

HOW CLOUD SOFTWARE CAN DIFFERENTIATE YOUR BUSINESS

PART OF THE CLOUD SUCCESS SERIES

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Introduction

LEARNING ABOUT CLOUD SOFTWARE

The Internet has changed the game for business. Where headcount and company size were once an advantage, it can now be a hindrance. Where established Information Technology once meant stability, it now means reduced agility in responding to market dynamics. Being "the little guy" is no longer a disadvantage.

The right technology can turn an SMB from a niche player to a major threat to established enterprises. By crystallizing established processes, streamlining operations, and scaling in lockstep with the business, cloud software tailored to your processes can help an SMB punch above its weight and harness the innovative technology previously reserved for big business.

This e-book will take a look at the specifics of what cloud software can do for your business, including:

- **How it crystallizes the best practices established by your team**
- **How it enables communication through a single point of record**
- **How it can increase your company's productivity**
- **How it can scale to give your company enterprise power**

Let's take a look at how cloud software can help your business.



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Chapter 1

CRYSTALIZING BEST PRACTICES

Consumer expectations of the businesses they frequent have never been higher. Hardware like the smartphone and internet-based services such as e-commerce have put unprecedented levels of control into the consumers hands. Whether you provide a good or service, your customers and partners expect to interact with your business through secure digital channels. Paper processes and outdated information no longer cut it and only serve to drive customers to your competitors. Cloud software and shared infrastructure have reduced implementation cost and timelines **so software can be structured to reinforce the best practices your firm has implemented**.

Dashboard & Automated Reports

Today's business leaders need aggregated data and actionable information to drive the business, and custom cloud software from Kinetech can help. The key metrics you track and the reports you need can be automated to give your team the **information they need, when they need it.**



Dashboards

Custom dashboards allow your team to access the information they need, when they need it. Kinetech configures our software to capture and report on the information that matters to your business.

Notifications

Automated notifications keep your team abreast as changes happen in real-time. From desktop, to tablet, to smartphone, our integrated solutions empower your team with a consistent experience tailored to the device they are using.

Customer Spotlight

Berg Europipe

Berg Europipe produces high-quality pipe lines for oil and gas transfer of crude and refined products. Maintaining a healthy backlog of work while servicing existing customers is critical to their business. From the one-to-one interactions their account executives have with pipeline builders to the time sensitive nature of responding to Request for Proposals, Kinetech was the perfect solution to grant the management team insights into their capacity and market demand.

"The short development timeline and flexibility of design offered us what others could not - an immediate return on our investment…"



