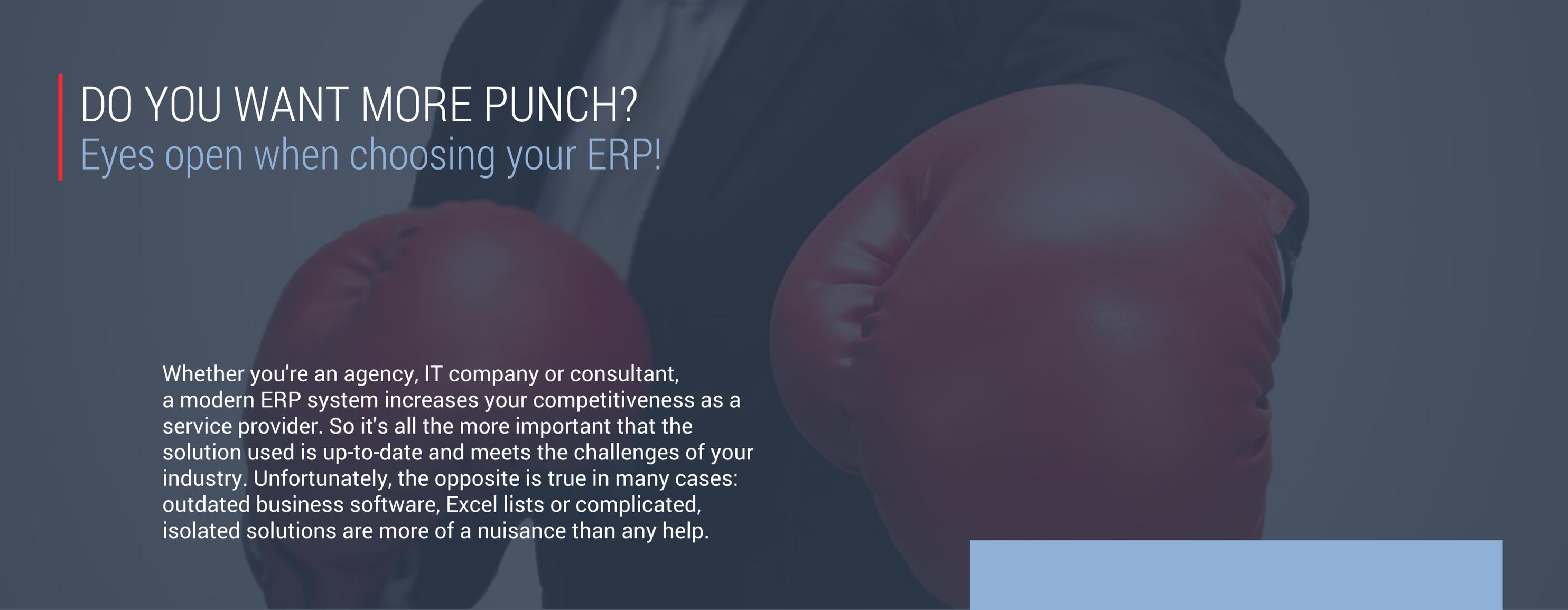




10 FACTS FOR DECISION-MAKERS

What an ERP system for champions must be able to do.



DO YOU WANT MORE PUNCH?

Eyes open when choosing your ERP!

Whether you're an agency, IT company or consultant, a modern ERP system increases your competitiveness as a service provider. So it's all the more important that the solution used is up-to-date and meets the challenges of your industry. Unfortunately, the opposite is true in many cases: outdated business software, Excel lists or complicated, isolated solutions are more of a nuisance than any help.

The result: a lack of data transparency, a high error rate, complicated controlling and declining efficiency. In short, you are far from tapping your company's (full) potential.

