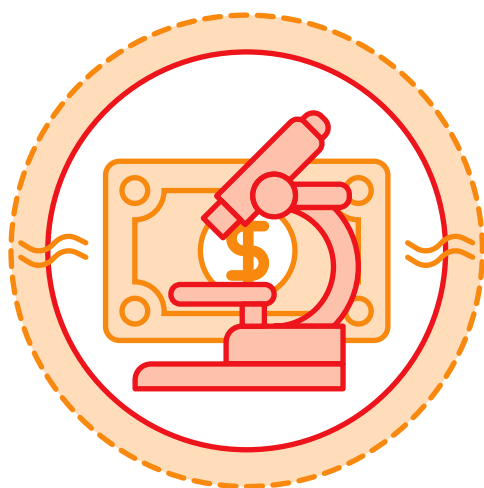


# STAYING AFLOAT THROUGH THE RAPIDS OF CHANGE



In this fast-changing world, businesses have to evolve at breakneck speed to keep up, but doing so often involves a high cost. The unrelenting pace of technological achievement, coupled with ever-growing consumer appetites for fast, stable and personalised experiences, strains budgets as businesses struggle to keep up – all while balancing finances for future innovations. This is obviously unsustainable, so how can businesses remain agile and adaptable, while not losing sight of profit margins and cost optimisation? Below are some considerations for those looking to remain competitive – and in the black – this year and for years to come.



1.

## SCRUTINISE YOUR CASH FLOWS

Successful businesses keep an eye on their profits, and both eyes on their expenditures. During rapid periods of growth, one can easily overspend and find themselves [cash-strapped down the line](#). By tracking cash flows, businesses have a better handle on their financial situation, but this task also becomes harder the bigger – and faster – a business grows. The solution may lie on cloud business management platforms, which offer a ‘single window’ in which to track transactions business-wide. Having easily accessible and transparent records at hand allows business owners to honestly assess the health of their business – and better judge the runway they have towards value-adding innovation and creativity. And should that runway grow dangerously short, the very same records may cast impressions of responsibility and meticulousness on potential investors, or fast-track processes involved in obtaining government grants or loans.

## 2.

## AIM FOR CUSTOMER SATISFACTION

As the adage goes, it's costlier to get new customers than it is to keep loyal ones. For most businesses, loyalty equals growth, as the inclination of these customers in making repeat purchases paints them a good source of predictable and consistent income. In other words, the happier the customer, the more likely you will reap the financial benefits.

This could prove difficult for businesses with an inexperienced (or nonexistent) customer service team – and digital solutions like CRM platforms will prove invaluable when it comes to collecting and distributing customer data. With easy access to that data at hand, service reps can aim for faster resolutions, or automate certain customer service functions – ensuring profits gained from your growing fanbase will offset the initial investments made towards courting customer loyalty.



## 3.

## KEEP YOUR PERIMETER SECURE

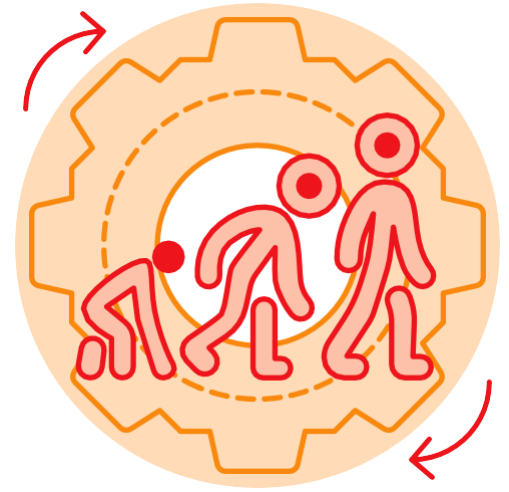
Data breaches or cyberattacks don't just disrupt operations – it also shakes consumer and investor confidence. Businesses who aren't cybersecure aren't just vulnerable – they are also deemed irresponsible for their failure to protect customer data and business assets from cyberattacks. In the long-run, this causes customers to desert and investors to pull further funding, making cybersecurity not just another 'nice-to-have', but an absolute essential to the survivability of a business.

Although the cost of cybersecurity may seem steep, it's important to remember that the cost of a breach, both in terms of fines and reputation, can be critical. A trusted solutions provider - one with existing solutions for monitoring, controls and security policies - can help find the vulnerable areas to focus on.. And this analysis should preferably be done with a trusted solutions partner, particularly one who has ready solutions for monitoring, controls and security policies.

## 4. BE LEAN, MEAN AND ADAPTABLE

There will come a point where business infrastructure must be upgraded or new applications deployed in order to meet evolving demands. In such scenarios, businesses can significantly reduce costs by adopting flexibly priced 'as-a-service' solutions in place of expensive propriety software. The pricing of these options often scale with usage – allowing businesses to pay as they grow, or slash usage when the associated business function ceases to be important. In most cases, businesses deploy 'as-a-service' financial solutions along with core ERP systems, creating a cost-effective hybrid solution that allows them to rapidly increase their capacity to track transactions, bill customers or issue invoices with just a few clicks and with minimal capital investment.

The pace of change isn't slowing down anytime soon, but businesses have more options than ever before to cushion the blow to their financials. While one can never truly mitigate the risk of change, these solutions will at least help business weather the worst of it, ensuring the energies – and finances – of a business can be deployed toward tasks that truly ensure its long-term viability.



## CONTACT US



**ORACLE NETSUITE**  
Solution Provider

Dhruvsoft Service Private Limited  
Hyderabad, Telangana – 500082, India  
Phone: +1 - (888)-822-2660 / +91-970-405-6000  
Email: [contact@nssuccess.com](mailto:contact@nssuccess.com)  
Website: [www.nssuccess.com](http://www.nssuccess.com)  
<https://www.netsuite.com>

