

How to Select Web-based Software for your Business

Presented by
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productivity advisors 

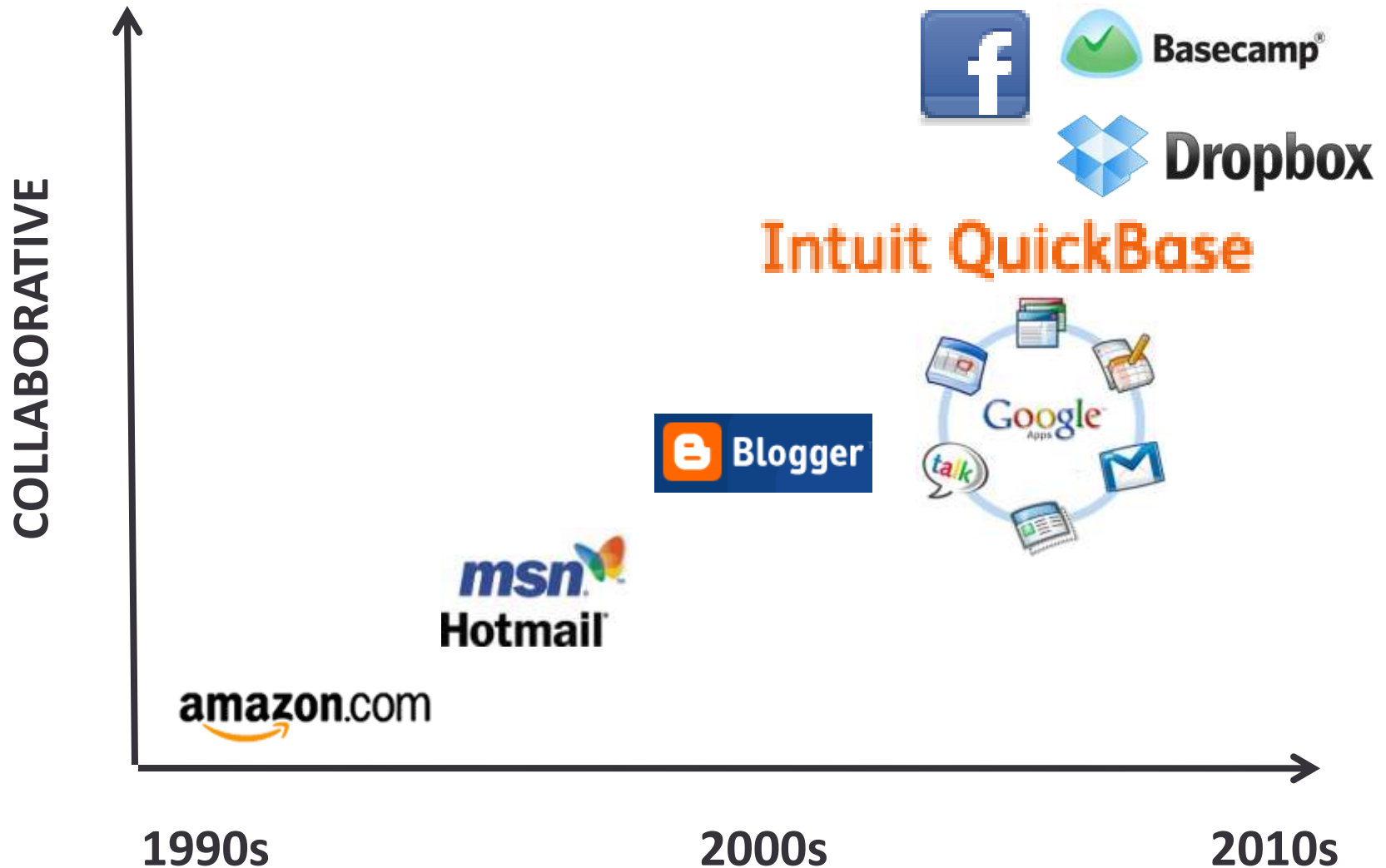
What are Web-based Apps

Get your teams on the same page using web-based apps.

- Nothing to install
- No IT dept needed
- Works on Macs & PCs
- "One version" of the truth
- Data backed-up "in the Cloud"
- Always using latest version



Evolution of Web-based Apps



Categories of Apps



Types of Apps



Productivity: email, calendar, contacts, notes



Communication: IM/chat, screen share, video, VoIP



Customer mgmt: CRM, support, mktg



Website: site, store, web analytics



Collaboration: projects, tasks, group notes, files, workflow & social

More on App Categories

Productivity



Communication



Customer mgmt



Website



Collaboration



What are your Business Requirements?



Does your organization suffer from?

- Inconsistencies in data (multiple versions of the truth)
- Mismanaged projects & costs
- Inefficient customer care and support
- Lack of team alignment
- Accurate time tracking and billing

Would you like to enable?