Peter Borgards
President | Berg Europipe Corp

Chapter 2

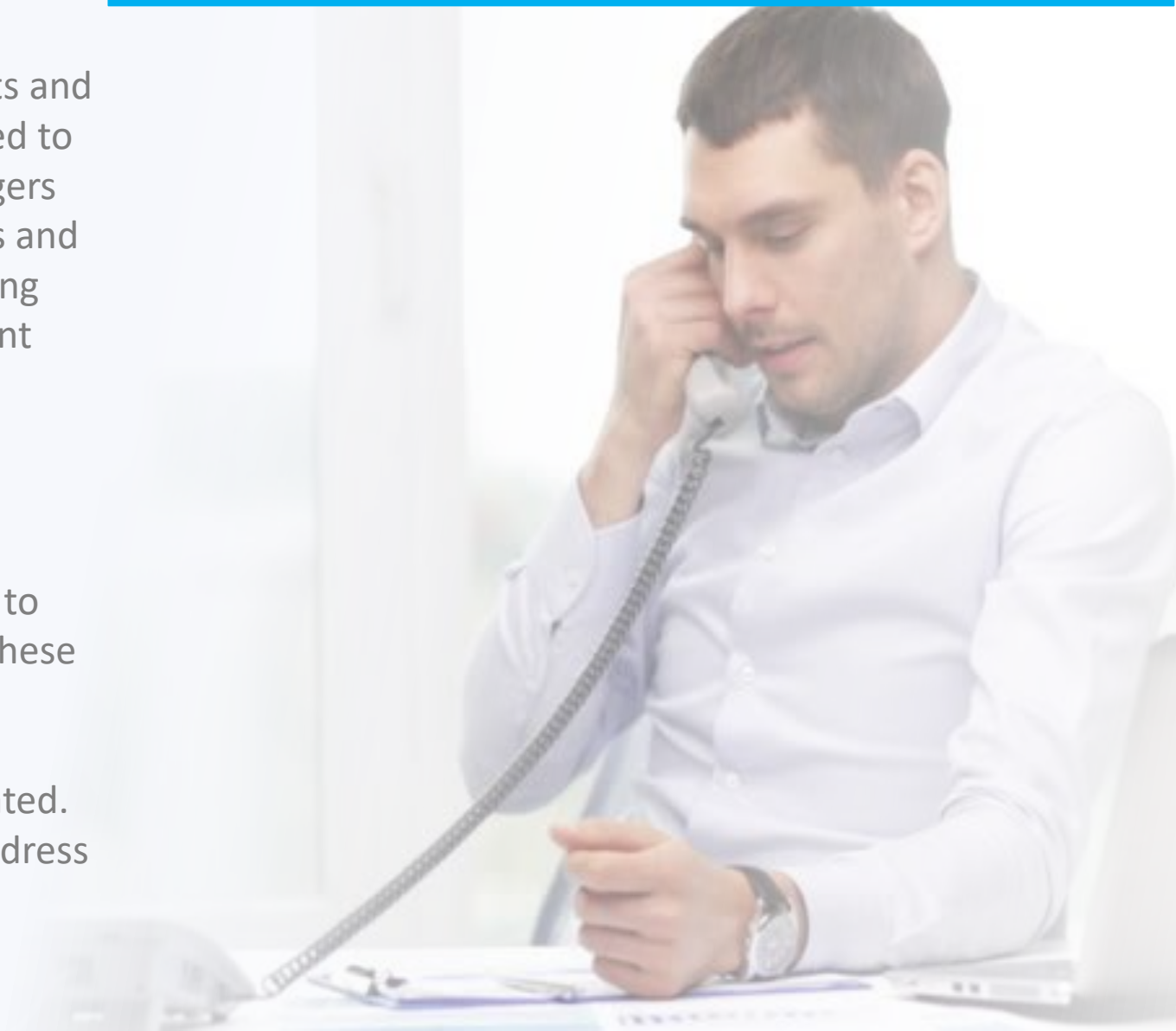
ENABLE COMMUNICATION

Despite all the advancements in technology and the hype around AI, execution success is still dependent on communication. However, with more customer touchpoints and increasing documentation requirements, professionals need to have the right information at the right time. Project managers must be able to respond and process hundreds of requests and keep the project or program moving forward while balancing dependencies. While this is complex, a Project Management solution hosted by Kinetech makes it easy.

Going Beyond Email, Excel, and Phone Calls

Email is one of the most powerful communication tools available today and Excel is one of the easiest applications to configure to your needs. But as your organization scales, these tools breakdown. When an employee is out of work, their project specific knowledge is trapped in their inbox. When working on complex projects, Excel quickly becomes outdated. A single portal that follows your business processes can address these pitfalls so your team has one source of information.

“ A single portal that follows your business’ process can address these pitfalls so your team has one source of information.”



Event Driven Notifications

If a customer makes a request, whether it be for a pricing request, quote, or a phone call, a cloud solution gives you the power to assign the task to a colleague and automatically update them (via push notification or email).

Tasks that are past due can be sent out to help team members plan their day and make sure your customers get the personal touch that differentiates your business from the competition. Kinetech can also extend this functionality to allow your customers secure and limited access to your portal so they may reference historical data or view key documents.

Smarter Data

In the information age, customers expect timely updates regarding their orders and service requests. This means you cannot just cover the basics (PO received, product delivered), but need automated processes to update the customer of changes in real-time (i.e. shipped from factory, product back-ordered, scheduled for delivery, received at client site).

By working with your team to understand your process, Kinetech can engineer cloud software tailored to your existing workflow that will notify your customer when appropriate while reducing operational overhead for your team.

“In the information age, customers expect timely updates regarding their orders and service requests.”



Chapter 3

INCREASE PRODUCTIVITY

Small businesses gain a competitive edge by working harder and smarter than their larger competitors. The underdog mentality and process oriented focus means small business teams are constantly pushing themselves to reach the highest levels of productivity.

Custom cloud software solutions are designed to enhance a team's productivity by replicating the best-practices your experienced personnel follow to consistently generate the desired result and enforce it with intelligent business rules.

By standardizing workflow, automating communication, and providing a central hub for your business, a cloud software solution can turn any business into a well-oiled machine.

Chapter 4

SCALE LIKE BIG BUSINESS



Many businesses run into the same obstacle at some point in their lifetime: They provide a great product or service, but don't have the Information Technology capabilities to streamline operations without ballooning costs. **Cloud software is the answer.**

