

Strategies for the Mid-Market

Extending the Value of Your IT Investments Through Integration

Running an agile and efficient midmarket business poses many challenges to executives in the current climate, with increased scrutiny on accounting policies and financial disclosure, added to an already difficult economy. Many companies look toward their financial software solution to meet these challenges. However, employing an integrated end-to-end enterprise solution produces exponentially greater benefits and could be the competitive advantage that propels your midmarket organization.

Improve Customer Service

Operating in today's difficult economic environment has more and more midmarket companies searching for ways to increase their efficiency and effectiveness in order to remain competitive. Winning customer loyalty in today's age requires a company to step up customer service levels. Everyone that touches the customer must be aware of the complete customer relationship – not just one aspect of it.

An integrated solution enables customer information to be shared across the enterprise. It enables employees to answer any question about any customer at any time – from the status of their account to detailed order and delivery information. By sharing information across the enterprise, customers will no longer have to call back because they reached the wrong person, or because the person they reached did not have the information needed. Implementing technologies that enables access through the Web further extends the flexibility and efficiency of an integrated solution. Whether at their home, the office, or a remote site, employees have access to the latest information.

Integration: An Intelligent Edge

An integrated solution can also benefit your company's decision-making processes by enabling you to analyze data in a timely manner. Business intelligence applications enable companies to leverage vast amounts of information from an integrated solution quickly and strategically throughout the company and across the entire value chain.

Business intelligence solutions can be used to disseminate key business metrics to knowledge workers and information stakeholders at every level. At the management level, delivering earnings per share (EPS) estimates to senior executives during the course of a fiscal quarter ensures there are no late surprises. Likewise, at an operational level, producing analysis on customers' account status enables a company to stay on top of which customers are the most profitable and deserve the top priority.

Keep Integration Costs in Check

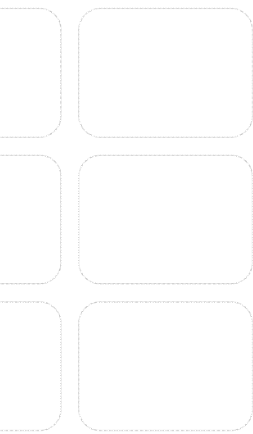
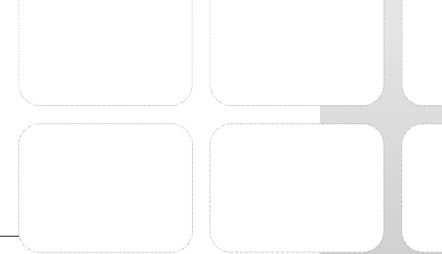
There are means to ensure that the cost of integration is not overwhelming. When evaluating financial applications, look for solutions that have an open architecture that can be easily integrated to other software systems. Even better, find a financial accounting solution that is actually part of an integrated enterprise suite.

Epicor offers an integrated end-to-end solution that helps optimize business processes, empowering you to expand the value chain, grow revenue and drive efficiency benefits straight to the bottom line. Through integration, you will deliver on one of the primary value propositions of a midmarket technology strategy: to save time and reduce costs by eliminating the confusion and errors that occur when business data is "out of sync" among departments.

About Epicor

Epicor is a global leader delivering business software solutions to the manufacturing, distribution, retail, hospitality, and services industries. Founded in 1984, Epicor serves 20,000 customers in more than 150 countries, providing solutions in over 30 languages.

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