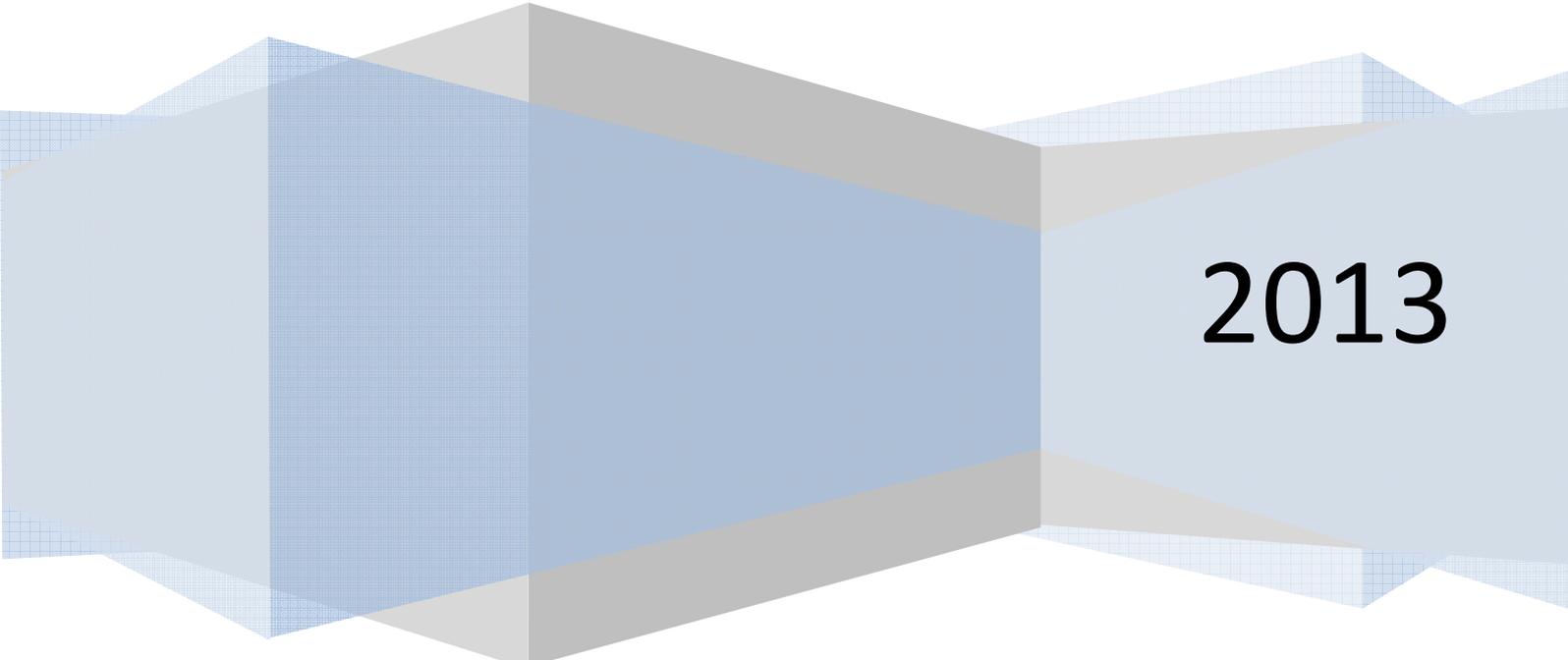


Advantech Software Pty Ltd

Custom Software Delivering Benefits Immediately and Long Into the Future

Custom Software. The smart choice as your business
solution

Samantha Savvakis



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In today's software market, you can find millions of apps for your mobile devices, complex and detailed solutions for your desktop, each solution individually can perform its function very well. But with all these apps around, can you run your business efficiently, smoothly and successfully with a system cobbled together from different apps that don't work together? Or what about the "big software" solutions – are they really a possible solution?

Let's look at the market as it stands.