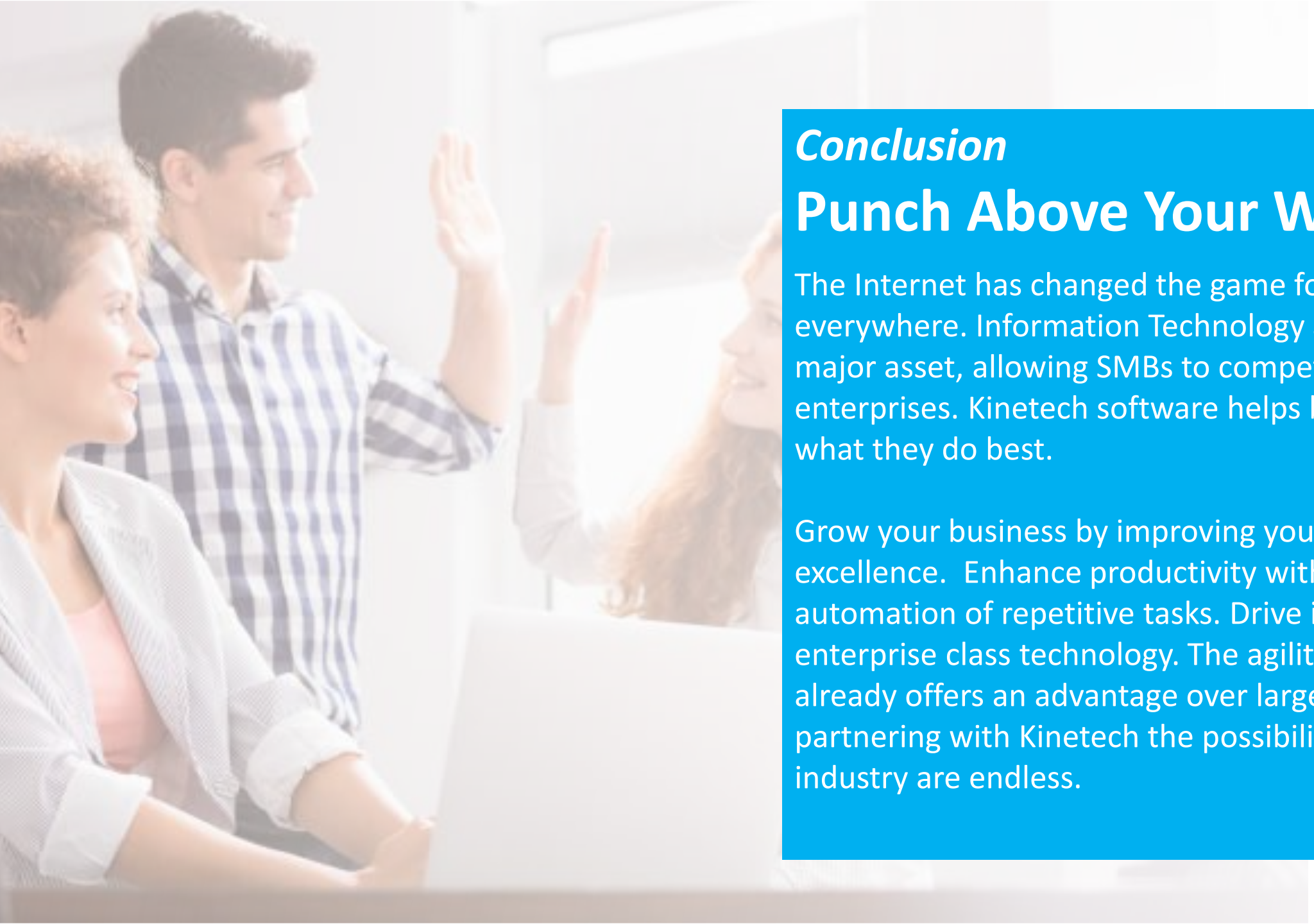
Software that extends and enhances your current operations can provide scale for your organization while minimizing costs. As a result, your business will experience streamlined operations, a reduction in errors, improved communication, all while providing executives with critical insights they need to drive profitable growth.

Consistently Deliver Results

In nearly every industry, there is more competition than ever before. Your reputation is only as good as your last project. A custom project management solution aligns your processes and facilitates communication across stakeholders so you can consistently replicate past successes with new clients.

Integrated Solutions

Our cloud software provides a seamless experience across desktop machines and mobile devices. Our solution is device agnostic so your team can have a consistent experience whether they use android, iOS, or Windows.



Conclusion

Punch Above Your Weight

The Internet has changed the game for businesses everywhere. Information Technology agility has become a major asset, allowing SMBs to compete with established enterprises. Kinetech software helps businesses accentuate what they do best.

Grow your business by improving your operational excellence. Enhance productivity with communication and automation of repetitive tasks. Drive innovation with enterprise class technology. The agility of being an SMB already offers an advantage over larger competitors; by partnering with Kinetech the possibilities to dominate your industry are endless.

CLOUD SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to streamline operations, improve communication, and increase productivity, you need a software solution that is tailored to your best practices. Kinetech Cloud offers this and more through custom cloud software and SaaS applications built using an agile framework.

Learn More >

100% ROI in 12 Months or Less

6X Faster Implementation



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. The 100% ROI in 12 months or less and 6x faster implementation are based on real customer feedback. Information backing up these claims can be provided upon request.

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