

## Backgrounder on Salesorder.com's cloud solution

Forty years ago this year, German software giant SAP, began providing corporations with software to give key staff a view of the entire business by joining together key departments such as sales and finance in a single system.

The benefits thus enjoyed by large corporations have made SAP the fourth largest software business in the world. This powerful and expensive software not only gives managers better sight and control of key business processes, but saves thousands of hours every day, previously wasted by employees having to enter and track information in multiple and different vendor systems. These 'joined up' software systems can cost from tens to hundreds of thousands of pounds, and often take months, sometimes years, to implement.

At just £479 for three users, the Salesorder.com Essentials edition not only gives managers and their teams secure access in the cloud to joined up real time views of key activities, such as customer interactions, sales, stock movements, projects and accounting, but can save them significant time every day because all the information is available to them in one system, from wherever they choose to work.

The cloud software is designed to replace more expensive solutions from Sage, Quickbooks, Salesforce.com and other cobbled together multi-vendor CRM and accounting systems.

Salesorder.com Managing Director, Nick Spooner, explained:

"Our customers are buying valuable time from us, not just very easy to use and afford software. Talk to any business owner or manager using multiple software packages to run their business and you'll almost always hear the same uncomfortable story.

Business managers with limited budgets have been sleep walked by accountants into using accounting software from market dominating vendors like Sage. Because accounting software is not designed to be used in sales, frustrated salespeople have naively twisted manager's arms to invest in customer relationship management systems from vendors like Salesforce.com. The result is multiple systems, each with a different user experience, which almost certainly doubles the amount of effort and time it takes to complete recurring tasks. For example, record and answer customer's questions about invoices and the products they want to buy.

If, in this difficult business climate, you're having to work harder and faster, shaving just a few minutes off every task can soon add up to huge productivity gains for even the smallest of businesses, and make a big difference to the speed at which you can serve customers. Small businesses are the epicentre of the UK economy and anything that helps them cut waste and move forward faster is good for everyone

“SAP deserve the accolade ‘The best run businesses run SAP’, and we’re following their lead. Thanks to the economies of the cloud, fantastic British software talent, and the inputs of businesses around the globe, we’ve created a much needed and incredibly easy to use solution, which we know is well within the financial reach of small businesses.”

Whilst integration solutions for CRM and accounting systems are available, these introduce more cost, complexity, and the daily challenges of keeping different versions of vendor software up to date and running smoothly. Small businesses often don’t have the skills to deal with this problem and have no choice but to find and pay expensive consultants to set up and keep systems running.

SAP recognised and set out to solve the ‘joined up’ software problem in 1972, and is now the world’s fourth largest and most respected software business, and has 183,000 of the world’s top businesses as customers. However the software commonly known as ERP (Enterprise Resource Planning) is often too complex and expensive for the majority of businesses with under 100 employees.

Out of the box, Salesorder.com enables businesses to serve customers and manage leads, estimates, order fulfilment, vendors, time billing, jobs, inventory, a B2B customer portal, ecommerce and multi-currency accounting, in one joined up, easy to use and deploy system.

The Salesorder.com Essential edition offers small businesses a joined up cloud based CRM and accounting system for up to three users for a one time fee of £479, and is designed to replace Sage, Quickbooks, Salesforce.com and other cobbled together multi-vendor CRM and accounting systems.

Businesses wanting to further fine tune their workflows can buy the Salesorder.com Unlimited Edition which allows them to quickly tailor their system to their exact requirements. Built from the ground up to be customisable the Unlimited edition costs £28 per user a month, and is still significantly lower in cost than other software from vendors like US cloud business Netsuite.

Analogous to the iPhone and Apps, both editions of the cloud software allow customers to add extra features to further streamline and automate business processes. Customers can select and pay a low monthly fee for ‘Plugins’ which automatically add new features to their system. For example, integration with shipping carrier UPS for £10 month.