



# The Small Business Guide

To All-In-One Software

# As small businesses grow, their processes become more complex.

Spreadsheets, sticky notes, and disorganized desktop folders just don't get the job done anymore. Even using multiple softwares becomes cumbersome—separate software subscriptions not only negatively impact your bottom line, they tend to create more bottlenecks than solutions.

For small businesses especially, the torrid pace of growth and change can often be overwhelming. Many small business owners find themselves treading water and playing catch up rather than making forward-looking decisions.

Despite knowing how technologies such as e-commerce, data analysis, and process automation could benefit their business, many small business owners feel that these advancements in productivity technology are out of reach—and out of budget—for them.





For small and medium sized businesses looking for an affordable and practical solution to staying competitive and profitable, all-in-one business management software is the answer.

All-in-one business management software handles data better than separate applications, documents or spreadsheets. The reason is simple: if all core business functions are connected, information flows freely throughout the system. This way, information flows freely throughout your organization—no matter how big or small.

In this guide, we'll be discussing:

- **What Is All-In-One Business Management Software?**
- **The Difference Between All-In-One Business Management Software and ERP Software**
  - **Signs That Your Business Needs A Software Upgrade**
  - **Benefits Of All-In-One Business Management Software**



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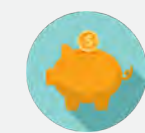
# What Is All-In-One Business Management Software?

All-in-one business management software can be defined as an intuitive and integrated platform that houses all of the core features and functionalities that a small business needs to achieve sustained growth and success.

The essence of what all-in-one business management software can be defined by 3 core values that yield 1 key outcome:

***Connectivity, organization, and efficiency leads to profitability.***

The core features that compose an all-in-one business management software are:



**Accounting**



**CRM and Sales**



**Operations**



**HR**



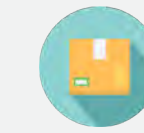
**Project Management**



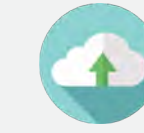
**Task Management**



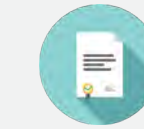
**Productivity Tracking**



**Inventory Management**



**Remote Work Capabilities**



**Document Management**

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Without proper connectivity, efficiency takes a massive hit. When efficiency suffers, profitability follows suit.

All-in-one business management software increases productivity and profitability by connecting the previously disconnected silos of your business. Data silos occur naturally—even in a small, close-knit business with a dozen or so employees. This is a good thing—as long as the information silos are properly connected.

Information is just one piece of the puzzle—acting on it is another piece, entirely. **19%** of small business owners work over 60 hours per week. In reality, that percentage is probably higher. Eliminating some of that tedious labor enables small business owners to focus on growth.

So how can your small business develop a more fluid workflow and information retrieval system without having to tear down your existing business architecture? Or without having to burn the midnight oil each and every night?

Most importantly, how can this be done without having a Fortune 500-sized budget? The answer is all-in-one business management software.

Below, we'll take a look at some of the telltale signs that it's time to upgrade an all-in-one business management software. We'll also analyze the benefits that small businesses see when upgrading software solutions.

But first, let's take a detailed look at another very common type of business software—ERP Software—and discuss the various differences and similarities it has with all-in-one business management software in terms of servicing small businesses.

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# All-In-One Business Management Software

**vs. ERP Software**



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# All-In-One Business Management vs. ERP Software

More often than not, the terms all-in-one business management software and ERP (enterprise resource planning) software are used interchangeably. On the surface, they're very similar. Both are used to help businesses of all sizes:

- Increase workplace efficiency
- Grow profit margins
- Facilitate employee connectivity and collaboration
- Enhance organizational transparency

While there are software products that claim to be all-in-one solutions for small businesses, the reality is quite different. Most products assembled to be comprehensive business management software are actually cobbled together from systems that have been acquired or adapted.

Most notably for small businesses, maintaining a haphazard arrangement of software systems is time-consuming, expensive, and inefficient.

Despite the needs of the average small business differing from large scale enterprises, the questions that business owners have about software solutions stay mostly the same:

- "Will I be able to **virtually connect** with my employees, subcontractors, customers, and vendors?"
  - "Will I have a system of record with access to all of the **data** I need?"
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- “Will I be able to customize and **automate** workflows and other processes?”
  - “Will I have a clear and all-encompassing picture of my **finances**?”

All-in-one and ERP software are not the same thing—and the difference really matters for a small business that is looking to streamline operations while staying under-budget. Below, we’ll discuss 4 key areas where these two types of softwares differ.

## Business Size

One of the most common misconceptions about ERPs is that they are only practical—or affordable—for large enterprises. While it’s true that ERPs were **first developed** for large scale organizations, the operability, usability, and affordability of these systems has since trickled down into the small business world.

There are many ERPs that are best suited for large, multi-continental enterprises. You won’t need a software service that can power 500 factories or handle 10,000 employees. What you need, however, is the power, accuracy, and consistency that this type of software offers.

This is where **all-in-one business management software** comes into play.

