

7 Serious Business Risks Eliminated by Cloud ERP



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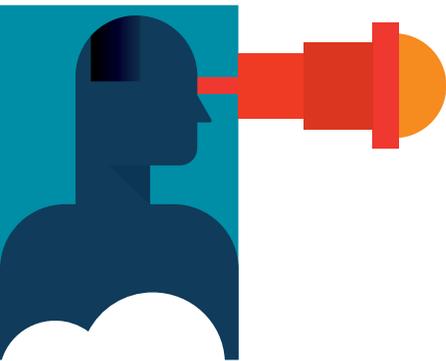
If you haven't moved your business management systems to the cloud, you're far from alone. Taking a measured approach to ensure your corporate data and assets are protected is just good business. But, while keeping servers with valuable corporate data in house might **feel** more secure, your networks and in-house systems could be holding you back and putting your business at risk.

Cloud ERP (Enterprise Resource Planning) provides more security, more functionality, and more flexibility to protect your assets and help your organization actively compete in today's world.

In this eBook, we'll look at the risks that your organization faces every day and show you how Cloud ERP can help mitigate those risks and unlock opportunities. Read on to see how you can harness the potential of the cloud to grow your organization.

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"By its very nature, cloud ERP offers distinct benefits to growing organizations. In addition to the savings and convenience of not needing to maintain your own servers on-premises, cloud-based applications provide fast, secure access to your data from any device on any web browser. Quality cloud ERP solutions also ensure you get the latest updates and upgrades so your organization always has the newest functionality and enhancements."

-OTT, Inc.

1. Simplify compliance with industry and government regulations

Keeping pace with government regulations, industry standards, and corporate quality initiatives has become an overwhelming challenge for small and medium-size businesses. In addition to the many levels of standards and regulations your organization needs to comply with, the electronic data handling laws continue to evolve. You need expert advice.

Look to experts on compliance

The leading cloud ERP providers ensure that the proper tools, security and agreements are in place to support compliance. Through automated workflows and audit trails, a cloud financial management system provides the documentation to reduce the risks and costs of compliance. With a fully integrated business management system, audit trails and user-based security are natively in place.

Put the pieces in place to meet regulations like HIPAA, GDPR and industry regulations with cloud ERP, ensuring that you can:

- Implement data security, privacy and portability protocols.
- Provide thorough documentation and security for audits.
- Assign, track and record compliance and assessment-related activities.



"In the constantly changing world of technology and financial regulations, it's critical for your business's accounting to remain compliant. Cloud-based software will automatically apply important updates on a regular basis. That means that when laws, technology, or security changes, you can rest easy knowing that your software is going to be up-to-date and compliant."

-OTT, Inc.

2. Protect customer, employee, and corporate data

No business can afford to ignore the security risks that can destroy a hard-built reputation and cost millions. In today's risk-filled digital environment, few organizations have the internal resources to provide the level of security needed to protect business and corporate data effectively. A ransomware attack can virtually close a business down if CRM and ERP systems are held hostage.

A higher level of security

Accountable to governing organizations as well as to clients, cloud providers are required to maintain high levels of security. Supported and managed by security experts, cloud ERP will keep your data safer from the electronic and environmental threats that can bring down your business. Cloud computing can improve your organization's overall business systems' security, especially for devices.

Cloud-based ERP supports better security with:

- Reliable data backup and detection tools that identify suspicious behavior using analytics.
- Secure access for mobile users across platforms and devices.
- Protection of critical corporate and customer data from a ransomware attack.



"When your data is stored in the cloud, it can technically be accessed from anywhere, but only if attackers first gain access to passwords and other private information. However, a cloud-based provider is likely to have more sophisticated safeguards because they can dedicate more resources towards security than your business may be able to afford for any on-premises infrastructure."

-OTT, Inc.

3. Deliver customer experiences that keep them coming back

As disrupters enter your industry and build on digital opportunities, your customers—whether consumers or commercial—expect your organization to keep pace. Your employees can't deliver great customer experiences if they are burdened with disconnected systems. Both customers and employees will grow frustrated and take advantage of what the disrupters have to offer.

