

INCREASE BUSINESS FLEXIBILITY BY RATIONALISING BUSINESS APPLICATIONS AND ADOPTING CLOUD-BASED ERP SYSTEMS.

To satisfy the volatile requirements faced by businesses today and successfully tackle the challenges caused by the current economic crisis, companies need to change.

Change in order to increase their investments in innovation, become more competitive in their markets and achieve greater agility.

Change to increase productivity by doing more with less and by simultaneously reducing the business risks associated with their investments in IT.

Companies that wish to remain competitive and emerge stronger from the current period of economic crisis, thereby achieving a better competitive position, need to avoid cutting corners but must instead embrace innovation, not just in the development of their products, but also in terms of their business models and processes.

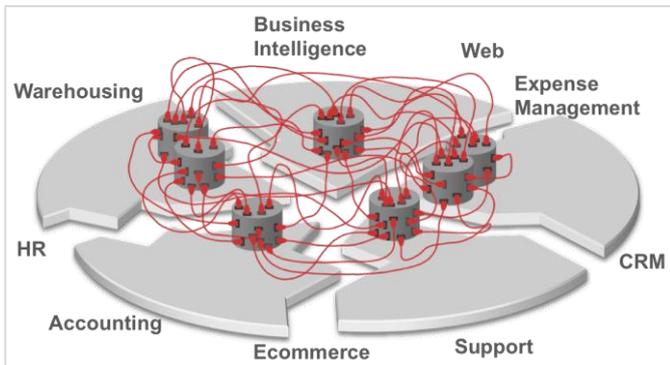
Mergers, acquisitions and sudden changes in the assets of a company, such as the extension of product lines or an expansion into new geographical areas, can create a particularly critical problem. If, for example, an organisation gives one of its local subsidiaries the freedom to start creating a new business area, that subsidiary will most likely start to use competitive, locally-sourced IT solutions. And if that new business grows, then it will become more and more dependent on those local IT solutions, outside the control of the head office. A repetition of this process, even for a limited number of subsidiaries, will oblige the organisation to manage, albeit inefficiently, too many applications and too many separate business processes.

In this scenario, not only will the company spend more than is necessary, as it has to sustain duplicate functions in various parts of the world, but it will lose the chance to achieve efficiencies of scale and to standardise its processes in a more efficient way.

Furthermore, the existence of obsolete legacy systems often encourages decentralised business units that feel insufficiently supported by central IT services to create their own "shadow" IT department and independently purchase software directly from other suppliers.

CLOUD-BASED ERP SYSTEMS AS A MOTOR FOR NEW BUSINESS GROWTH AND COST AND RESOURCE RATIONALISATION

The response to this situation – one that the most competitive companies are adopting right now – involves embarking on a process of rationalising business costs and processes. This will inevitably entail the integration of a modern cloud-based ERP system.



Such systems can allow organisations to tackle the fragmentation of their software infrastructure and to bring its management back under central control. Generally, most companies need different software applications to support the specific needs associated with their different areas of business. This requires enormous effort in terms of cost and attention to technology if a business is to ensure that all of the integrations are working properly and are always updated to the latest releases by the different vendors involved. There is then a very high risk that this process of solution fragmentation can become unmanageable.

NetSuite, however, integrates all the applications necessary for different business areas **within a single solution** that still provides specific functionalities for each every role within the company, right down from CEO and CFO level to more operational to strategic roles.

In addition to those internal users, NetSuite also permits access, in complete security, for users and roles outside the company, allowing customers, suppliers and agents to access only the data to which they have rights and to interact within the business workflows in which they are involved.



With **NetSuite** the entire organisation can be managed using a single integrated system and a just one system database. The activities covered include e-commerce, CRM, supplier and customer portals, administration and management control, human resources, customer and supplier ordering, warehouse management, production planning and control, marketing, after-sales service and business intelligence.

The advantages are especially obvious for those companies that have started to expand internationally.

Where distances have complicated the demands placed on software, inherently flexible and scalable systems are needed that can both fulfil the new regulatory and reporting requirements and that can provide access to users "everywhere" – both via the web and on mobile devices.

Finally but just as importantly, the systems involved should offer built-in integration with social networks and allow users to benefit from all the functionalities necessary for

business operations via a user experience which is increasingly close to the UX provided by the apps with which they are now so familiar. This will minimise the need to create a separate "shadow" IT department that purchases applications via processes outside the control of the central IT department.

These are the factors that are pushing companies to revise their processes. As part of such a review, they will need to be aware of the technological possibilities offered by the new generation of cloud-based ERP systems.

NETSUITE AND THE BENEFITS OF NEW-GENERATION ERP SYSTEMS

For many, many years, organisations would select an ERP system mainly on the basis of the structure and functionalities it offered. It is, however, not just the depth and

breadth of its functions that qualify a system as a "next-generation" ERP solution. This will depend instead on the underlying technology, which should allow the system to expand at an accelerated pace, and provide the organisation with all of the tools it needs to support its business.

