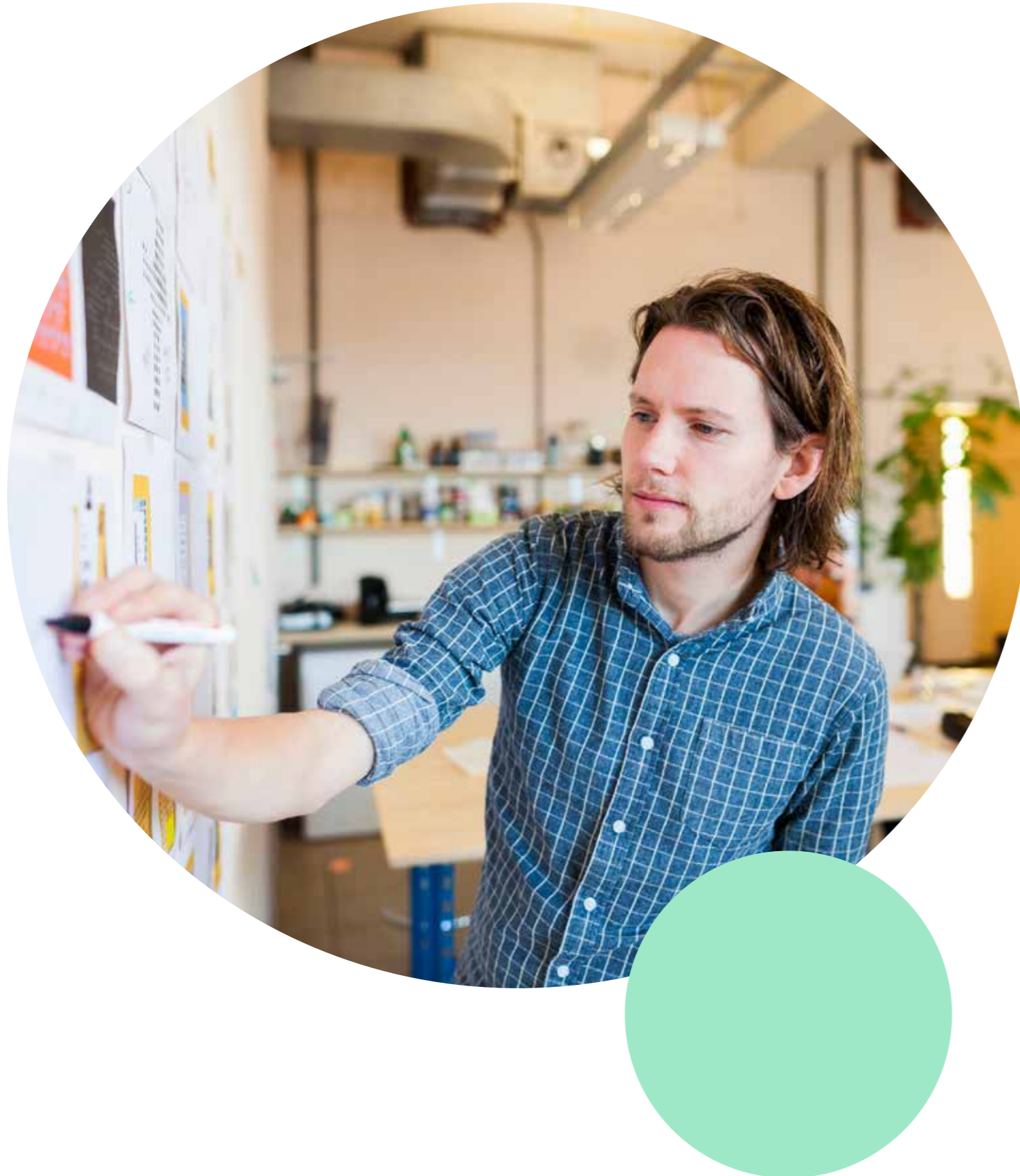




The big challenges for small to medium businesses in 2019

And how you can connect the dots like never before

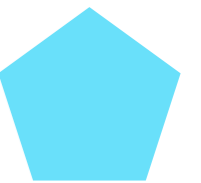


Below the surface, every business has hidden levels of complexity.

Owning a small or mid-size business comes with all kinds of challenges. Whether it's negotiating with a supplier, trying to hire a new team member, or staying cash flow positive in the lead up to Christmas, you need a wardrobe full of hats, and must be many things to many people. Often, you're so busy servicing clients, chasing invoices, paying people or managing stock, it can be hard to take a step back and think about how you could be doing things faster, or better.

To improve, you need clarity. But if you're relying on dated or complex technology to manage your business, it can be very hard to zoom in on the finer detail and zoom out on the bigger picture. Because when you see it, you can solve it.

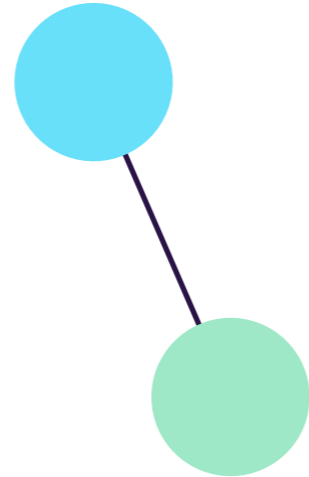
The question is... how can Wiise help you discover a hidden depth of knowledge? We surveyed over 1000 small and medium sized businesses, and by combining these results with other research, we've highlighted the needs, challenges and potential solution. Let's take a look at some common challenges facing small to medium businesses (SMBs) in 2019.