ERPs host and transmit all of a business’s data, but they often require additional modular integrations to reach their full potential. For a massive, Fortune 500-esque enterprise, adding additional software systems on top of an ERP isn’t necessarily a dealbreaker.

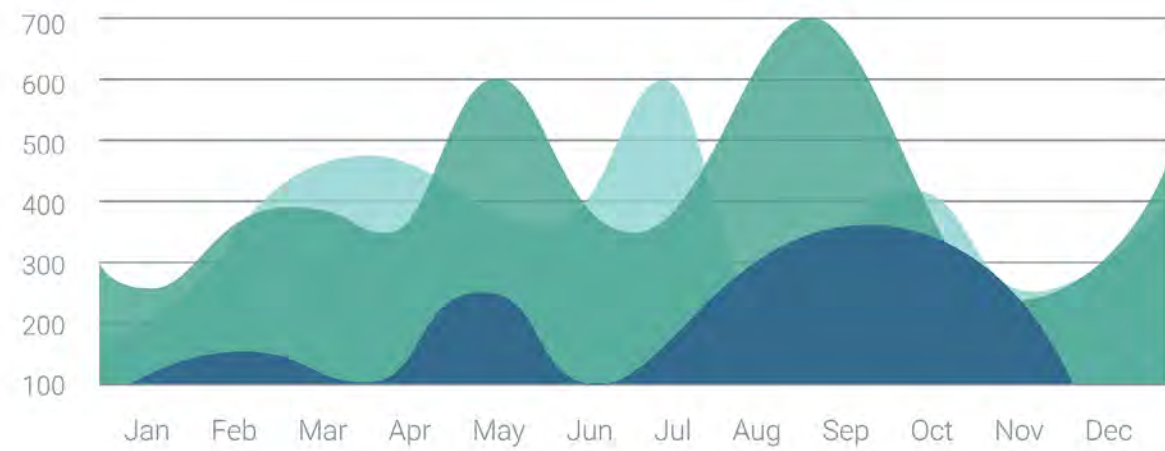
For the average small business, however, budgets and in-house tech support staff are limited. It’s important to seek out a solution that provides the same level of quality data management as an ERP while taking the logistics of your business into consideration.

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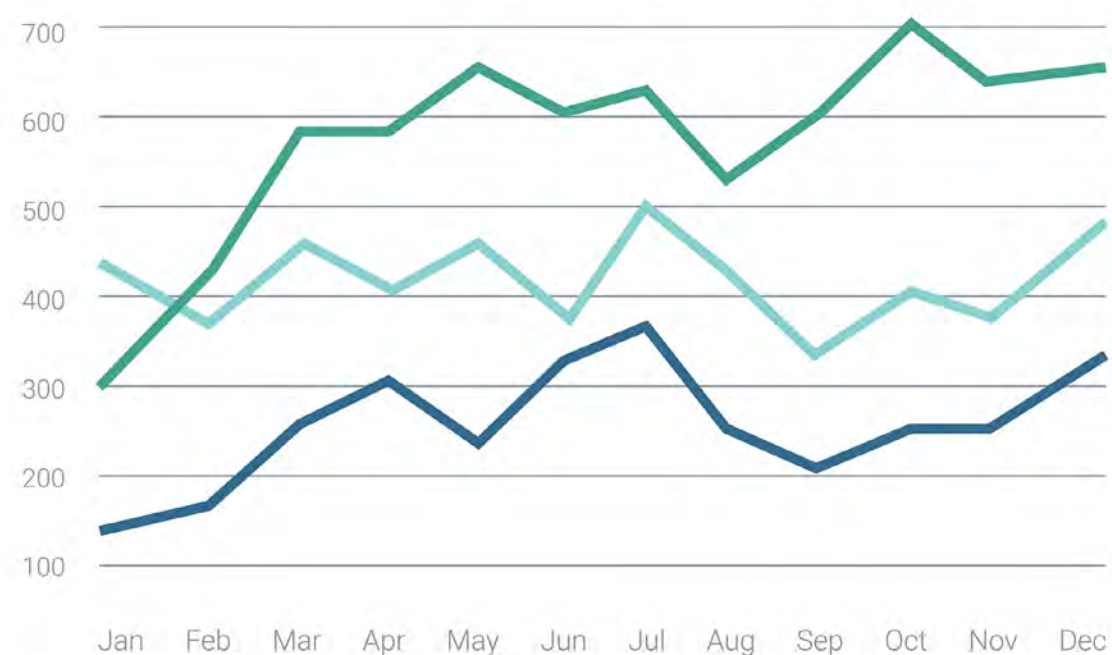




Dashboard



Dashboard



## Customization Capabilities

Similar to most aspects of life, “fit” is one of the most important variables to consider—the software solution that is best suited for your small business needs may not be the best solution for a larger, more complex enterprise.

When it comes to finding the right ERP or all-in-one solution, the most important variables to consider are the ones that set your business apart.