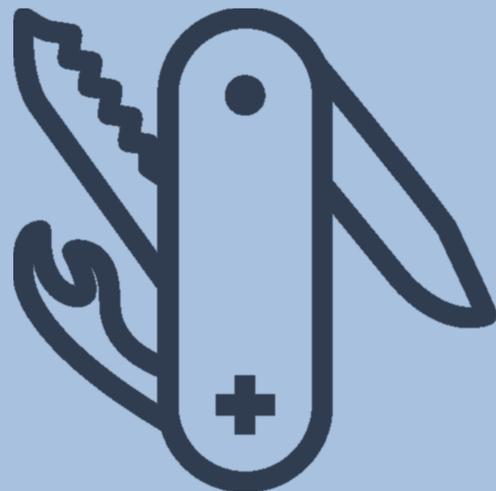
In this white paper we suggest 10 points that you should bear in mind in the selection process.

After well over 1,000 implementations we know the workflows of service providers – and we know what makes a powerful ERP system.

FACT #01

Isolated solutions are outdated.

The advantages of PROAD: Our clients work with an all-in-one solution and now they only need a single piece of software for all processes from A to Z.



Though the odd free tool might work for parts of your business processes, the problem lies in having to constantly switch back and forth between different applications. You coordinate projects with programme A while your team keeps track of time requirements with programme B; for invoicing, you have to copy the data from the two tools to your Word template. This takes considerable effort and is prone to error, which ends up costing you not only time, but money. Only a complete integrated solution that spans all business areas and allocates data centrally is capable of optimising efficiency. Frictional losses when exchanging information are kept to a minimum while complicated synchronisation operations are eliminated altogether as are duplicate data records and media disruption.



FACT #02

It should be fun to use.

Clear dashboards and PROAD's well-thought-out search and filter functions help provide access quickly and in a targeted manner to all required information.



The success of a new business solution also greatly depends on the acceptance of your employees! No matter how expensive business software is, it is worthless if no one uses it or using it is a hassle. So usability and "joy of use" of ERP software are of increasing importance when it comes to making this often unpopular "controlling instrument" attractive to your team. A self-explanatory user interface is absolutely essential: No matter how complex background processes are – your software should make working with them as easy as possible.



FACT #03

Automation makes work easier.

PROAD relieves your staff of repetitive processes and improves productivity. This leaves more time for the really important things in the day-to-day work: your customers.



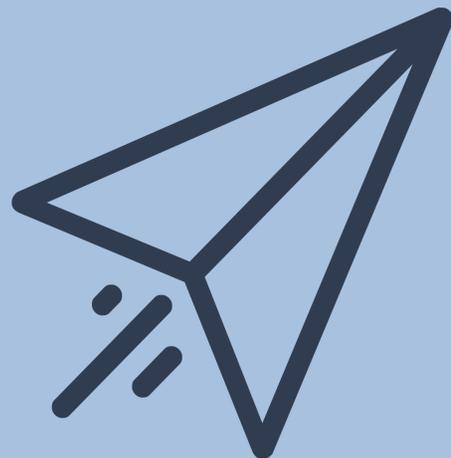
Modern business solutions think ahead and help your team with standardised workflows and approval processes. As a result, routine activities such as tedious invoice verification are standardised and simplified – incorrect processing of data and missing out on discounts are a thing of the past. Ticket-based systems permit transparent management of inquiries from the initial order to invoicing. This way, you can create detailed tasks, then classify and prioritise them before assigning them to employees and linking them directly to time recording.



FACT #04

Industry experts are one step ahead.

PROAD covers all sector-specific features: project management, time recording tools, calendars, Gantt charts, resource planner, a contact-driven master data model and a management accounting system with invoicing and company reports.



In order to avoid complex individualisation, an industry solution that offers all the essential features for service providers is beneficial. This isn't all that easy considering the high level of diversification and specialisation of Germany's fastest growing sector – plus the more employees, tasks and deadlines play a role, the greater the complexity. Whether a large communication agency, medium-sized business consulting firm, small online agency or IT company, core processes common to service companies of all sizes include project management and customer management.



FACT #05

Business software makes you smarter.

PROAD incorporates professional reporting and with its management dashboard makes available all relevant indices, target-actual comparisons, returns and forecasts.



Driven by the growing volume of data in the digital economy, demand for integrated analytical tools is also increasing among service providers. After all, big data doesn't generate added value on its own. Only once the data collected has been filtered with the push of a button enabling interpretation in the form of a report does it become valuable information. The advantage for your controlling and strategic corporate management: You can recognise risks and weaknesses in order to counteract them accordingly – the perfect complement to your own intuition and an important factor for success when it comes to getting one step ahead of the competition.



