

# THE PATH TO SUCCESS IN THE ERP CLOUD

Putting technology to work is critical to business growth and sustainability. An overwhelming majority of small and medium businesses (SMBs) understand that technology is a critical component for success.

This is especially true when it comes to managing the enterprise resource planning (ERP) functions that are the backbone of any business, such as accounting, financial, inventory, customer relationship management and human resources.

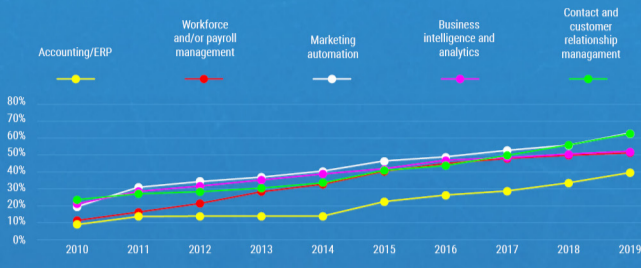
**82%**

of SMBs agree that using new technology effectively is key to their company's survival and growth<sup>1</sup>

**91%**

of SMBs are investing in technology to fuel new growth initiatives<sup>2</sup>

## Drivers for Cloud ERP



SMB adoption of cloud-based business applications continues to climb. The original cloud value proposition—"faster, cheaper, easier" than on-premises solutions—resonates, and the cloud is also becoming the on-ramp to new technologies that businesses need to prosper in the future.

While ERP cloud adoption has trailed in other areas, it's poised to catch up quickly as businesses get more comfortable with the cloud model.

### TOP 3 DRIVERS FOR CLOUD COMPUTING<sup>4</sup>

#1

**MORE COST EFFECTIVE**

#2

**EASIER/FASTER TO DEPLOY**

#3

**MORE FLEXIBLE**

## Select the Right Cloud ERP Solution

Finding the right cloud ERP solution for your business starts with an internal evaluation of key business goals, requirements and resources.



What business outcomes does the solution need to support?



What solution capabilities are must-haves? How much customization is needed?



What internal resources are available, and how do I supplement these with external resources?



What external factors (regulatory, partner, supplier, etc.) need to be considered?

#1

The solution we use is too expensive/complex for our needs

#2

We need better reporting, analytics and intelligence

#3

We want to move from on-premises to cloud-based solutions

#4

We need a more innovative solution to support growth

**40%**

of SMBs are planning to replace their current ERP solution because<sup>5</sup>

## Avoid Common ERP Pitfalls

If you underbuy cloud ERP, the solution will quickly fall short of your needs. If you overbuy, you risk being overwhelmed by complexity—and paying for things you don't need or that are too hard to use.

Avoid this by choosing solutions that offer the following capabilities:



Consumption-based pricing models so you can dial up or down based on your transaction volumes without penalties



User-friendly interfaces so employees can quickly get up to speed



Industry-focused editions to reduce the level of customization needed



Robust analytics capabilities "out of the box" to help you make better decisions

## Evaluate Trust in the Buying Process

Many cloud ERP vendors are vying for your business. Which ones really have your best interests at heart? Providers that take a customer-centric approach in the buying process are more likely to also have your back once they've won your business. Look for those that take the time to provide you with the information and resources you need to make the best decision for your business.



Clear, easy access to product and service information



Growth-friendly licensing with no termination penalties



Live representatives to answer questions



Realistic trials and demos



Clear, comprehensive contracts



Customer references and customer satisfaction ratings

## Look for Solutions You Can Grow With—Not Outgrow

Is the solution built on a solid platform that can meet your needs both today and tomorrow? Modern cloud ERP solutions, which are built using open standards and application programming interfaces (APIs), offer the flexibility necessary to keep up with new technologies that you'll need both now and in the future. Whether you're looking to integrate third-party apps or take advantage of new technologies—such as artificial intelligence, machine learning and language interfaces—you can do so more quickly, easily and cost effectively than with older, more brittle ERP systems.

Modular, adaptable platform



Open standards and APIs

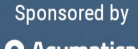


Flexible architecture to integrate new apps and technologies

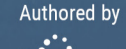
## Learn About How Acumatica Stacks Up

Acumatica's Cloud ERP platform is designed to help SMBs thrive in the digital age with an integrated business management solution for accounting, financials, project management, inventory management and customer relationship management. Learn about Acumatica's Cloud ERP platform, industry editions and commitment to customer-friendly business practices here:

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### Reference

- 1 SMB Group 2019 SMB Digital Transformation Study
- 2 SMB Group 2019 SMB Digital Transformation Study
- 3 SMB Group research studies, 2010-2019
- 4 SMB Group 2017 SMB Routes to Market Study
- 5 SMB Group SMB 360: Connecting the Dots Between Business and Technology Study, 2019