

Top 3 Benefits of ERP Implementation

Integrated Information Source

During day to day to business, data points are touched by several different members of your staff as they implement it into their reports and processes. These reports give the real view of what's happening with your business at any given moment. Oftentimes, however, it may be that you need a specific view of several tiers of your business at one time, say for end of year tallies or during quarterly audits.

The topmost benefit of ERP software for any business is that all the data and reports are accessible in one location, in real time and available from any port in your network. Keep in mind, the key objective of an ERP solution is to drive the flow of information between all internal business functions. Whether cloud-based or implemented as SaaS, software as a service, the central location and real-time integration of all data points within the files makes it an important resource to businesses who want to streamline their reporting and response times.



Tiered Data

There are several levels of sales data that needs to be tracked by any company. From the initiation of a purchase order to the post-sales processes, ERP implementation gives your business the tools it needs to track every transaction, from invoicing to shipping to customer post-sales tracking.

The ability to follow the sale life-cycle through all its tiers is critical for business owners looking to assess the valleys and peaks of their business performance.

Putting Sales and Marketing into One Platform

There is a silent struggle that happens behind the doors of many companies between sales and marketing. While it seems logical that these two departments work together, with marketing feeding the top of the sales funnel, and sales using marketing collateral to increase business, the fact is that oftentimes there is little to no integration between the sales and marketing processes.

With ERP software, sales and marketing collateral all live in the same platform, and with the ability to track transactions through every step of the process, queues can be set to alert staff on either marketing or sales to ensure that each customer is touched at the right time with the right message.

All in all, ERP implementation is a step that every business needs to consider to streamline their business processes and improve their bottom line results.