- Shortened and better coordinated sales cycles
- Better understanding of expenditures
- Easy viewing of your organization's key performance indicators (KPIs)
- Improved data and version collaboration – e.g., getting teams “on the same page”

Vendor Selection “Best Practices”

- **Criteria to consider (re: Vendor)**
 - Breadth & quality of features
 - Cost vs. Value
 - Configure vs Customize vs Custom Development
 - Platform integration capabilities
 - Viability of vendor business
- **Criteria to consider (re: your Organization)**
 - Budget (are you willing to pay more to get more?)
 - Will your Org conform to fit a solution or do you need more flexibility?
 - Are you transitioning from an existing system or is this a new system?
 - Be honest -- how technical is your team? do they embrace change?
 - Utilize an ongoing feature roadmap

Vendor Selection Thoughts (cont.)



Org Adoption “Best Practices”

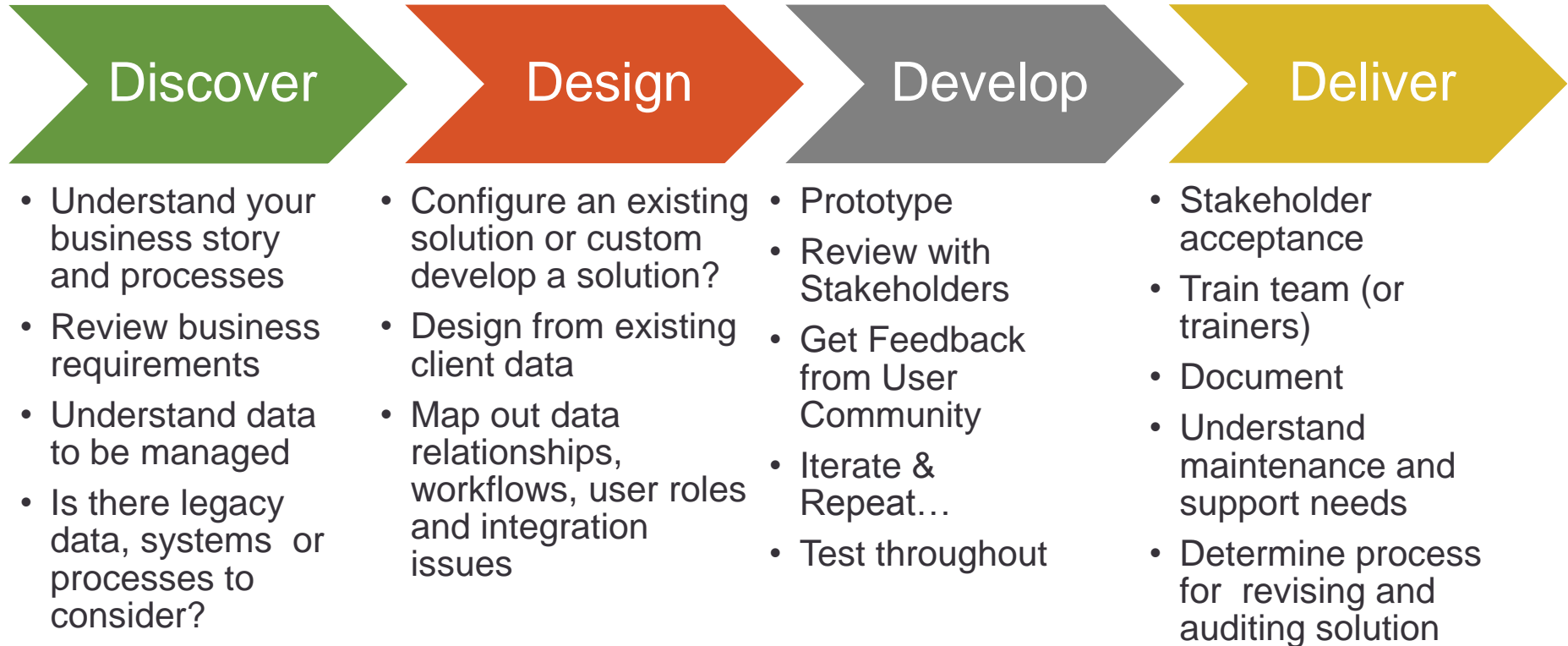
- **Rolling it out**

- Identify roles
- Use cases
- Systems to integrate with
- Training
 - Software System
 - Business Systems
- Support
- Documentation (Embedded Help (in App), FAQs, videos, etc...)

- **Ownership across Org**

- Assign an exec sponsor, a domain expert and a system owner
- Incentivize (\$\$\$/Culture) & Measure Usage
- Elicit user feedback & recommendations
- Utilize an ongoing feature roadmap

Our Methodology for Delivering Solutions



About Us

Productivity Advisors is a technology consultancy that advises both small and large companies on how to select, design and deploy web-based apps for their businesses.

Our Goal: Collaborative Productivity. Fostering a greater level of effectiveness in our Client's firms through the adoption of web-based apps.

Reference Links

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