ERPs are often constrained to a particular niche. While a single ERP may be able to handle supply chain management or project management related tasks, what happens when those functionalities need to be integrated with the other facets of your business? Is the ERP software built for this kind of interconnectivity or will you be forced into adapting additional, time-consuming, and often expensive integrations?

**All-in-one business management solutions**, on the other hand, are more tractable. Offering the same transparency and data management capabilities as an ERP, they are equipped for bespoke development that isn’t limited to a single business silo—they are backed by a team of professionals who see to it that their product molds to all of your business’s specific needs, not just a select one or few.

## Implementation

Getting your new software off the ground is always a multifaceted process. Three distinct parties are in play during a software integration—your management team, your employees, and your software’s implementation team.

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Migrating to a new system takes time and often requires a learning curve. Whether you choose an ERP or an all-in-one, the **support team** behind your new software will play a large role in its success. Apart from a few nuanced variables, all-in-one and ERP implementation are very similar in nature—both work towards the goal of simplifying and unifying your business' processes.

## Day-to-Day Usage

Employees of all levels use both all-in-one and ERP in their respective organizations.

All-in-one business management systems are ideal for handling the human processes of your business—lead generation, **applicant tracking**, and intracompany communication just to name a few.

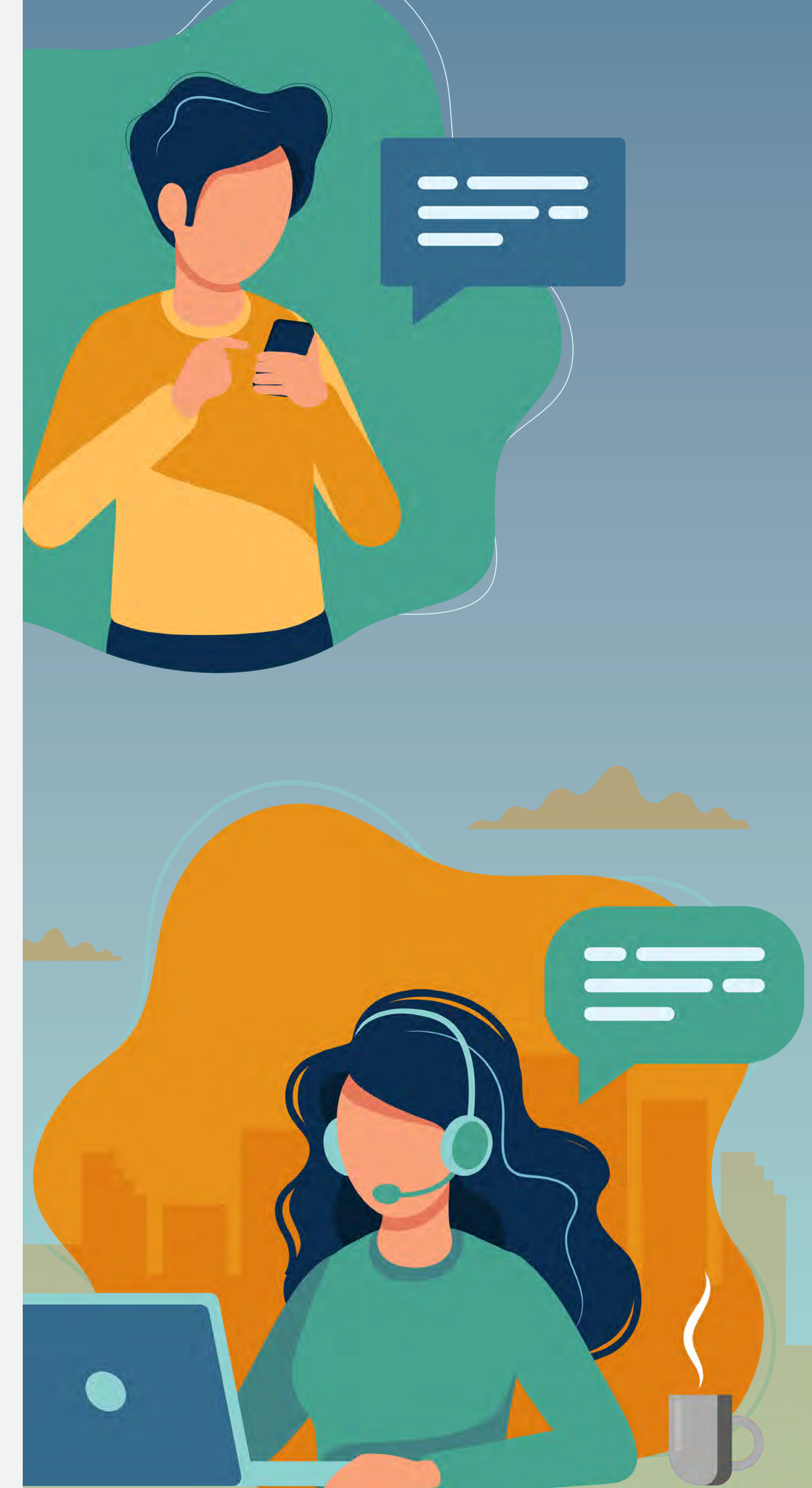
As far as ERPs are concerned, they'll be able to handle most of the same processes. While all-in-one business management software excels at managing and automating human processes, ERPs handle large amounts of data. Think inventory management, data entry, and **financial reporting**.

