TECHNOLOGY ASSESSMENT

IS IT TIME TO EVALUATE YOUR BUSINESS MANAGEMENT SYSTEMS?

Business management systems, which include Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) systems, can provide substantial benefits to organizations. But how do you know if your company is ready for a new system? It may be time if you've experienced any of these business conditions:

- Fast growth —controlled or uncontrolled
- Lack of sufficient and accurate performance reports
- Duplication of effort or multiple points of data entry
- Information not easily and quickly accessible
- Difficult to forecast or plan
- Current system is becoming obsolete

It is not always as simple as recognizing you need a new ERP or CRM system. Sometimes it is a matter of improving your existing systems. But how do you know?

STEP ONE: CONDUCT A TECHNOLOGY ASSESSMENT

The first step to improving your business is to conduct a Technology Assessment. Many companies fail to realize the benefits of their systems (new or old) because of a lack of understanding of their business processes and how to map those processes to the proper solution. We can help.

At WithumSmith+Brown, PC (Withum), our team of business experts can evaluate your current business processes and systems and identify areas for improvement, giving you the resources to determine what is best for you and your organization. Our comprehensive Technology Assessment is centered on aligning IT strategy with your business vision to set your company on the right path.

STEP 2: LET US HELP

Our consultants will take you through your current state, collaborate on your future state and complete a technology roadmap. A Technology Assessment will establish your company’s future direction from an IT point of view, ensuring your investing in the right areas. Withum will help you decide if you should stay on your current systems, or move to a new one, and what investment is required to achieve reach your business goals.
At Withum, the analysis we conduct focuses on people, process, technology and data. Our unique approach leverages a “customer journey” to uncover the necessary touch points your company requires to be successful.

The analysis we conduct focuses on people, process, technology and data. Our unique approach leverages a “customer journey” to uncover the necessary touch points your company requires to be successful. We work with you and your team to establish the right mix of investment to manage change in your organization.

Our clients have used this service to:

- Establish an IT strategy and technology roadmap
- Determine if new software, process re-engineering or optimization is required to achieve their future goals
- Identify options that are right for your company
- Complete a fit/gap analysis in a merger or acquisition
- Determine system’s requirements to expand into a new geography or line of business

**BENEFITS**

You will receive benefits from the deliverables included with the Technology Assessment, as well as from the process. We facilitate an engaging, interactive process to maximize feedback and results. Some recognizable benefits include:

<table>
<thead>
<tr>
<th>COST SAVINGS</th>
<th>We can help you select the proper systems before purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIORITIZATION</td>
<td>We identify areas with the most needs, even if they may not provide the most return on investment</td>
</tr>
<tr>
<td>RETURN ON INVESTMENT</td>
<td>We quantify potential return on investment</td>
</tr>
<tr>
<td>ENGAGEMENT</td>
<td>Our interactive engagements give participants a sense of ownership which increases adoption of new processes</td>
</tr>
<tr>
<td>CHANGE MANAGEMENT</td>
<td>We identify key areas and people who can help facilitate effective change management which is essential to any process improvement success</td>
</tr>
</tbody>
</table>

**WHY WITHUM?**

At Withum, we pride ourselves as being “business people” first. Our consultants are seasoned experts in business processes. With experience in a variety of industries and companies, we can identify best practices as well as unique practices which enhance your company’s strategic advantage. We offer independent, outside advice and give your key personnel opportunities to be involved in the process. Our understanding of change management can provide you the advice necessary to be successful in your process of business improvement, putting you in a position of strength.

For more information on our Technology Assessment services, please contact Walter Merkas at wmerkas@withum.com.

withum AUDIT TAX ADVISORY