



# ***LEVERAGING EMERGING TECHNOLOGY FOR SMALL BUSINESS***

A Presentation by SMB Research, LLC

***FOR THE OWNER-MANAGER, SMB, AND MIDMARKET SECTORS***

# OBJECTIVES AND CONTENT OF MY PRESENTATION

- To show examples of how SMBs use technology in a positive way for their businesses at their desks or out of the office . Focusing this on the many companies that are under 50 employees on Cape Cod and surrounding areas. Examples used today will include:
  - Real Estate (Portable Technology)
  - Financial Services/Banking (Portable Technology)
  - Healthcare (Portable Technology)
  - Non Profit (Portable Technology)
  - Education (Portable Technology)
  - Energy (Office Productivity—CRM)
  - Software in Utilities Industry (Office Productivity-CRM)
  - Accounting (Office Productivity-CRM)
- To introduce some of the most popular apps for SMB for your business.

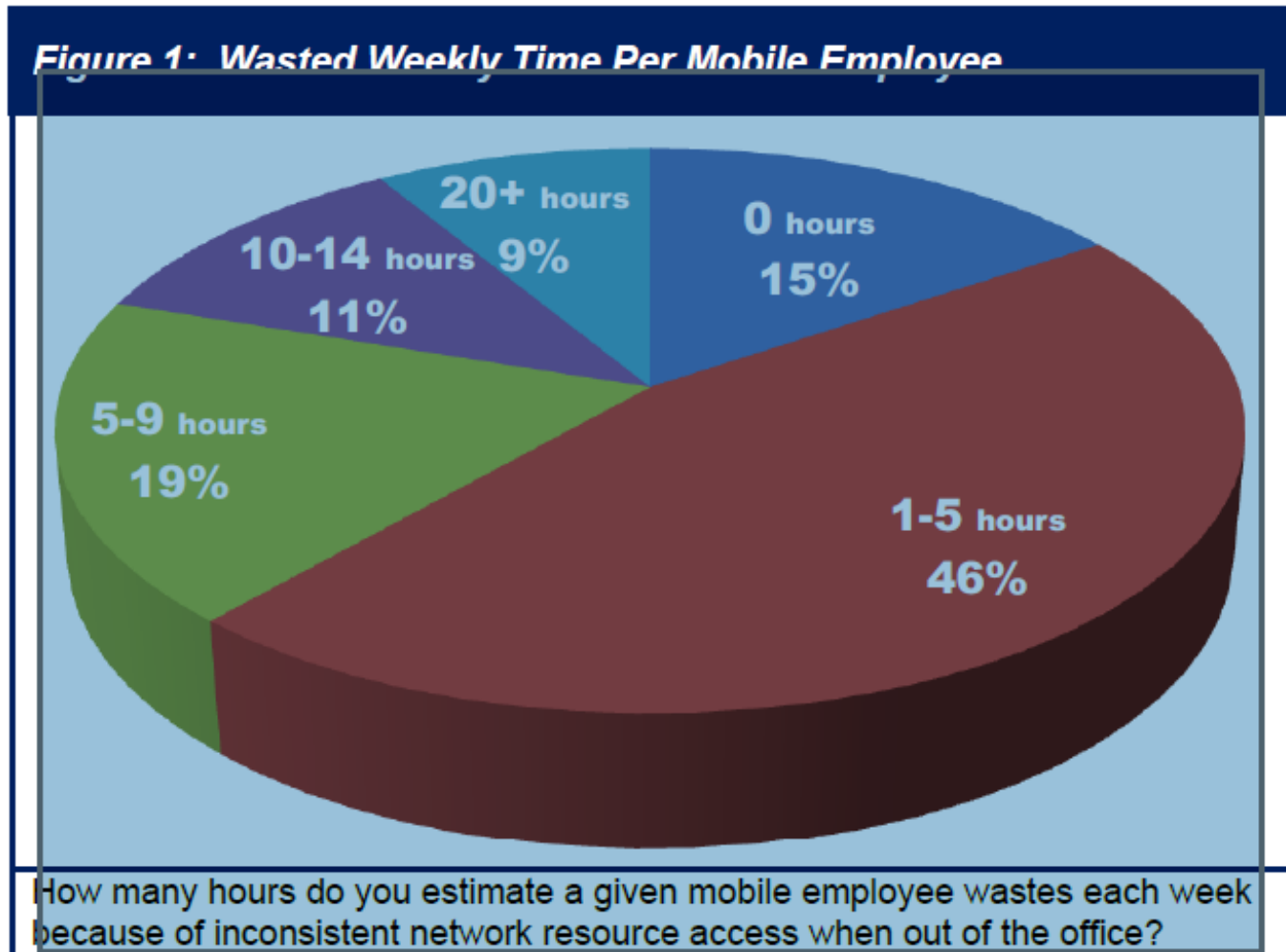
# Some interesting SMB findings

- **50% of SMB employees work outside the office** (25% out of office at any given time). SMBs providing unified communications to mobile employees have productivity gains of \$10,00 per mobile employee (*Fonality State-of-the Market 2011 Report*).
- There are nearly 9 million tablets in use at small and midsize businesses in the U.S., roughly half of which were purchased by employees as consumers and later brought into the office environment, (Source: Techaisle)
- SMB spending for 2012 for Tablets and Ipad will be on the rise–
  - **SMBs with under 50 employees plan to spend \$1,912 on tablets in 2012.**
  - **SMBs with 50 – 200 employees plan to spend \$10,122 on tablets in 2012**
  - (source: The NPD Group)

# Productivity Gains?

- More data points from Fidelity study:
  - SMBs will suffer costly productivity hits if worker access to company resources when outside the office is inferior to on-site access
  - Of the Universal Communication functions, **most important for SMB mobile workers** were *corporate directory access, calendaring, and collaborative document sharing*. Other areas include customer service and support, customer information access, and use of same business applications as in the office.
  - Mobile networks are both an enabler and stumbling block in SMB companies
  - **Average mobile employee waste 5 to 6 hours per week or more than 1 hour per day because of lack of consistent access to corporate data (20% waste at least 2 hours per day!!)**