The new cloud-based databases, real-time business intelligence, mobile apps and in-memory technology are dramatically speeding up execution times and eliminating the need for batch processes and on-premises installations that require costly infrastructure.

All these factors make a cloud-based ERP system much faster and more reactive compared to a traditional solution, and can allow companies to manage market and business changes much more quickly than they could in the past.



NETSUITE

- **Optimising IT costs**
By adopting a "software as a service" model, a company can move its investments from CapEx to OpEx and can upgrade its IT infrastructure for a fixed price. This provides the flexibility needed to react quickly to the company's changing business conditions.
- **Speedy and simple integration**
By means of ready-made out-of-the-box solutions that can meet the specific needs of many sectors. NetSuite offers specific solutions for a number of markets including Manufacturing, Retail, Professional Services, Wholesale, Not-for-Profit, supplying pre-configured solutions for the different business requirements involved.

– **Easy customisation and integration with IT systems already present in the company**

NetSuite's SuiteCloud platform offers two advantages thanks to its dedicated customisation layer:

- Customisation and adaptation of both workflows and business logic to integrate with the third-party software already present in the company.
- The option to continuously benefit from updates of the underlying NetSuite software.

– **A single system for all business processes**

Using NetSuite, all business functions and processes can be centralised in a single ERP system, thereby handling accounting, supply chain, CRM, e-commerce and HR workflows, and reducing both the turnaround time for individual processes and the number of manual errors.

– **Constant access to business data from any location**

NetSuite's web-based solutions, thanks to their full support for mobile devices, allow staff and managers to access company information in complete autonomy and security, even on mobile platforms.

– **Access to customisable information based on the user's role**

Integrated business intelligence provides real-time visibility of process data through customisable dashboards based on the user's role within the company.

– **Enterprise-level security**

Maximum security for sensitive data, thanks to certifications including SAS 70 Type II and PCI DSS as well as an advanced and transparent backup management system that is underpinned by a worldwide data centre network. NetSuite offers a much more robust and secure infrastructure than typical on-site implementations.

AIR REPLY - PROFESSIONAL SERVICES

To adopt an ERP system, an organisation must begin by defining the business objectives and the improvements that it wishes to achieve. However, regardless of the different aims that a companies might set, the configuration and set-up of the system must be quick and efficient without affecting those objectives. The system integrators will need to create an AGILE system that will be maintained over time.

A cloud-based ERP system represents an investment that should last over the long term and that will have to support changes in strategy, in fiscal regulations, in terms of market expansion or new business areas, and so forth.

Such changes are inevitable. It is therefore essential to select a service provider capable of reconfiguring the system easily, quickly and pro-actively. If changes to the system prove difficult, time-consuming and costly, the ERP system will be used less and less so that its potential is unexploited and it becomes simply another cost item itself.

PROFESSIONAL SERVICES FROM AIR REPLY

With its comprehensive portfolio of consulting services, Air Reply helps its clients to improve their business processes so as to meet the requirements resulting from changes in their markets and in the business models with which they operate. Our services include:

- **Analysis and design of highly scalable architectures**
By means of an analysis, carried out collaboratively with the client, we can take account of immediate and "critical" requirements as well as future needs so as to define a service architecture that can easily be adapted to the company's future business requirements.
- **Process optimisation**
To fulfil all the requirements resulting from changes in the business environment, both the users (bottom-up approach) and the managers in various business areas (top-down approach) are involved in the analysis process, so that current and future operational and business needs can be identified.
- **Development, customisation and integration of ERP systems**
Thanks to its experience in the implementation of solutions based on the NetSuite application, its rigorous application of the Reply methodology when managing projects, and its awareness of business processes, Air Reply is able to recommend the most appropriate functionalities that exist for handling every business process. This reduces the cost of the customisation needed to enhance clients' key processes, while maintaining quality and integration with third-party systems.
- **Support during testing and on-the-job training**
By remaining at the client's side throughout all phases of the project we can be proactive and contribute to the development of the system in real time.

– **Ongoing application management**

Even after delivery of the project, our clients can always count on Air Reply's professionalism and know-how for developing and maintaining the system by means of planned and proactive activities that enable us to anticipate and manage changing business conditions.



Air Reply specialises in the design and integration of the NetSuite cloud-based ERP solution. Through its expert team, Air Reply assists companies in the Italian and European markets. It provides them with end-to-end support that, thanks to the team's familiarity with business and regulatory processes, allows it to work with customers both on revising any business processes that need to be moved to a cloud-based model and on the design and implementation of customised applications (desktop and mobile).

The experience we have built up in various market sectors, together with our technical and regulatory expertise across a range of disciplines, results in a competitive advantage for our clients. Our application bundles, developed over the years and successfully adopted by major international companies operating in various market sectors, such as Manufacturing, Retail, Professional Services and Wholesale, enable us to be proactive and efficient in the development of projects that have an impact on all of the company's cross-departmental functions, from accounting to the supply chain and from CRM to HR management and ecommerce.