Streamline your processes, make smarter decisions and accelerate growth

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Finding solutions to scale

Small and medium businesses that are growing face four key challenges:

1. How to boost sales and improve service.
2. Optimise supply chain.
3. Increasing financial visibility to improve cash flow.
4. How to deliver projects on time and under budget.

Microsoft Dynamics 365 Business Central is a cloud-based, all-in-one business management solution that helps organisations streamline business processes, improve customer interactions and enable growth.

The truth is that building a business is tough, but navigating growth is even tougher. As your client base, employee head count, contracts, and revenues grow, your business becomes more complex.

Without the right systems and processes in place, as well as a good view of your financials and supply chain, customer service can start dropping and the entire organisation can spin out of control.

The ability to streamline the business and address these key challenges can mean the difference between achieving double-digit growth and hitting a growth ceiling – or even declining revenue.

Here’s how you can address each of the four biggest growth challenges your organisation is facing.
All growing businesses share a common goal: they want to boost sales to increase top line revenue. Here’s what might be holding you back.

1. A disconnect between the sales team and the rest of the organisation

If your sales team is promising one thing but your other staff are delivering (or underdelivering) something else, customers will quickly become disenchanted with your service.

Sales teams that understand exactly what is happening inside an organisation can sell effectively, feed valuable client information back into the business and make promises that the company can deliver. Satisfied customers trust businesses that deliver what they promise. Predictability is critical for companies that rely on their suppliers.

2. Sales teams focusing on the wrong customers

Without a clear insight into your most profitable customers, industries and verticals you have no guarantee that your sales team is focusing on opportunities with the highest likelihood of success. You are missing your sweet spot.

To determine who your best opportunities are, you need a clear view of each customer, who gives you the most repeat business and which contracts are the most profitable. This will give you a roadmap to follow in terms of qualifying leads and directing your sales teams towards larger and more profitable deals.
3. Sales teams selling the wrong products and services

Most sales executives are more comfortable with some of the products and services a business offers than others. The problem is they tend to focus on selling the solutions they understand, rather than the solutions best suited to the customer’s needs or the most profitable for the business.

The right data can help you to determine patterns in each sales executive’s client portfolio and deals and give you the insights you need to direct your sales teams towards your most profitable and successful solutions.

4. Lack of insight into your cost of sale

How much does it cost to deliver a solution? Your cost of sale must be lower than your income if you’re going to make a decent profit but there are often hidden or variable costs that are not taken into consideration. This could result in lower than expected profit margins particularly in a growing business.

For example, if you need to invest in another machine to deliver on more orders but the order values do not cover the cost of the machine, your cost of sales is too high.

Perhaps you have factored this in and you know that within three months you will be able to bring enough new business in to cover the additional cost. However, if you haven’t taken this into consideration, you could be in danger of overtrading and would have been potentially better off without a few new contracts because of the high investment cost needed to deliver on them.
The Solution

1. **You need the ability to deliver exceptional customer service.** Exceptional customer service begins with the sale. Is your customer getting the right solution and have they been promised something your business can deliver? It’s much more affordable to upsell and cross sell to existing customers, so customer satisfaction and loyalty should be a top priority. A platform on which sales can collaborate with the rest of your organisation is critical to ensure everyone is on the same page.

2. **Real-time data can help you determine your best opportunities to win.** Track which customers are most satisfied with your solutions, which solutions are most profitable, and the similarities between your best customers. This will give your sales team a clear roadmap to follow and land more high value deals.

3. **Control sales, track opportunities and increase conversion rates.** Data and metrics are critical if you want to win more deals. Nurturing a lead from the start of the buying journey to closing the deal can be optimised if you have a clear view of why and how leads are converted into sales.

Imagine if you could ask your business management solution any sales related question and the system could generate a report there and then. For example, if you asked to see the correlation between sales executives and regions over a specific time frame or which sales executives have the highest close rates, or customers which pay on time or are routinely late in their payments, how valuable would this information be in increasing sales?
How you manage and optimise your supply chain can have a significant impact on your bottom line as well as customer satisfaction levels.

Growing businesses are faced with increasingly complex supply chains. The problem is that complexity opens risks of miscommunication and disruptions, often because of incorrect or incomplete data.

1. Inaccurate demand forecasts

Effective supply chains are based on how accurate your forecasts are. If your data isn't accurate and real-time, your forecasts will be inaccurate or even non-existent, which means your supply chain won't be predictable. Unpredictable supply chains tend to be costly, eroding margins while your business scrambles to fulfil orders and deliveries at the last minute.

2. Excess and obsolete inventory

As your business grows and orders and contracts increase, you need to be able to synchronise demand forecasts, inventory quantities and supply capacity across your entire supply chain. If you can't to do this accurately the result will be excess or obsolete inventory that sits on a shelf costing money and tying up cash flow instead of working for your business.