# Wasted time of Mobile workers ?



## So What are the Costs? What are the Gains?

- Tablet average spend \$1,912
- Productivity gains : \$10,000 (reduced waste time)

*This may be best case scenario. Not everyone is as efficient, depends on industry. Productivity varies by industry and individual.*

# Where the savings are?

**Table 1: Potential Recovered Time Value**

Base Salary	Salary with Benefits	Weekly Savings	Yearly Savings	Number of Mobile Workers	Recovered Time Value
\$40,000	\$52,000	\$146.25	\$7,020	22	\$151,416
\$50,000	\$65,000	\$182.81	\$8,775	16	\$141,953
\$60,000	\$78,000	\$219.38	\$10,530	13	\$141,953
\$70,000	\$91,000	\$255.94	\$12,285	5	\$66,245
\$80,000	\$104,000	\$292.50	\$14,040	3	\$37,854
\$90,000	\$117,000	\$329.06	\$15,795	3	\$47,385
\$100,000	\$130,000	\$365.63	\$17,550	3	\$52,650
\$110,000	\$143,000	\$402.19	\$19,305	2	\$38,610
				<b>67</b>	<b>\$678,066</b>

Productivity that could be recouped by giving employees seamless access to resources whether they are on a stationary, local network or mobile inside or outside the office.

# What industries use the most tablets?

- According to Good Technology, the industry with highest percentage of iPad usage is **Financial Services at 37%**, followed by
  - *High Tech 11%,*
  - *HealthCare 10.5%,*
  - *Legal 9%, and*
  - *Government/Public Sector 8%.*
- While a number of these respondents were large enterprises, certainly this usage needs to translate to SMBs that have access to this technology

And Now for

Some Small Business Case Studies

## Portable Technology: tablets and printers

# Real Estate

- **Company/Individual** – John Mayfield, Real Estate Broker (Missouri)
- **Technology used** – HP EliteBook 2740p Tablet PC (as portable office) and also Officejet H470 Mobile Printer
- **Usage and Benefits Realized**- Routinely receives documents electronically, reviews and annotates them, adds a signature, and sends them, a process that takes just minutes and flows electronically. Uses stylus to write on screen with digital ink Can print out real estate flyers in car instead of going back to office.
- **ROI** – 1 hour per week minimum (estimate \$100k salary-- \$50 weekly savings (\$2,500 yearly). At \$50K salary at least \$1,250 yearly savings. Cost of technology at least \$2,000K. 1 year break even at higher salary. This is on the low end of average for time savings....

