



WHITEPAPER:

Connecting General Managers

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Over the past 20 years MYOB has helped over one million Australian and New Zealand business owners make business life easier. But what does the next 20 years hold?

Introducing the era of connected business for MYOB

What do we mean by connected business? It's about giving clients and their business network – their customers, suppliers, team, bank and accountant – **smarter ways of working together.**

The aim is to allow businesses to:

- Sell more
- Know more
- Do more
- Be found

Smart idea #1: Unshackle your business

Technology is changing the way everyone does business. MYOB has invested \$75m towards a vision that doesn't just give clients the solutions, services, and support to achieve their goals – but also **a way of working that they can define on their own terms.**

For larger, more complex businesses, the MYOB Enterprise Solutions suite provides the tools, processes, and infrastructure necessary to build a successful organisation. The suite comprises of optional modules – including remote access technology such as Microsoft Terminal Services, Citrix, or the EXO Anywhere Module – which allow for greater scalability and growth via a fully integrated ERP business management system.

You'll have **freedom** – to work when and where you want to, and be where your customers are – while still sharing vital information with your team.

Smart idea #2: Make your connections work harder

With MYOB, being connected means more ways to run your business. For example, in Australia you can use online services – like MYOB M-Powered Payments and Invoices Services – **to make payments to suppliers and employees.** And all of this happens from inside your accounting or ERP business management solution. **No need to write a cheque or re-key data.** You simply authorise payments and the rest just happens.

Smart idea #3: Bring your team closer

MYOB solutions are designed to harness and leverage the full power of the internet. So no matter their location, your team can easily **share information, gain deeper insights, and collaborate on the same data** to make better decisions for your business.

The MYOB Enterprise Solutions suite includes MYOB MyStaffInfo – **a web-based self-service system** that enables team members to connect to exchange communications about pay or leave without putting a strain on payroll. With MyStaffInfo, businesses can **capture and share information,** policies, and staff contact lists without security concerns. Employees can access payslips, apply for leave, and view holiday entitlement online themselves.

Connecting General Managers

Smart idea #4: Stay connected with your business, anywhere, anytime

The ERP suite of optional modules – including remote access technology such as Microsoft Terminal Services or Citrix or the EXO Anywhere Module enables remote access to financial and **business management data making this solution** ideal for branch management, mobile sales, and managing your business from home or while travelling. You'll always have direct access to the information you need to make **critical business decisions**.

MYOB – For all businesses great and small

Over 20 years, more than 1,000,000 businesses and 10,000 accounting practices of all sizes have trusted MYOB for solutions that free up time, so they can focus on the work they really love. Solutions that embrace the future by simplifying their accounting, payroll, websites and more. Whatever the future means for business, we'll be there.

So what does this all mean as a General Manager?

Connecting across a larger enterprise

As a business grows, so does its complexity. Connecting its unique and varied processes and operations can be a challenge.

A **general manager** of a business has broad, overall responsibility for the organisation. While each department manager may be responsible for one functional area, the general manager is responsible for all areas.

They are the big picture people. They have to know how the company is faring; which department is excelling and which is lagging behind; what products are selling; and which customers need a little nurturing because the competition is trying to steal them away.

Doctor Benjamin Esty – Chair of the General Management Program at Harvard Business School – says that a successful GM gets ahead “[...] by *knowing more and more about less and less*”.

Critical to a general manager's success is their ability to have a broader view of the network of internal and external factors that affect their business; having direct access to the information needed to make critical business decisions. With a deeper view of the performance of individual line processes, they will have a deeper understanding of the efficiencies that are driving the business – and when to act. If all of this can be brought together into a unified management view of the business, they will finally have that all-important big picture view.

That's where MYOB Enterprise Solutions comes in.

The Enterprise Solutions range – MYOB EXO Business and MYOB EXO Employer Services – consist of modules covering finance (ERP), business operations, stock control, customer management, and employer services (payroll and HR). With these modules, the general manager is empowered to make smarter connections right across all aspects of their organisation.

WHITEPAPER:

Connecting General Managers

BENEFIT ONE:

Connecting the organisation with greater visibility – 360 degree view

EXO Business provides a 360 degree view of all customers and their interactions with an organisation. From the smallest invoice to the largest, most complex sets of financial data – it's all available at the touch of a button.

EXO Finance – a core module of the EXO Business ERP system – is designed to improve the overview on how the business is performing. EXO Finance includes the EXO Business Analytics module, which provides a wide range of dashboards, charts, and reports to gain deep visibility into a business's performance. The out-of-the-box dashboard components can be modified as well as supplemented with user-definable components to create a dashboard that is fully customised to meet each customer's specific reporting needs.