Both ERPs and all-in-one solutions provide immense value for small businesses. So that begs the question: which type of software has more overall value? While an ERP might present value to a few specialized employees with crucial roles within your business, an all-in-one solution benefits employees of all roles—from your seasonal teenage employees to your seasoned management staff.



Small businesses with ERP systems can make decisions with **36% less time** than they did without the solution.

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# How To Know It's Time For An All-In-One

**Business Management Software**

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# How To Know It's Time For An All-In-One Management Software

There are several telltale signs that indicate its time for your small business to make a software upgrade. Some are subtle, others are obvious, but all of them require an introspective look inside your business's processes.

## 1. When You're Currently Growing

Oftentimes, growth can materialize in an instant—it's built slowly, but can unfold all at once. After years and years of trial and error, finding the right employees, and testing the waters of various markets, hard work can come to fruition in rapid succession.

As the old adage goes, "Dress for the job you want, not the job you have." Look at business management software in the same light—invest in an ERP for the company you will be a few years from now, not for the company you are at this very moment.

Though you may be considered a "small" business, the work you put in is anything but—it's vitally important to be prepared for the future.

A **majority of entrepreneurs** surveyed chose "scalability" as their main reason for using cloud-based software to help run their business.



## 2. When Customer Relationships Need More Attention

Before your customers are customers, they're leads. If your sales staff needs a better method of organization and cultivating the sales pipeline, it may be time for a new software solution.

Help your employees assess the profitability and priority of each opportunity with an automated sales funnel. Sometimes, hiring new employees seems like the easy—albeit expensive—answer to attaining better customer relationships and driving profits.

While that may be a step you want to take at some point, it's important to focus first on maximizing the efficiency of your existing employees—without the costs and resources required to make a new hire.

## 3. When You Find Yourself Making “Educated Guesses”

**Data driven decision making** (DDDM) will enhance your productivity and profitability across the board. Every small business contains nuanced differences in its approach—analyzing the data that is relevant to your business is what counts. Data analysis isn't just for Fortune 500 companies, anymore.

All-in-one business management systems with **customizable dashboards** and **report generating** functionality brings you the information you need to make an informed decision at a



**47% of businesses** are planning to increase spending on software with CRM capabilities.



By utilizing data-driven reports, this company was able to cut order input time **by 50%**.



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glance. Your business is unique—the business management software you choose needs to mold to your needs, not the other way around.

## 4. When Tedious Tasks Eat Up Your Day

Tedious tasks don't necessarily lack importance, but it's crucial to not let yourself spend a disproportionate amount of time focusing on them.

**Automation** is the key to working smarter—automate the tasks that eat up your time, and use that time to focus on the bigger picture goals that will help bring your business to the next level.

An all-in-one software will help you do just that. From accounting to inventory to sales, many parts of the process don't require immediate and constant attention.

## 5. When You're Spending Too Much On IT Systems

The cost of non-accident related expenditures—software updates, new servers, and backups of each—eats away at small business budgets.

With an all-in-one business management software, you'll be able to exert more control over your

Globally, office workers spend **69 days** a year on administrative tasks, costing companies **\$5 trillion** per year.



U.S. businesses lose up to **\$1.8 billion** each year in wasted productivity due to obsolete technology.



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finances. All of these previously-costly needs are handled off-site—and at a flat, fixed, predictable rate—so that you can focus on your business, not the tech behind it.