Centralize and connect customer data

With cloud ERP, you can centralize and connect data from across your organization to support better customer experiences. With access to key information about customers at their fingertips, employees can provide efficient, personalized service. Connected systems bridge department silos to eliminate the bottlenecks and miscommunication that undermines good customer service.



Cloud ERP with connected data allows you to deliver better customer experiences by:

- Creating a single source of information, from order history to shipment dates, so employees can provide answers quickly.
- Empowering workers in the field—from service technicians to home health workers—with relevant information, resources, and complete customer context.
- Providing insights into trends and preferences that allow you to react quickly to the changing needs of customers.

"The importance of a memorable, personalized customer experience increases every day, and that experience truly begins with your sales team. With the right software solution for sales management, you can learn more about potential leads, become more efficient in your allocation of resources, increase your sales, and set up an amazing customer experience right from the start of your interactions."

-OTT, Inc.

4. Uncover opportunities to build revenue

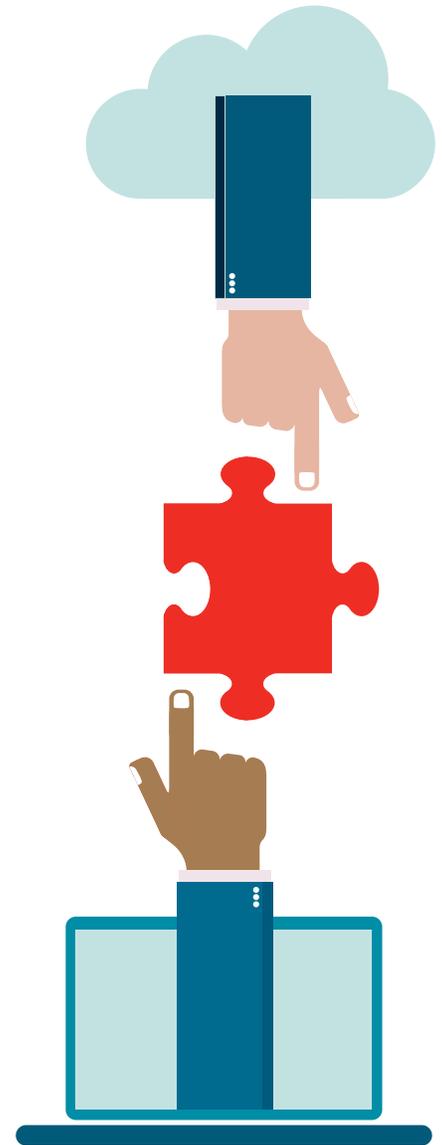
When your finance team spends all their time entering numbers into spreadsheets, they don't have time to put that data to work. Data provides a strategic advantage and your competitors are ditching the spreadsheets for analytics that turn digital information into profits.

Data is a strategic asset

Cloud ERP centralizes your business data and integrates disparate systems, eliminating redundant spreadsheets and departmental silos. With consolidated data, you can use cloud-based analytics and machine learning to understand customer trends and explore new revenue opportunities.

Using data as a strategic asset, you can:

- Use customer preferences and market trends to inspire product design.
- Explore digital business models to capitalize on emerging markets.
- Increase sales win rates by using machine learning to prioritize leads.
- Build loyalty by resolving emerging service complaints before they impact more customers.



"The right cloud ERP solution can revolutionize your business by automating your daily business processes and increasing your data visibility. Your finance team can shift their focus from completing manual processes to pursuing more profitable tasks. Each decision-maker in your business can access customized, real-time dashboards with helpful visuals and drill-down capabilities."

-OTT, Inc.

5. Improve operations with data-driven decision making

If your business data is spread across systems that don't connect or locked up in spreadsheets, you are making decisions with incomplete information. Separate systems used to manage sales, finance and operations makes it impossible to have a single comprehensive view of the business. To keep pace in the digital world, your organization needs to connect systems so that data can flow end-to-end.



Improve operations with data-driven decisions

By connecting data across accounting, sales, purchasing, inventory, and customer service, cloud ERP gives leadership teams and managers a holistic view of the business. With an end-to-end perspective, you can identify bottlenecks in processes, compare location performance, and spot emerging product trends.