3. A lack of insight into other divisions

Cross-functional discussions and collaboration are essential to address supply chain tensions, but many organisations do not actively support interdepartmental collaboration and communication to streamline the business. If you can’t track your process accurately from when an order is placed to when you deliver your solution or product, you are not able to optimise your business process or workflow and reduce costs.

Optimise your supply chain
The Solution

1. **Data visibility tools.** The more data you have at your fingertips the better your decisions will be, particularly when it comes to determining which inventory or solutions are most in demand and should therefore be readily available.

2. **Agile supply chains support strong customer service.** The more informed your business is, the quicker you can make the best decisions for your organisation. This level of agility ensures you can meet customer needs as they arise and deliver your solutions quickly and efficiently.

3. **Be ready for demand.** Avoid overstocking the wrong products and understocking the right ones with accurate forecasting based on real-time data.

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Microsoft Dynamics 365 Business Central: Maximise profitability with an end-to-end view across operations, purchasing, manufacturing, stock and warehouse management.
Excel spreadsheets can be changed by anyone. Accounting systems can be outgrown. Non-integrated systems are cumbersome and labour-intensive. Manually consolidated financial reports are prone to error. These are scenarios that can lead to poor financial decisions.

Here are three challenges you might be facing due to a lack of visibility into your numbers:

1. **Poor cash conversion cycles.** If you aren’t forecasting demand for just-in-time stock, you’re tying up money in the wrong stock. This can hurt your cash conversion cycle because it ties up cash in stock you can’t move. You need to improve your stock management to improve your cash conversion cycle.

   How much stock should be on shelf, how long it is there and insuring that you are paid quicker are essential to improve your cash conversion cycle.

2. **Sending inaccurate quotes.** Are you sending out inaccurate quotes? Is it taking too long to get all the information you need to send a quote? Late quotes lose business to your competitors and inaccurate quotes can cost you money, particularly if you underquoted and need to deliver.

3. **No clear view into your Debtors’ aging.** Who owes you, how much do they owe you and when should they have paid? If your invoices are 30 days but most of your customers pay you at 45 or 60 days, your business is struggling with a poor debtors’ book.

   This negatively impacts your cash flow and is a good indicator that you aren’t on top of your financials. Businesses with a healthy debtors’ book and who invoice accurately and on time, know exactly who owes them what and by when. Follow up on payments to have strong cash flows. The result is a healthy, profitable business.
1. **Invest in a system that can forecast for you.** Based on your payment history, the right financial management system can tell you exactly who owes you money and can even predict when they will pay based on history.

2. **Track deviations.** Real-time cash flow management should be able to benchmark and track normal activities against deviations. You can address deviations before they impact your bottom line only if identified timeously.

3. **Compare profitable versus non-profitable products and services.** Review what is making money in your business, what isn’t making money in your business and more importantly find out why. This will give you the insights you need to make critical adjustments to your revenue model and business processes.

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**Microsoft Dynamics 365 Business Central:** Accelerate financial insight, chart financial performance in real time and improve forecast accuracy whilst maintaining compliance and security.
Every growing business needs to deliver projects on time and under budget if they want to grow and make a profit.

Projects that are delivered on time ensure satisfied and loyal customers whilst remaining under budget is essential if you’re going to make money. If not, you’ll end up losing money on each customer contract.

There are a few key problems that can disrupt the ability to do both as a business grows through:

1. Being reactive instead of proactive

How familiar does this scenario sound?

A new contract comes in. Previously, when your business was smaller, you would keep a bit of stock onsite and ship to one location. But your organisation is growing and with that growth come larger orders and more complex contracts.

Now you need the ability to predict how much stock you will need onsite to deliver quickly and efficiently on each new job that comes in without tying up your cash flow for too long.

You’re also potentially delivering stock to multiple locations or doing business with multiple stakeholders.

If you’re attempting to do all of this with Excel spreadsheets and an accounting system that isn’t integrated into other areas of your business you’re effectively operating without a full, real-time view of your business.

To keep things running smoothly, growing businesses require:

- more control
- the ability to predict stock
- accurate reporting based on real-time data

Without an integrated solution your business will be reactive. Your costs won’t be under control, customer service will slip with increased volume and you won’t have the management tools at hand to address these issues. You’re working for the system instead of the system working for you. More importantly, you aren’t able to proactively build your business. You’re reacting to each new crisis instead.
2. A lack of demand forecasting capabilities

Forecasting is the ability to manage when you need higher stock, what your upcoming material requirements will be, setting stocking rules and system rules and even automatically generating orders when you hit predetermined units on hand.

In addition, forecasting tracks your suppliers, how long they generally take to deliver, where your bottlenecks are and under what conditions could you struggle to receive the goods or materials that you need to deliver on contracts or to complete projects on time.

The ability to know exactly what you will need and when can help you track your cash flow and ensure you aren’t overspending on products and materials.