## 6. When You Need To Double Down On Regulatory Compliance

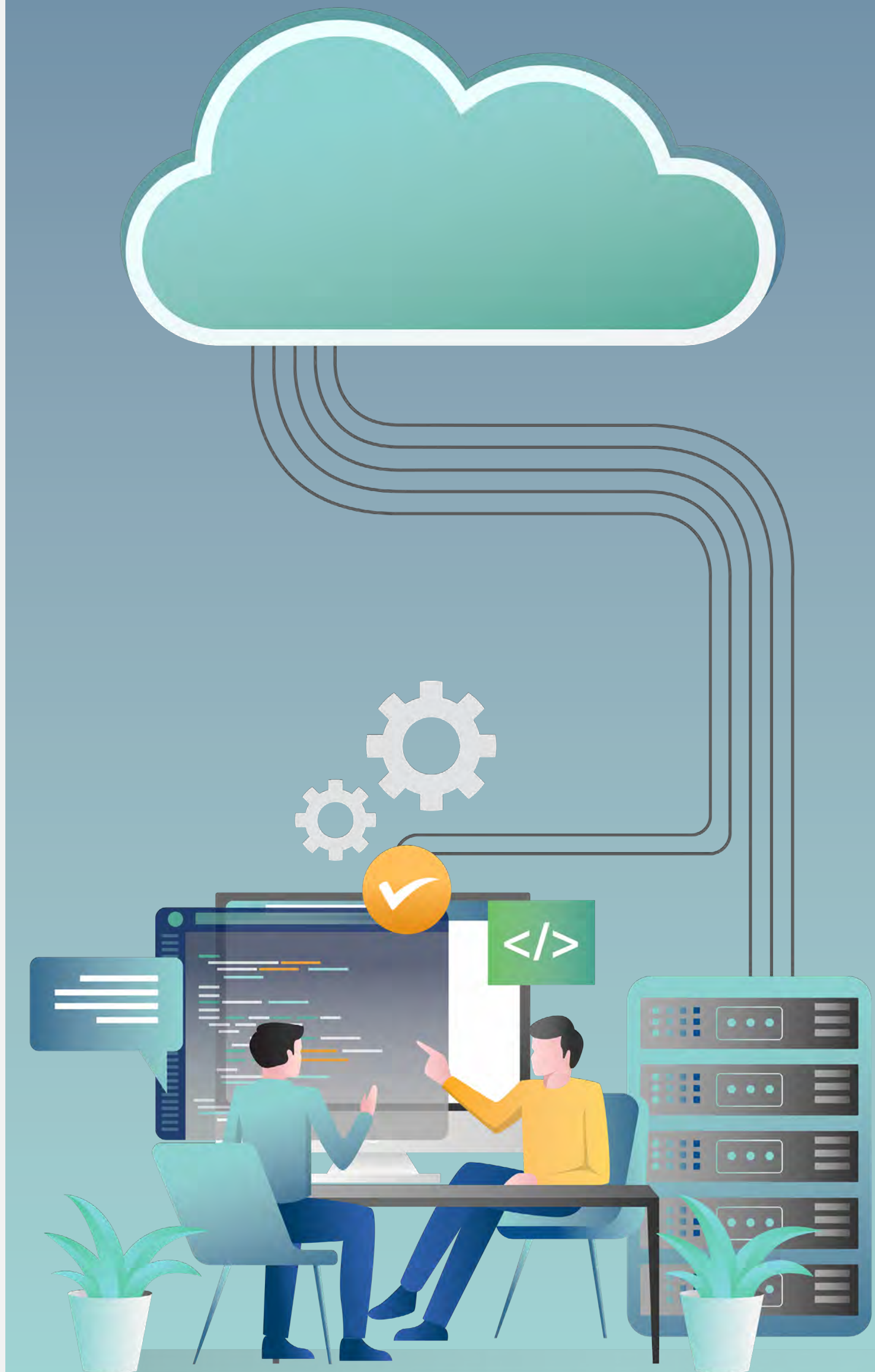
Regardless of the industry you operate in, there are always rules that have to be followed. Keeping track of oft-moving compliance goalposts is often difficult, time consuming, and costly.

For example, construction managers are responsible for overseeing the safety of their crew and all associated subcontractors. Before the job begins, **OSHA compliance** needs to be taken care of. If these certifications and qualifications are not met, it could set a problematic ripple effect in motion—delays in compliance could cause a project to go over budget and disrupt your timeline for other jobs (including the schedules of your subcontractors). A bid could also be lost outright due to lack of compliance, causing a negative impact on your bottom line as well as negatively impacting the trust your employees and subcontractors have in you.

In short, it pays to stay on top of regulatory measures by keeping all pertinent documents in one **centralized, easily accessible** location.

## 7. When You Need To Back Up Your Data

In today's complex business environment, data security isn't solely the responsibility of your tech-savvy staff—**it's everyone's job**. Having a data security infrastructure in place is key, and



A centralized data governance program saved businesses an average of **\$3.01 million**.



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probably something you already do to some degree, regardless of your software solution. But how much of your data is backed up? And more importantly, where and how?

By utilizing an all-in-one business management system, your data is not only decentralized and duplicated across servers, it's backed by world-class cybersecurity professionals. Sure, your computer's firewall is great—but having that firewall and a cybersecurity infrastructure tailored to your business's needs will prevent any malicious actors or local system malfunctions from disrupting your business.

## 8. When Working Remotely Isn't Efficient

There are many prerequisites to achieving successful remote work habits—deploying proper management strategies, project management techniques, and a new kind of **HR** department, just to name a few. But the common theme here is what lies underneath the human-based element of successful remote adaptation: using better technology.

In the world of small business, working from home isn't always a possibility for every employee. Small businesses that rely on their brick and mortar establishments will almost always need employees on site. That being said, not every employee always needs to be on site. Accountants, social media managers, and data entry clerks would likely be just as efficient **working remotely**.

**80%** of small businesses are not taking advantage of available technology. 

Employers can save over **\$22,000** per fully remote employee per year. 