With connected data, you can make better decisions to:

- Eliminate inefficient business processes in finance, sales, service, and operations.
- Optimize inventory levels, using forecast data to predict when and what to replenish.
- Manage resource and staffing levels to align with capacity and sales.

"Quality cloud-based ERP solutions focus on workflows, automation, and collaboration to enable your finance team to save time on manual tasks and information distribution. With this increased visibility offered by real-time dashboards, your finance department will be empowered to gather and analyze more data, and to play a larger role in the success, strategies, and growth of the company."

-OTT, Inc.

6. Support a modern, mobile workforce

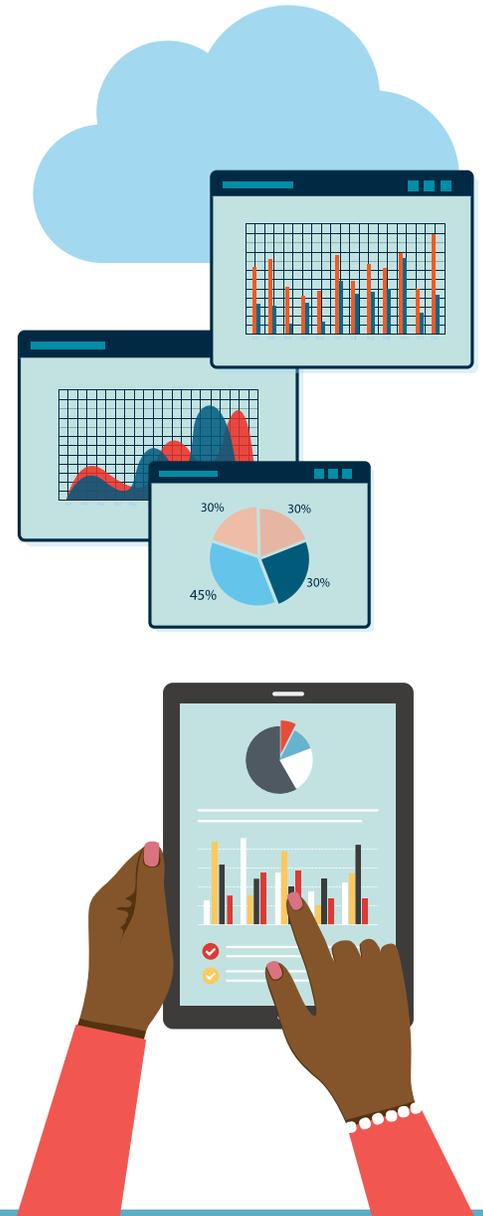
If your business is still tied to paper, it will get harder and harder to attract good employees. This generation of workers expects business processes to be easy, with information right at their fingertips when they are closing a sale, working on a project, or checking on shipments.

Enable the next generation of workers

Through cloud-based ERP, workers can connect to the systems and information they need to produce high-value work. When giving workers who are comfortable working from home, in the office, and on the road easy access to secure business systems, you need a system that supports mobile devices and flexible work styles.

No matter the size of your company, you can support a secure, mobile business environment to:

- Provide mobile-friendly apps that support truly productive work—like entering data, accessing information, or approving transactions.
- Give your team self-serve options, from easy-to-use reporting tools to administrative hubs.
- Provide project portals, inventory data, and customer information that empower remote employees to provide excellent service.



"With the mobile capabilities of a cloud ERP system, employees are able to perform all of their tasks remotely, through an internet connection. Employees gain full access to customer information, tasks, approvals and dashboards—no matter where their work takes them. Data is more secure, residing and managed in the cloud instead of housed on home computers, individual laptops and thumb drives."

-OTT, Inc.

7. Decrease opportunities for human error through automation

No matter how skilled and how careful your employees are, mistakes are going to happen. Whether it's entering data into spreadsheets, providing price quotes or purchasing inventory, if your employees are working outside of automated systems, they are going to make mistakes. And those mistakes can cost your business customers, profits, and reputation.

Improve productivity and reduce errors

Of the many benefits of cloud ERP, automation of manual tasks and integration of data can provide the biggest returns. Connecting data across the organization reduces the need for manual data entry. Automated workflows ensure that orders move through the system quickly or that purchases are approved by a supervisor. As you improve productivity and reduce errors, your employees will be able to manage higher transaction volumes—allowing you to grow the business without growing payroll.

