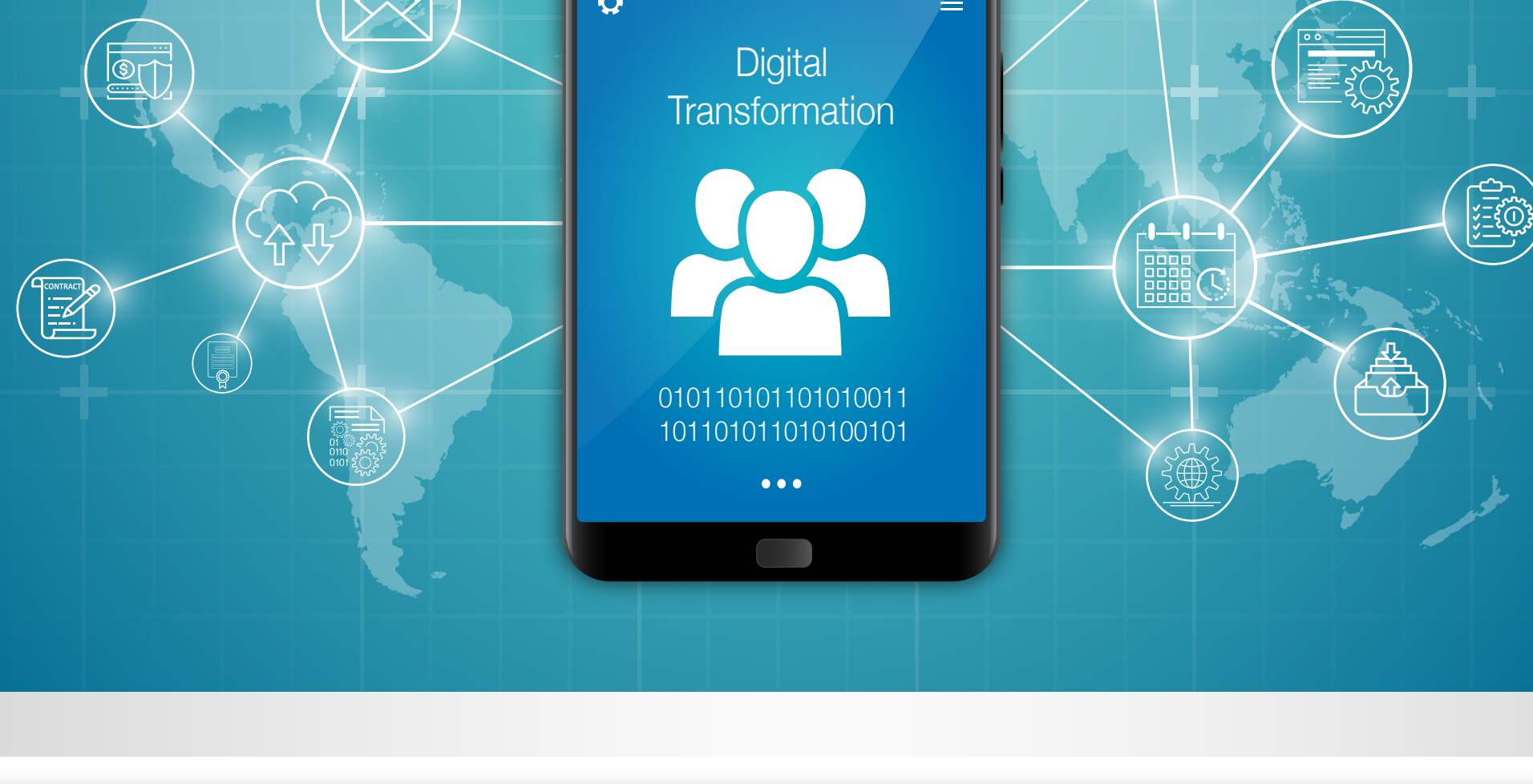


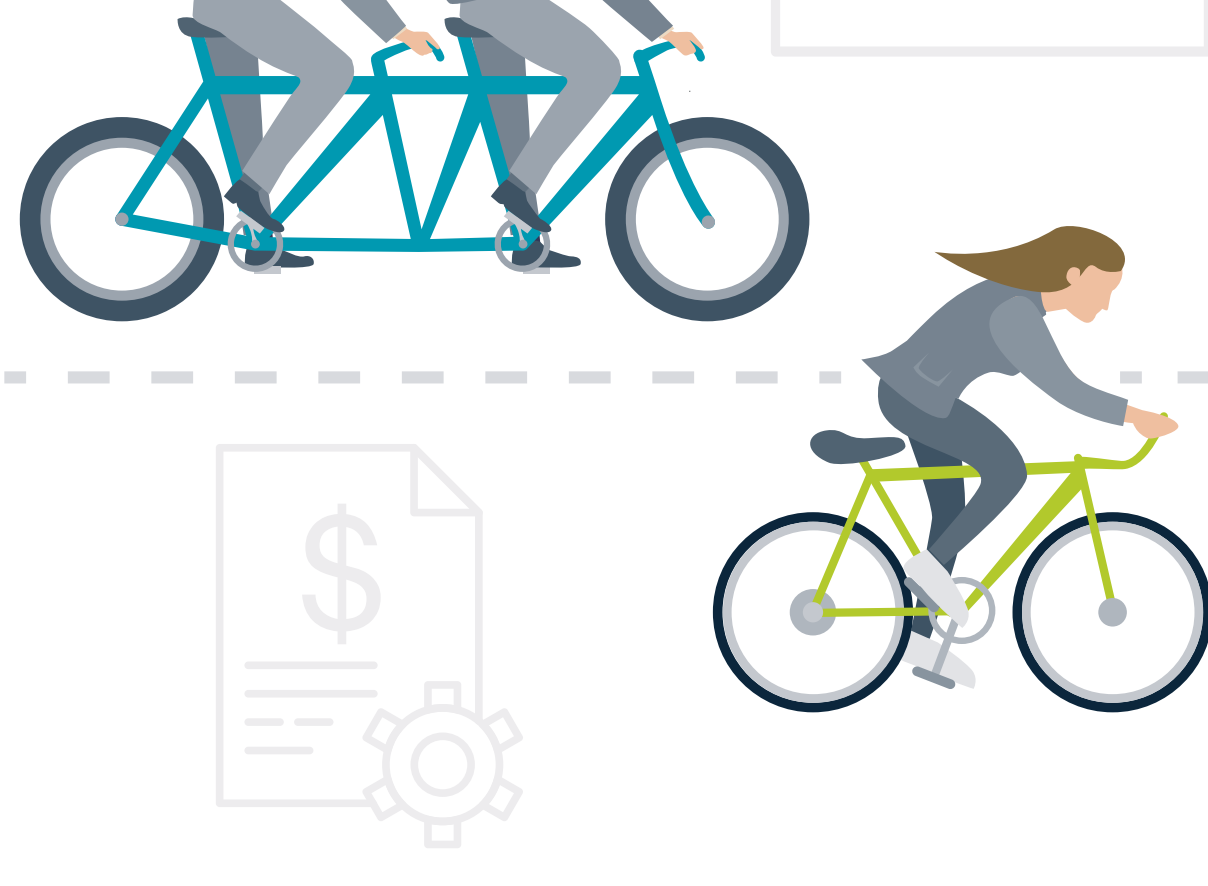
# Digital Transformation

## It's Not Just for the Big Guys



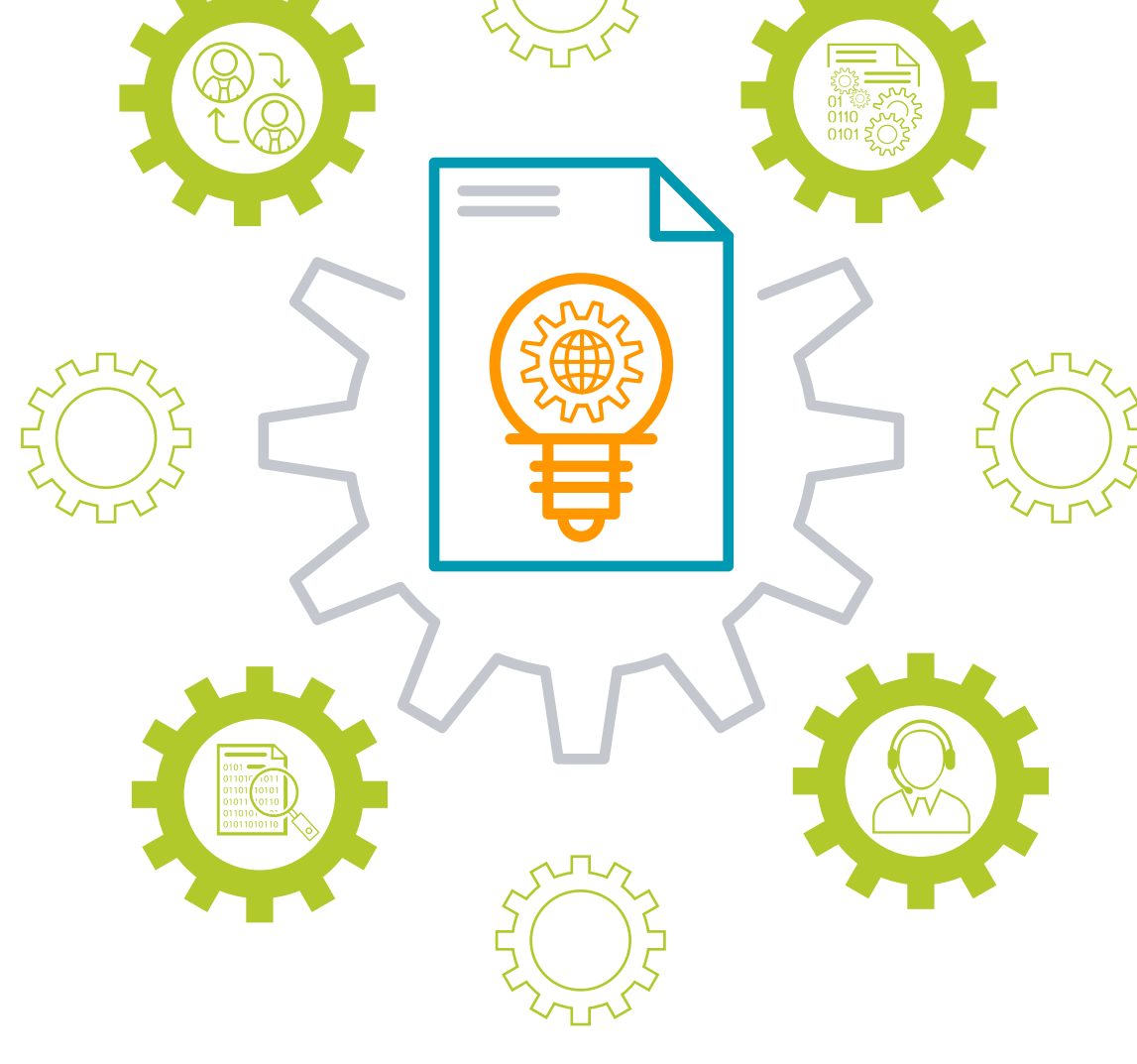
### A Changing Business Dynamic

Small and mid-sized businesses are in the best position to take advantage of digital transformation to even the playing field with their larger competitors.