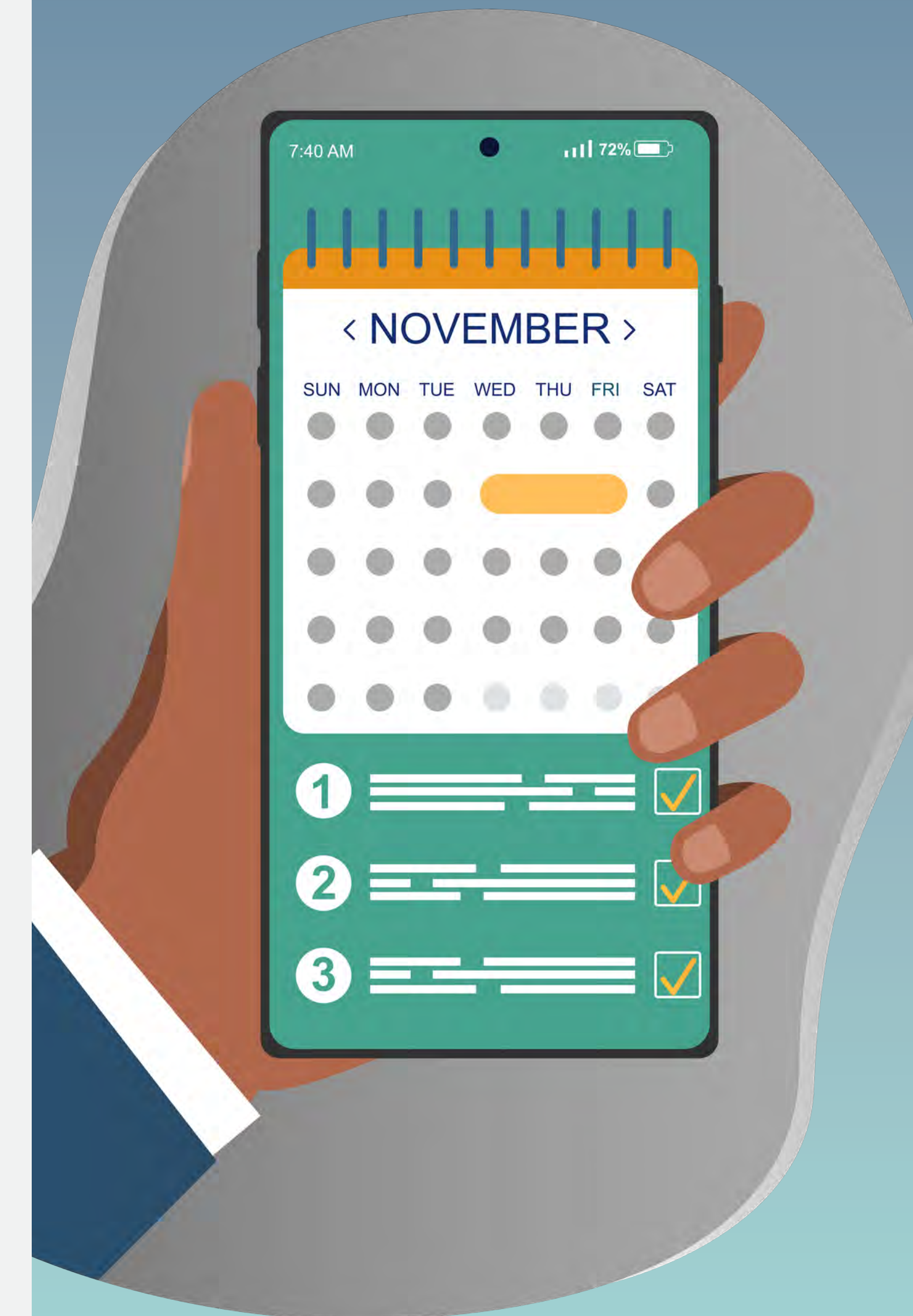
The right all-in-one business management software doesn't just need to be able to crunch the numbers and track your inventory, it needs to enable your people to work better. Help all of your employees—and yourself—work as efficiently and cost effectively as possible.

## 9. When You're Unsure Of Your Employees' Day-To-Day Schedules

If you're unsure about what your employees are doing on a daily basis, that's a problem. Now, you don't want to go breathing down their necks asking them what they're up to every day—that wastes both your time and theirs. The answer lies in the middle.

While you and your employees almost certainly use some sort of calendar app, are these calendars synced? Do you have a uniform, master calendar to access?

Not only should you have access to a universal calendar, you should also have access to all of the **tasks and projects** that your team is working on. This way, you and your employees can be less focused on updating each other through emails and chats and be more focused on producing high quality work.



Companies collectively save **\$3.2 billion** from using online scheduling.



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## 10. When You Can Tell Your Employees Are Stressed

Duplicate data sets, missing files and links, incomplete financial records, chicken-scratch notes strewn across an office—all of these problems slow down employee productivity and create stress among your workforce.

Not every employee request or complaint is grantable or fixable, but one is—upgrading your software systems so that your employees can work better.