High End Business Software solutions: SAP and Siebel



SAP - Companies often look to the high end software solutions, thinking that it must work well because it's expensive. For a small sized company, the cost of implementing SAP Business One can escalate well beyond \$100,000. The implementation time and support required to keep SAP running is also a key factor when looking at what software you choose for your business.

Siebel – To implement Siebel, you require a minimum of 6 months and that doesn't include the large amount of customisation that you will need to enable it to run in your business. Customers often complain of the high costs associated with product implementation, usually over \$1 million. Indeed, the cost of modifying business practices to fit the software would often be cheaper than modifying the software to fit the business practices. Modifying the software requires knowledgeable and costly specialised consultants to make the changes for you.

The High End solutions do cater very well for the market that has a multi-million dollar budget to spend on infrastructure, software licenses and the specialised consultants required to enable the solution. But when it comes to the mid and small scale businesses, they are often too costly and complex.

Low End solutions – MYOB, Quickbooks, Microsoft CRM

MYOB, Quickbooks, Xero – These accounting packages work great for the bookkeeping and accounting needs of small business. They provide for all of the accounting needs of a small business, including Payroll and multi-user for the premier versions. However, for more complex tasks such as Inventory management, HR, efficient time sheeting, scheduling, integrated workflow and business process management an add-on solution must be purchased. These add-on solutions often won't fit your specific business properly.

This means you have to start investing your time and money to have interfaces written to move data between systems. You also may need to spend even more money to have the individual add-ons work the way that you want them. And the biggest draw back is that your data, the information that is the lifeblood of your business, is spread across multiple systems and often duplicated or changed in different applications.

Microsoft Dynamics CRM, Salesforce CRM – Both these products on their own present a great solution for CRM. Both are cloud hosted apps (Software as a Service SaaS), provided you always have connectivity to the cloud, they will enable your business to drive the sales and marketing side of your business. Being a cloud based system, they come with monthly fees per user.

Alone these CRM systems will not allow you to manage and drive your business, they do what they say – manage customer relationships. You will still require other business software to help run the rest of your business.

You are then back to the problem that your data, the information that is the lifeblood of your business, is spread across multiple systems and often duplicated or changed in different applications.

These Low End solutions generally solve one part of your business requirements, such as accounting, help desk or CRM. They each work well in their own isolated area. But no matter what out of the box solution you choose, there will always be customisation necessary to have it cater to your business needs. And a stack of add-ons and data moving software will be needed.



Let's look at why **Custom Software** can be the perfect, most cost effective solution for your business.

- ✓ **Every business runs differently.** If I look at comparing two training companies, they may offer the same service to the consumer but the way they operate may differ entirely. From the moment they take a booking, process the payments through to how they schedule their facilitators and ensure facilities are available for the nominated time period. Custom software is written for your business for your way of doing business. Typically this results in improvements in productivity, consistency of outcomes and cost reductions.
- ✓ **Every business has different KPI's and success measures.** A business may drive their business decisions based on the weekly revenue, or maybe sales conversion rates are the critical measure or perhaps profit per customer. Custom software uniquely provides you with the insight into all of the measures that you need to see. Reports are written the way you want them, when you want them.
- ✓ **Most businesses have a CRM solution and nearly every business has an accounting and bookkeeping package. But do they really support your business and how you do business?** Scheduling staff and resources, writing contracts, valuations, business process control, reporting, quality - the list goes on. Can your current business software do everything you need or can it integrate seamlessly with your other business solutions? If not there are substantial business benefits waiting for you in custom software specifically for your business.
- ✓ **What if my business changes in the next few years?** – That's where custom software is the perfect solution. It can be modified easily to accommodate any change to your business processes or reporting needs.

Run your business the way you want

No matter what the business requirement, custom software can be developed to cater to your very need. Custom software is yours to enhance and improve as time goes by to completely suit your business. Produce complex reports to help measure your success.

Businesses who implement a custom software solution report benefits in productivity, consistency, business reporting, cost management, scalability of system to match business growth, flexibility and "finally a system that does what we need it do".