FACT #06

Mobility is no longer optional, but mandatory.

It doesn't matter where you work. Thanks to mobile apps, PROAD runs independently of any specific platform, whether it's on a smartphone in a train, on a tablet with a customer or at home in the home office.



When it comes to competitive pressure, responding as quickly as possible is more important than ever. "We'll send you the offer sometime next week" – out of the question for committed service providers! That's why mobile applications have made their way to business solutions for some time. This means that relevant data and documents for business software is always available to all users in your team and everywhere. This speeds up information flows and boosts customer satisfaction. Another advantage: Less paperwork since all data can be entered right into your system while you're on the go.



FACT #07

Technological excellence offers future security.

We think ahead. Most of the big manufacturers like Microsoft and Apple now only supply 64-bit technology hardware and software. PROAD is already fit for 64-bit.



Only business software that reflects the latest state-of-the-art can ensure that you work as effectively tomorrow as you do today. Local installations and complicated updates at each individual work station are a thing of the past with the advent of browser-based systems – Ideally you will have a choice between installation on your central server and a cloud/SaaS solution from a software supplier or an external service provider of your choice. Open architecture with stable interfaces and outstanding performance when it comes to memory and processor utilisation are also key for forward-looking platforms.



FACT #08

Good business software fits like a tailor-made suit.

We have analysed hundreds of processes in the minutest detail so as to be able to define meaningful standards. So you can combine the modules and extend them with interfaces virtually how you like.



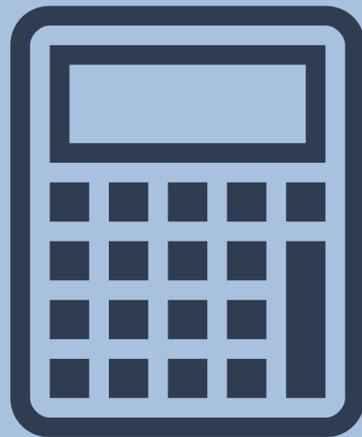
No matter how small you start: Think big! The ERP system should have no trouble growing with your company. Scalable software that you can expand at any time with additional jobs, licenses and modules is what you want – whether you're expanding your location or planning to expand internationally. Small packages especially for lone wolves and small teams are perfect for freelancers and startups as offer affordable entry for professional business solutions. It should also be possible to expand the scope of the business solution according to individual needs, for example, if you want to gradually integrate additional functions like accounting and ordering.



FACT #09

Not all costs are created equal.

We guarantee that professional business software will pay for itself. Our clients' experience demonstrates that PROAD leads to measurable savings. And it even does so very quickly.



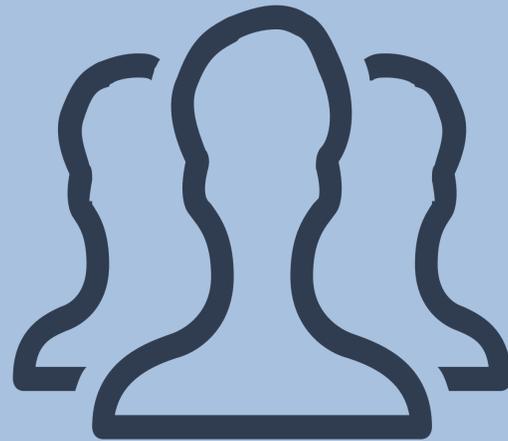
"What does my business software cost?" – likely one of the most common questions when it comes to selecting ERP software and no doubt an important factor for comparison. Cool, calculating minds won't be fooled by deceptively low startup costs of an ERP solution – what counts in the end are the total operating costs over an average useful life of approx. 10 years. This means that not only direct expenses like license and implementation costs are relevant for your invoice, but also factors such as training costs, upgrades and customising.



FACT #10

People make the difference

Even if we don't strive for awards, we are nevertheless a bit proud that PROAD has been recognised several times with the "Innovationspreis-IT" (IT Innovation Prize) for medium-sized company initiative.