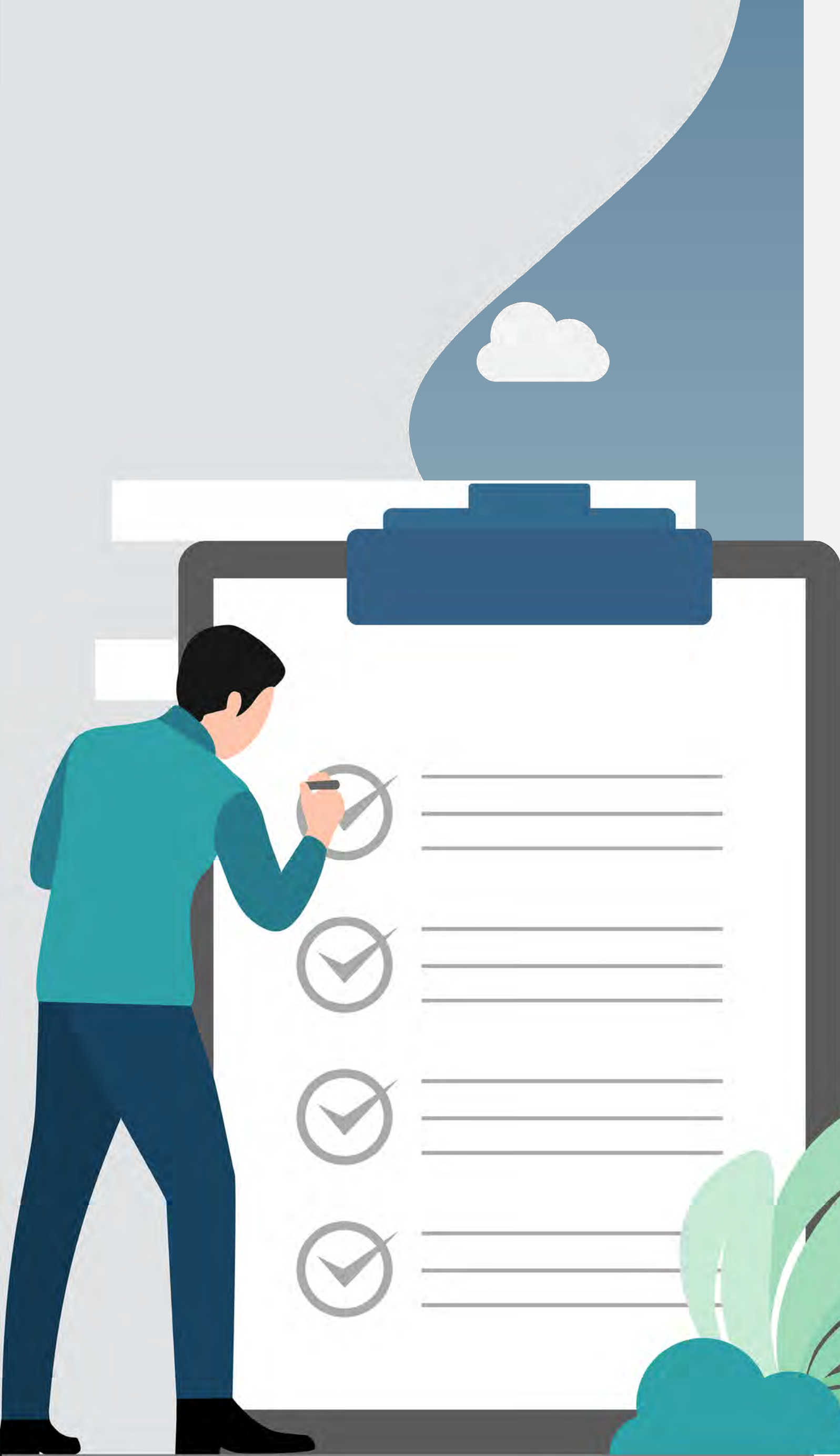
Top quality customer support, **continuous user onboarding**, and virtual HR portals make all-in-one business management a much better solution to employee complaints.

**12.8 million** working days are lost in a year due to work-related stress, depression, or anxiety.





# **Benefits Of All-In-One Business Management Software**



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# Benefits Of All-In-One Business Management Software

No small business is alike. Products, customers, strategies, and everything in between all vary to certain extents depending on your industry specific needs.

What all small businesses have in common, however, is the environment in which they operate. The world is becoming increasingly digital, synchronized, and competitive—small businesses are no exception to this rule. Enlisting the right all-in-one business management software for your business will help you stay ahead of the curve.

Here are the most crucial and consequential ways that all-in-one business management software can provide a tangible benefit to your business operations.

## 1. Automated Workflows

The benefits of workflow automation are wide-reaching. Not only will the processes that you're automating be improved, but your productivity in other areas will increase as well.

Time and labor are precious commodities, especially for a business with a relatively small number of employees. Spending less time manually entering, checking, and duplicating data sets can not only save time, it will increase the accuracy of your information output.

By utilizing business management software to automate these types of tasks, you'll be able to focus more on creative, high level tasks that require more human attention.