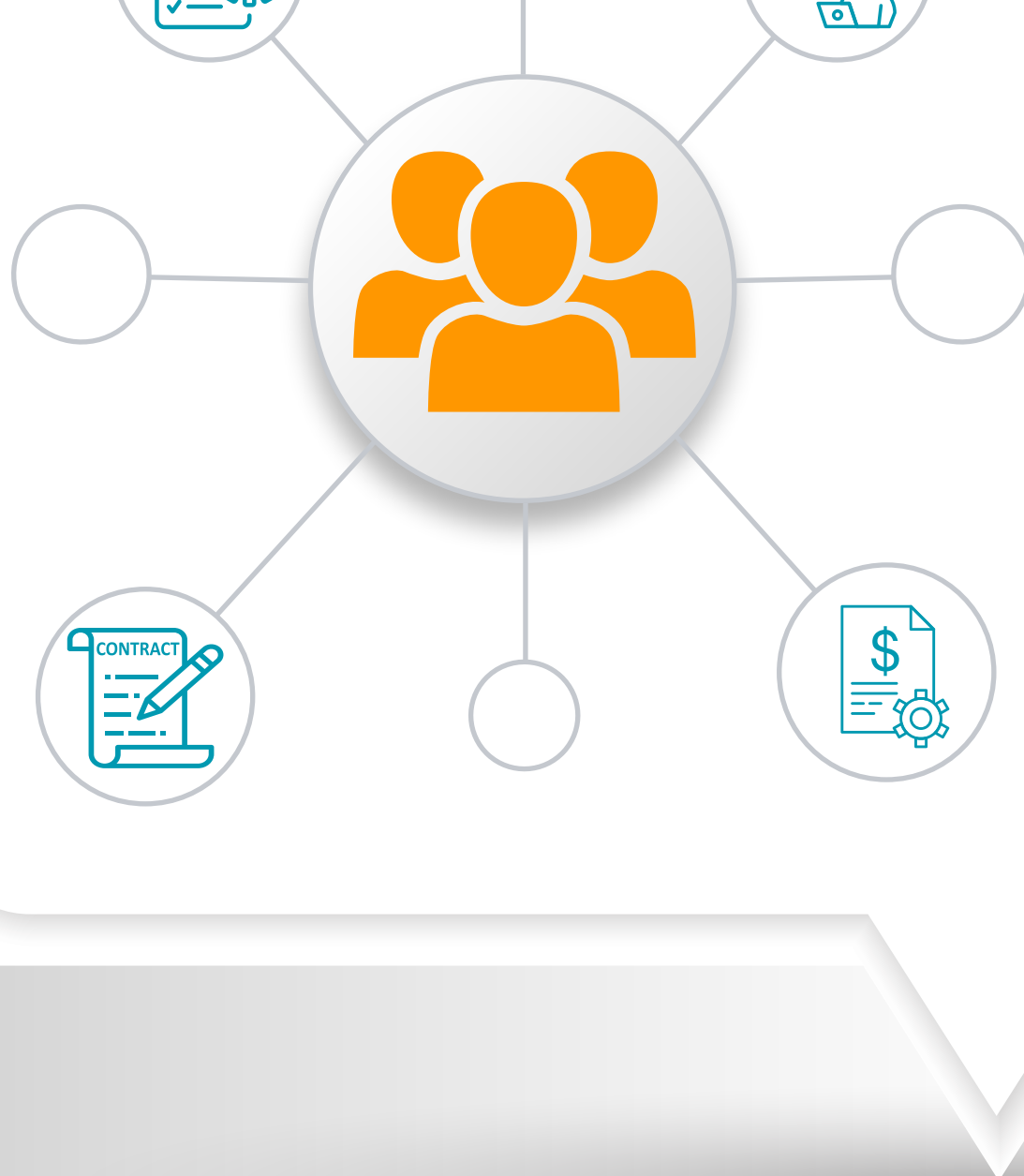
### Process Automation is a Must-Do

Today's business dynamic requires B2B to operate in a digital future... today...with more agility and superior customer service.



### Where to Start

For SMB's, which core business processes are the most likely candidates for transformation?

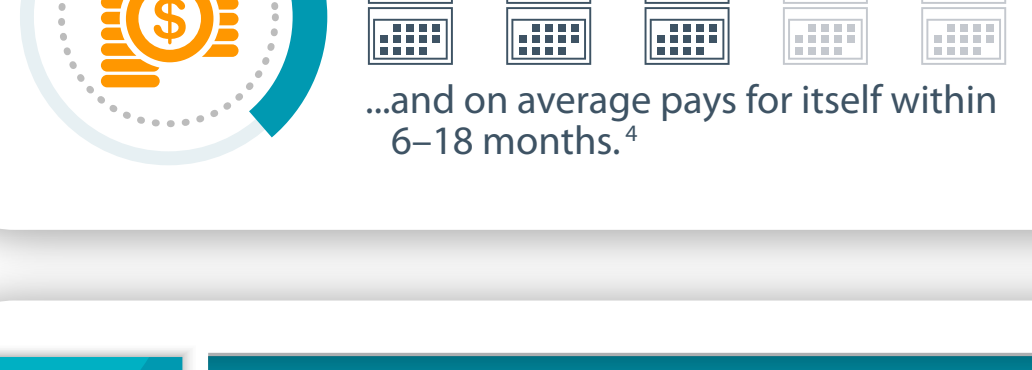


### Three Areas of Opportunity

Now is the time for SMBs to start their digital adoption efforts. Here are three areas where you can find immediate benefit:

1

#### Accounts Payable



Accounts Payable is a fundamental activity for all businesses. Automation works to reduce the manual tasks that plague the AP process.

2

#### Human Resources



Most Human Resources departments in SMBs are still buried in paper. "Digitalizing" the process frees up professional staff for activities that add value, not cost, to the organisation.<sup>5</sup>

3

#### Sales



Every organization needs to sell. And the world of business selling has changed dramatically over recent years. Sales promotion and marketing are dramatically enhanced by digital workflows that initiate and support a winning sales process.



### Look To The Cloud

Cloud application providers have made the same business solutions & capabilities that the 'big boys' use accessible to smaller operations.



Cloud-based apps are expanding by the day. Their number has nearly tripled between 2013 and 2016, from 545 to 1427 different services.<sup>6</sup>



### Recommendations:

What are some best practices to consider?

#### Move forward with these:



Evaluate your current process and workflow. Identify gaps in performance.



Establish specific objectives for transformation. Define what the "to-be" process needs to be.

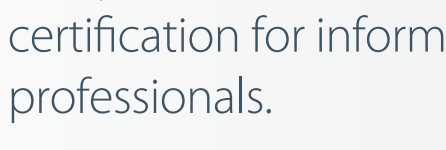


Evaluate targeted technology options. Many developers have tailor-made solutions for core business functions.

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Findings cited in this graphic are from:

<sup>1</sup> SMB Group

<sup>2</sup> AIIM study "Digitalizing Core Processes"

<sup>3</sup> AIIM study "Digitalizing Core Processes"

<sup>4</sup> Vanguard Systems

<sup>5</sup> eBook by Kevin Craine "Designing a Document Strategy"

<sup>6</sup> Skyhigh