Through the automated processes provided by a cloud ERP system, you can:

- **Eliminate dependence on error-prone spreadsheets.**
- **Reduce the opportunity for employee fraud with tight internal controls and approval workflows.**
- **Keep customer service issues from falling through the cracks when they move across departments.**



"The cloud enables you to integrate more of your productivity and business management systems to reduce the time people spend searching for and re-entering data into systems. Leading cloud ERP systems are designed to automate more business processes to allow workers to focus on more profit-building activities."

-OTT, Inc.

Reduce Risk by Moving to the Cloud with a Trusted Partner

There is no question that a growing number of organizations, across every industry, are moving their business and financial management applications to the cloud. Cloud ERP provides an alternative to organizations that don't want to spend time, money and resources maintaining the infrastructure that houses their business management applications.

At OTT Inc., we focus on learning your business and your business processes to provide the right solutions to help you grow your business. We offer both [Microsoft Dynamics 365 Business Central](#) and [NetSuite Cloud ERP](#). You can trust our team to help you assess your needs and evaluate the best ERP software for your business.

We have worked with hundreds of companies like yours, assisting them to take advantage of cloud technologies to improve productivity, control costs and build for the future.

Let's talk about how the cloud can help your business grow.

Next Steps:

- Download the eBook: [The Midwestern Skeptic's Guide to Cloud ERP](#) for 18 sensible business questions every leader should ask about the cloud.
- Download the eBook: [But Really... What is Dynamics 365?](#)
- [Contact us](#) for a FREE 2-hour Cloud Feasibility Assessment



your trusted business
solutions partner.™

"A healthy dose of skepticism is smart business and can save your organization a lot of headaches. The cloud may indeed be all it's cracked up to be but asking tough questions to ensure it is right for your business is sensible."

-OTT, Inc.

The Trusted Partner Path™

To ensure client success, every project we undertake follows OTT Inc.'s proven and trademarked five-step methodology to deliver improved productivity, efficiency and profitability. The Trusted Partner Path, defines how we will work with you to produce measurable business performance, bottom-line rewards and a technology framework for sustained growth.

- 1. Assessment:** We gather information about your business.
- 2. Analysis:** We review all your key business processes.
- 3. Planning:** We define goals, expectations and project scope.
- 4. Implementation:** Our methodology streamlines implementation.
- 5. Measurement:** We confirm that all success criteria are met.

Communication is a key part of our methodology's success. From start to finish we emphasize clear two-way communication to inform our clients, maintain expectations, and be confident we've all met our goals.

Our experience and consistent methodology will assure a smooth transition to cloud ERP.

[Learn more](#) about OTT's Trusted Partner Path.

"We knew, right from the start, every step of the implementation—how long it would take, what internal resources would be required, and when we would be ready to go live. During the process, we ran into a few minor bumps that could have been 'mountains to cross' if it weren't for OTT, Inc.'s expertise, experience, and professionalism."

-Erik Hinkie, CIO, Holmes Corporation ([OTT, Inc. Success Story](#))

About OTT, Inc.

OTT, Inc. is a Cloud ERP Partner headquartered in Minneapolis/St. Paul, Minnesota, serving small and growing businesses throughout the Upper Midwest.

We engage with clients to help them leverage their investments in business information technology. Specifically in the areas of automated accounting, enterprise resource planning, customer relationship management, business intelligence, document management, electronic commerce, and cloud computing.

Our team includes experts from industries including nonprofit, distribution, field services, manufacturing, and medical device manufacturing.

OTT, Inc. leverages industry leading applications like Microsoft Dynamics 365 Business Central, Microsoft Dynamics GP, Microsoft Office 365, NetSuite Cloud ERP and complementary independent software vendor solutions.

We offer a choice in cloud ERP solutions because we understand that different businesses have different needs. There's no one-size-fits-all software solution. We understand the challenges businesses face. We know you work hard and we pledge to work hard for you.

Contact us for a FREE 2-hour Cloud Feasibility Assessment.

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