Portable Technology: tablets and smart phones

## Non Profit-

- Broward County– ChildNet (focuses on child welfare)
- Case workers– cutting printing costs
- Platform—Uses android mobile tablets and Windows based smartphones to help case workers remotely access documents.
- ROI- *Case workers on average spend 40% to 50% of time filing and processing paperwork, each binder contains 550 pages.*

## Portable Technology: tablets

# Education

- Example: IMD Business School (Switzerland)
- Significantly Reduce costs on printed text books
- ROI- *cut down on average nearly 1000 pages of printed material per student, per module.*

## At Desk Productivity : CRM

# Small Software Company (Utility industry)

- Product: SugarCRM (Sugar Professional)
- Type: CRM
- Company: Milsoft Utility Solutions (70 person software company providing solutions to electric cooperatives, municipalities, educational institutions)
- Needs To replace an outdated CRM system of files, Excel spreadsheets, and Access databases. Needed system to support complex quoting processes, bug tracking, and customer support.
- **ROI-** *Developed customized workflows Improved bug tracking and product management through Sugar Professional for improved management and communication between product development and support groups*

## Portable Technology – CRM- Smart Phones, Mobile Devices

# Energy

- **Company/Individual** –Orion Energy Systems- North American company under \$75M revenue. Energy solutions to reduce green house gas emissions.
- **Technology used** – Microsoft Dynamics and CWR Mobile CRM
- **Usage and Benefits Realized**- Enables smart client for field sales and service teams for use in Blackberry, iPhone, or Windows Mobile Devices. Provides access to account and contact data as well as information on potential opportunities. Provides ability to implement the company's sales process while on the road.
- **ROI** – *Not quantitatively listed here. A similar case study enabled a company's sales team to increase yearly visits from 1,125 per rep to 3,300 per rep (triple the visits)*

## At Desk Productivity-CRM

# Accounting

- Product: Results Software
- Type: CRM
- Company: Profitable Accounting
- Needs: Better time management of staff resources, integration to QuickBooks, visibility to billable time, and monitoring contracts so to monitor staff time so contract quotas were not exceeded.
- ROI—**streamline invoice, vendor and time tracking processes to increase billable time and bottom line.” Essentially, decrease non-billable time, increase billable time and therefore increase income**

## Portable Technology: Tablets

# Financial Services/Banking

- **Internal information** - Risk positions, trading completions, or branch and customer sales reporting. Employees can move around often in office setting and the iPad allows everyday access to information in an easy-to-use format
- **Internal executive use for displaying the bank's balanced scorecard or key performance indicators.** This pulls new analytics users because of the easy-to-consume-and-use interface for summary-level board book-type information.
- **Internal process-related applications,** such as accessing expense applications, inputting new account sign-up information, and testing new mobile banking applications.
- **External customer-facing tool** to display research or performance information to clients. Makes bankers look smarter and impressive to clients who hold wealth management accounts . It may also shorten the sales cycle of an M & A deal.

## Portable Technology: Tablets

# Healthcare

- Small medical practices to spend \$7K on tablets in 2012
- A June 2011 survey conducted by physician social network QuantiaMD found that more than 30% of US physicians used tablets and about 25 percent used both smartphones and tablets

# Top Tablet Apps for SMBs

- *Document Creation and Management* -- Ipad– Grab pages, Keynote and numbers – for document drafting. Android—ThinkFree Office (document viewer and writer apps)
- *Digital Paper– Stylus for digital notes* – PenUltimate (iPad), Antipaper (Android)
- *Browsers for Business*– Some notable Ipad Browsers according to Appadvice that it deems essential include
  - **Atomic Web Browser**– Full screen tabbed browser with download manager and Drop Box -- Best user interface
  - **Skyfire Web Brower for ipad** -can play Flash video format
  - **Ultimate Browser** ( pushing web links to desktop
- Additional browsers apps listed at <http://appadvice.com/appguides/show/ipad-web-browsers>

# Top 10 SMB apps

- **Evernote** –*for note taking (voice recognition possible)*
- **Wunderlist**-- *Organization*
- **Podio** – *Virtual team collaboration*
- **Roambi** –*turns data into images (for presentations)*
- **Work etc.** –*Simple CRM (manage customers and projects)*
- **Kindle**
- **Salesforce**
- **Google Apps**
- **Hootsuite** –*social media app*
- **FaceBook Mobile App**

# Where can I learn to use these technologies or select the best one

- Talk to CCTC peers and other affiliations
- Geek Girl Camp
- Managed Service Providers
- IT Advisory
- Internet search (education)

# RECOMMENDATIONS

- Consider Tablet technology for your small business for productivity gains
- Be realistic about the savings, it depends on your industry. Paper intensive industries can likely save more than others.
- Be open to Customer Management technology, much more accessible these days
- Research top SMB tablet applications and top 10 SMB Apps mentioned in this presentation to see if you can benefit.
- Seek out other Small Business owners and remote workers to leverage best practice

- Questions?



*Research, Analysis, and Business and Technology Advisory for the emerging and small-to-medium-t enterprise*

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