3. Not having a clear view of costs and income

Many businesses rely on bookkeepers without the owner or management team actively interrogating the numbers on a daily or even weekly basis.

A clear view of your costs, income and more importantly your cash flow, is the foundation for sustainable growth. You need to know exactly what you are spending, when and on what.

Losing money from a lack of oversight of your business can happen quickly. When costs spiral contracts become expensive to deliver damaging and even eradicating profit margins. Projects go over budget and run into massive overtime.
The Solution

1. **You need the ability to track projects and ‘jobs’.** What jobs need to be done, which activities must be tracked, what is the current, real-time status of each job and which tasks are related to them? If you can’t answer these questions right now about every project or contract currently active in your business, you don’t have a clear view of what’s happening in your business.

2. **You need to know where you are and aren’t making money.** Do you track your quotations against actual costs? Do you know if your revenues exceed your costs and which contracts or jobs make you more money than others? Do you routinely review your current revenue model and the overall efficiencies in your business? Do you know if a project is currently over or under budget? If something isn’t making money, can you work out why based on real-time data?

3. **You need to operate the entire business from a single, common platform.** You can only track costs and efficiencies when there is a single version of the truth and when everyone from marketing and sales to warehouse managers and admin are working from the same data and so able to collaborate. Real-time reporting based on stipulated key performance indicators drive efficiencies and cost savings. This gives you access to the data you need to make informed decisions for your business.

*Microsoft Dynamics 365 Business Central: Plan and monitor your projects with real-time metrics on resources, profitability, tasks and progress.*
Let’s consider what starts happening inside a growing business.

• Most likely you are becoming frustrated with no clear view of data and no clear audit trails.

• You know you’re missing opportunities but don’t know what they are.

• You aren’t sure what’s making or costing you money in your business.

• You don’t know where you and your team should be putting your effort and where effort is wasted.

• Service delivery and customer satisfaction are slipping.

You need a solution that’s simple to set up and which can be up and running within a few short weeks. You don’t have time to waste learning new software or importing your data from one solution to another and more importantly, you need your entire business integrated into one solution.

In every instance, Dynamics 365 Business Central takes your small to medium business to the next level. If growth has been complex and prohibitive in your organisation, Business Central will make it achievable.

Build a business that looks as professional as a large enterprise.

Dynamics 365 Business Central makes every quote, order, report and communication look professional and as if it came from an enterprise grade business.

You will also make the best decisions for your business and improve customer service if you have the right data at your fingertips.
With Microsoft Dynamics 365 Business Central you can:

**Dashboarding made easy**
Using Microsoft Dynamics 365 Business Central, you can easily integrate Office 365 enabling you to run your entire business with a single solution. Its comprehensive dashboards give you all the information you need at a glance - no need to leave the environment or go searching for data.

**Manage your financials**
With an end-to-end view of your business, you can also easily streamline your accounts, refine financial forecasts and automatically reconcile your accounts to close accounting periods and easily report on financials.

**Keep projects on time and within budget**
Manage budgets and monitor progress of your projects with real time data on available resources and track customer invoices against quotes and orders to make effective decisions with real time insights on project status, profitability and resource usage.

**Automate and secure your supply chain**
With Dynamics 365 Business Central, you gain greater control over your purchasing process to purchase only what you need and maintain the right amount of inventory by using dynamically updated inventory levels.

**Sell smarter and improve customer service**
Keep track of all customer interactions with Microsoft Dynamics 365 Business Central and get guidance on the best up-sell, cross-sell and renewal opportunities throughout your sales cycle.

**Optimise your operations**
Streamline your warehousing operations to deliver products on time and reduce costs by using sales forecasts and expected stockouts to automatically generate purchase orders.
The DAC Difference

As a Microsoft Gold Certified Systems Integrator with more than two decades’ experience, DAC Systems specialises in successfully delivering business solutions. We deliver successful, multifaceted IT projects from conceptualisation through to implementation and support.

DAC Systems operates with industry driven best practice principles in mind and has the skills and experience to perform a main contractor role on projects.

We remain proactively at the forefront of the latest technology trends and innovations enabling customers to benefit from a wealth of experience across key industry sectors and organisations of any size.

Choosing Microsoft Dynamics 365 Business Central

There is an opportunity to transform every business silo as you embrace the digital revolution using Microsoft Dynamics 365 Business Central; an all-encompassing platform designed for the cloud first, mobile first business.

Integration with Microsoft Office 365 offers business productivity tools with built in big data analysis capability on a single platform for business growth.

Microsoft Dynamics 365 Business Central will change your core business operation to exploit a market that is digital, fast moving, technology centric and completely focused on an enhanced user experience.

You can select from a range of roles to complete daily

- Finance
- Operations
- Sales
- Customer Service
- Supply Chain
- Projects
To find out more about what DAC Systems can do for your business, visit us at

https://www.dac.co.za/
or contact us on the following