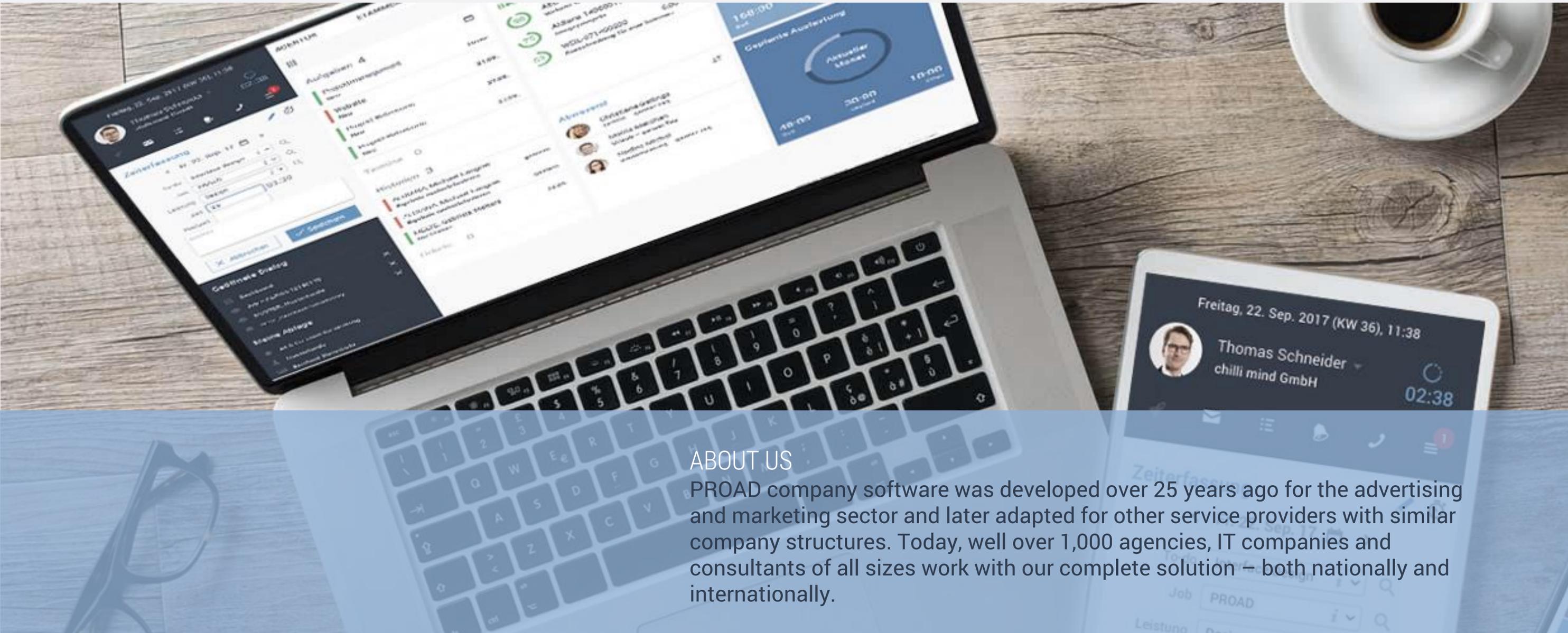


Software is only as good as the people who develop it. Or vice-versa: A large number of features alone doesn't make an outstanding product. Excellent agency software sets itself apart in that you don't just buy a tool, you have a partner at your side before you sign the contract, while the solution is being implemented and beyond. For example, there are free webinars, a dedicated contact person and committed (and competent) support. Opinions from reference customers as well as other independent information sources like software tests, certifications and recommendations from your industry association also make sense.



ANY QUESTIONS?

Make a consultancy appointment with your PROAD expert!



ABOUT US

PROAD company software was developed over 25 years ago for the advertising and marketing sector and later adapted for other service providers with similar company structures. Today, well over 1,000 agencies, IT companies and consultants of all sizes work with our complete solution – both nationally and internationally.



+49-6074-82650



sales@proadsoftware.com



www.proadsoftware.com