

THE COST OF DISCONNECTED SOFTWARE

The majority of small and medium sized businesses use separate applications to run different business functions e.g. accounting, sales & invoicing, email marketing, inventory, customer service, project & time management, payroll and ecommerce. Yet the costs of disconnected apps - wasted time, inefficient processes, mistakes and lack of control - can add up to many thousands of dollars each year for a typical SME.

Why SMEs don't connect their applications



No in-house IT resources with the relevant skills



High cost to have custom integrations developed



Time and resources required from management



Perceived complexity of software integration

Almost every sale involves a "hidden" yet costly manual admin process if your business systems are not integrated. Below is a typical example of a company selling products online via a webshop or a retail store using an electronic Point of Sale system. Service businesses have similar processes if their project, timesheet, billing or payroll systems are not integrated with their Accounting or CRM systems.



Common problems caused by disconnected applications



LACK OF CONTROL & OVERVIEW

Inconsistent or incomplete info limits management's ability to see the true state of the business



UNNECESSARY MISTAKES

Manual data entry is prone to omissions and mistakes such as incorrect figures, addresses or emails



WASTED TIME & MONEY

Manually re-entering data or doing an export/import of Excel files from one system to another



LOWER SALES & PROFIT

Inaccurate customer or product records in CRM systems limit sales opportunities and revenue



UNDERPERFORMING MARKETING

Inaccurate customer or prospect info reduces the effectiveness of marketing and sales campaigns



CUSTOMER DISSATISFACTION

Stock outs, inaccurate bills or customer details create a perception of poor customer service



CASH FLOW & BAD DEBT PROBLEMS

Orders not transferring from Sales to Accounts on time or incorrect invoices delay receipt of money

What is iPaaS?

iPaaS stands for "Integration Platform as a Service". This is a new breed of web-based integration services for SMEs that use ready-made connections between different software applications that lets them automate common business processes. Unlike custom integration, it is a 10 minute do-it-yourself set up with no technical skills required, at a very low monthly fee. For more information or a free trial please visit www.connectmyapps.com

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