Dashboards can work off either snapshotted or live data and include the ability for end users to slice and dice data to facilitate further analysis of business performance. For those who need more complex data analysis, there is the ability to export data to other tools such as Microsoft Excel® in just a few keystrokes.

And by allowing a deeper view of individual line processes, EXO Business connects general managers to a clearer understanding of what is driving their business – with the ability to drill down to the details behind every transaction.

Analysis tools built into the product allow for easy monitoring of stock performance, track sales against budget, and produce detailed sales analysis reports to help optimise business performance.

By providing a connected, unified, and centralised overview of the internal and external factors affecting the business, EXO Business gives general managers the big picture information needed to make critical business decisions.

BENEFIT TWO:

Greater stock control

EXO Finance's powerful stock control and distribution features provide full visibility and management of each and every stock movement – from customer order and stock purchase right through to delivery – transforming any logistics area into a source of customer service excellence.

If a business is predominantly occupied with building new items for sale from a set of components and processes, EXO Finance's bill of materials codes can be used to build product sets (or kits) and manage the manufacturing process. This ultimately means that connecting the warehouse with those making the big company decisions has never been easier.

BENEFIT THREE:

Connecting with customers

Now, more than ever, it is critical that you know who your customers are. And if you want to know your customers better than you do now, you need a comprehensive customer relationship management (CRM) system. MYOB EXO CRM is a fully customisable module for managing companies and contracts; tracking activities sales opportunities, and budgets; and producing an extensive range of reports. Plus, sales staff will love the real-time stock information as it will enable efficient, accurate servicing of their customers.

EXO CRM is a fully integrated solution that will further connect and enhance the operational efficiency of any business.

Connecting General Managers

BENEFIT FOUR:

Connecting with internal team members

It's often said that a business's staff are its greatest asset. The reality is that at the same time they are your greatest cost – both in time and in money. Larger businesses are uniquely squeezed by the converging pressures of wanting to hire and keep quality staff to better meet customer demand, while simultaneously needing to keep staff costs down to better meet the pricing pressures of their competitors (who are sometimes much larger organisations).

It can look like a no-win situation, but there are ways in which you can improve the time and cost efficiencies of your payroll and broader HR functions.

As an organisation that's grown from employing just a handful of people to employing over a thousand globally, MYOB understands the complex challenges faced by businesses with a growing payroll.

The EXO Employer Services suite includes modules covering payroll, super, tax, time and attendance, and HR management solutions that help larger businesses streamline the administrative costs of their payroll and HR functions. You can use these solutions individually or combine them with MYOB EXO Business to build a fully integrated, connected management system.

MYOB MyStaffInfo is a centralised online application that streamlines the communication of payroll related information between the pay office, management, and staff. MyStaffInfo saves on costly administration time by providing managers and employees with varying levels of security access to their timesheets, contacts, and other details. An automated leave request, approval, and accrual system provides managerial planning transparency.

In summary

Understanding business processes, and having a business management system built around those processes, can transform an organisation's entire operational approach – and deliver real, quantifiable business benefits. Benefits such as easy access to the information needed to make critical decisions; gaining a deeper understanding of the efficiencies that drive a business; and that all important big-picture view – along with the ability to drill down to the details when it matters.

WHITEPAPER:

Connecting General Managers

What other general managers are saying about MYOB Enterprise Solutions

"EXO has not only allowed us to properly run, operate, and manage our business, it's given us a vehicle to forecast and plan our business going forward."

Perri Kallergis – Managing Director, Town and Country

"EXO gives us the ability to [...] scale things up to match the growth in our business. So as we get bigger, we'll start to use even more of the functionality available to us – particularly in the areas of customised reporting and staff management. EXO helps us make well-informed decisions – and that intelligence [...] is the key to ongoing success".

Ron Fraser – Managing Director, Chapman Grove Winery

With EXO up and running, by far and away the biggest improvement – as far as DDK is concerned – is increased visibility. Now we've got the ability to compare, we understand our products like never before. At the touch of a button, we can see which ones are profitable and which aren't. And because we have clear intelligence, we know where to make adjustments to improve overall sales. We also have much better visibility over our stock."

Steven Gilming – General Manager, DDK Commercial Interiors



MYOB Enterprise Solutions for larger, more complex businesses

As a business grows, so does its complexity.

Introducing MYOB Enterprise Solutions – a wide range of ERP systems that connect every department in your entire organisation, in real time.

Modules within the Enterprise Suite include Finance, Job Costing, Point of Sale, Fixed Assets, Customer Relationship Management, Intercompany Reporting, Payroll and Time and Attendance.

Contact the Enterprise Solutions Team today to see how with MYOB Enterprise Solutions you have the flexibility to build a total management solution to suit your individual business needs.

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