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## 2. Eliminate Need For Internal IT Expertise

Safeguarding your business against technical malaise starts with investing in the proper technology.

Your small business may not have the budget to hire a full-time IT support staff. The best way to stay secure without breaking the bank? **Software that can mold** to the contour of your business's specific needs—and a dedicated team of experts there to help you whenever you need it.

All of your employees should be operating, communicating, and sharing documents under the same umbrella of security. With a dedicated software support team ready to work toward your businesses specific goals and needs, you'll be prepared for any technical hiccups that arise.

## 3. Save Money (Not Just On Software)

One of the biggest benefits of all-in-one business software is the cost savings. The software savings are apparent—paying a predetermined monthly rate for a single software allows you to spend less on various other disconnected software solutions.

Outside of the actual software savings, you'll save money via increased financial visibility, email campaign automation, and more streamlined communication with customers and vendors.

## 4. Scalability

Growth arrives quickly—it pays to be prepared ahead of time. Though your business isn't bringing in billions of dollars annually, your affordable all-in-one business management software can function the same as the solutions that those companies use.

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Over time, your customers, inventory, employees, revenue, and almost all other facets of your business grow. Developing the right processes from the beginning will pay dividends down the line—playing operational catchup as growth continues upward will inhibit financial progress.

## 5. Enhanced Security and Threat Prevention

If your business has never been exposed to a data breach, then consider yourself lucky. According to a study published on Vox.com, **1 in 5 small businesses** have fallen victim to a cyberattack. Of those, 60% go out of business within 6 months.

All-in-one business management software provides top notch, industrial grade security features: data redundancy, dual factor authentication, testing environments, and cryptographic privacy. Look for a software solution that provides a 99.99% uptime guarantee.

## 6. Better Document Management

Most small businesses have experienced data loss and misplacement due to paper, offline record keeping. This methodology probably comes natural to you. But in reality, it's not only inefficient, it's wasteful. **Reduce.org** reports that a typical office worker uses 10,000 sheets of paper each year.

Keep a centralized, unified document management system that can be accessed from anywhere. You'll be able to find documents faster, secure them more easily, and **generate custom reports** about the data within your system. Not to mention, you'll save plenty of money on ink and printer related costs.

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## 7. Smarter Business Decisions

The best business decisions are made from comprehensive, data-driven metrics. Small business decisions are no exception. Gut instincts are valuable, but data driven decisions reign supreme over the long term time horizon. By allowing technology to guide and assist you along your decision-making process, your business will reap tangible benefits.

You'll be able to reduce spending costs, make faster decisions, and generate on-the-fly improvements based on real time, accurate data. The best data comes in the form of custom reports generated regarding up-to-date inventory levels, realtime customer/vendor transaction history, and the current job status of employees dispatched in the field.

## 8. Better Hiring Processes

Your employees are the lifeblood of your organization—it's crucial to establish a pipeline of young, qualified talent no matter the industry you serve. By incorporating this process into the software that handles the rest of your business's processes, you'll be able to make the most profitable hiring decisions.

If your small business relies on seasonal labor, it's even more important to have an efficient applicant tracking and talent acquisition program in place.

Within your all-in-one business management software platform, you'll be able to have a streamlined application tracking system by creating new job postings, adding interview notes, designing personality assessments, and storing all pertinent candidate documents.

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## 9. Continuous and Custom Software Development

No business is unique—one of the most crucial tools that all-in-one business management software offers is the ability for small businesses to tailor software to their specific needs. Not only is it important for businesses to have customizable interfaces based on specific industry needs, it's just as important to incorporate a software solution that incorporates bespoke development.

The best software solutions have active teams that are constantly improving their product. More often than not, customers will be able to influence and leave feedback as to what improvements, additions, and bug fixes need to occur.

Software personalization is becoming more and more commonplace—**82%** of CIO's in the UK choose business management softwares customizable feature development.

## 10. Better Relationship with Customers/Vendors

Getting the most out of customer relationships requires a comprehensive system that supports your sales team to make sure they never miss an opportunity, all while assessing productivity and profitability.

All-in-one business management software offers features that can boost the effectiveness of your sales team such as: sales funnel and marketing automation, full spectrum sales pipeline visibility dashboards, and feedback garnering tools such as surveys.

Your customers and vendors keep your business churning. Though in person communication will always be valuable, it's just as important these days to have an online communications hub to document crucial conversations, sales, and negotiations.

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# Wrapping Things Up



From accounting to inventory management to CRM and so much more, all-in-one business software handles all core processes that your small business needs to succeed.

There is no single answer for “how can all-in-one business management software help my business?” For every business, the answer is different. Manufacturers, property managers, and consultants all have varying needs. All-in-one business management software provides every business in every industry of every size the tools they need to excel in their given field.

The value of all-in-one business management software—no matter the industry—boils down to one key phrase:

***Connectivity, organization, and efficiency leads to profitability.***

If your small business is looking for solutions to disorganization, disconnectedness, or inefficiency, it’s time to explore the benefits of all-in-one business management software.