A new perspective can change everything

See your business clearly with Wiise

Running a SMB is no easy task. Here are some of the things that keep business owners awake at night, and how Wiise can help.



The problem	What's happening?	What it means	How Wiise can help
 <p>CASH FLOW</p>	<ul style="list-style-type: none"> • 21.1% of SMBs are unable to take on new work because of cash flow restrictions.¹ • 92.7% of SMBs say cash flow restrictions prevent them from generating more revenue.² • 66% of SMBs use personal credit cards to manage cash flow.³ • The average Australian business is owed more than \$38,000.⁴ 	<p>Without money in the bank, running a successful business is seriously tough. A lack of positive cash flow can very quickly lead to a failed business.</p>	<ul style="list-style-type: none"> • Get started with Wiise at a fraction of the cost compared to larger ERP platforms. • Link your banking with your accounting and see everything via a clear, user-friendly dashboard. • Easily see which customers aren't paying on time or which invoices are overdue. • Automate and simplify debt collection. Connect any bank account with Commbank's Simplify to collect cash quicker with automatic bank reconciliation and click-to-pay. • Get handy alerts and insights to help you forecast better and manage your cash flow before it becomes a problem.

The problem	What's happening?	What it means	How Wiise can help
 <p>INEFFICIENT PROCESSES</p>	<ul style="list-style-type: none"> • 43% of workers say they have to copy/paste or re-key information.⁵ • SMBs have an average 20-30% loss of revenue due to inefficiencies.⁶ • Over 47% of business owners spend roughly 29+ hours a month managing finance and operational admin.⁷ 	<p>While most businesses have multiple systems in place, many are inefficient or dated and don't operate together, meaning time and money could be going down the drain.</p>	<ul style="list-style-type: none"> • Bring all your systems together in the one place, so everything is faster, clearer and easier to manage. • Manage your finances directly from the Microsoft Office tools you already use. • Understand what's happening right across your business – inventory, management, distribution, job costing, service management, client management and much more.
 <p>TIME-CONSUMING DEBT COLLECTION</p>	<ul style="list-style-type: none"> • 46% of companies chase invoices from their customers an average of 2-3 times before a bill is paid.⁸ • SMBs have to wait an average of 14-30 extra days before getting paid.⁹ 	<p>Chasing up debts wastes precious time and money and can be extremely stressful.</p>	<ul style="list-style-type: none"> • Get paid sooner by automating your debt collection. • Connect any bank account to Commbank's Simplify and enable your clients to pay invoices on the spot with just a few clicks. • Send invoice reminders directly via Outlook.
 <p>LACK OF INSIGHT</p>	<ul style="list-style-type: none"> • Companies today are burdened by siloed, difficult-to-use business systems.¹⁰ • 90% of businesses don't take advantage of the tools available to them.¹¹ 	<p>Without the right insight - in the right place - it's impossible to make fast and accurate decisions about your business' future.</p>	<ul style="list-style-type: none"> • Get handy, real-time alerts and insights to help you work out where problems are happening, how they can be resolved, and how you can work faster and better overall. • Predict your cash flow ahead of time and put reliable plans in place. • Take back time to focus on activities where you can add more value to the growth of your business.

1,2,3 Scottish Pacific, *SME Growth Index 2018*, [online] accessed 4 September 2018, <<https://www.scottishpacific.com/images/pdf-files/Scottish-Pacific-SME-Growth-Index---March-2018.pdf>>

4 ABC News, *Unpaid customer bills costing small business*, [online], accessed 30 January 2019, <<https://www.abc.net.au/news/2017-01-30/unpaid-customer-bills-costing-small-business/8222360>>

5,6,7 IDC and Adobe, *Addressing the Document Disconnect*, May 2015, [online], accessed 30 January 2019, <<https://acrobat.adobe.com/content/dam/doc-cloud/en/pdfs/idc-adobe-document-disconnect-whitepaper-global-ie-final.pdf>>

8,9 TIM, *SME cash flow crisis report*, January 2017, [online], accessed 30 January 2019, <https://www.i-q.net.au/wp-content/uploads/Apollo_TIM_Report_2017_final-1.pdf>

10,11 Entrepreneur, *How inefficient business processes are hurting your company*, [online], accessed 1 November 2018 <<https://www.entrepreneur.com/article/286084>>

So how can Wiise deliver value to an everyday business?
Take a look at these example scenarios:



B2B Food Delivery

A food distribution business

- ✓ Successful business with revenue between \$1-\$5 million per year
- ✓ Been in business for 7 years
- ✓ CommBank customer
- ✓ Currently uses separate systems to manage its accounting, sales and payroll
- ✓ Coordinating deliveries and managing admin is time-consuming and a big drain on the business

B2B Food Delivery is a successful, food distribution business with 15 staff. The business uses CommBank for its banking, but uses separate technology to manage its distribution processes, accounting, sales and payroll. This is slow and takes too much manual effort. The business also often finds its creditors are late to pay invoices, and payments are staggered – meaning it’s hard to stay on top of cash flow. The business’ cash flow problems are exacerbated by a lack of visibility over the debt collection processes, and a lack of resources for chasing up outstanding invoices. The business is open to new, integrated technology, but the owners are too time poor to think about potential solutions.

How can Wiise help B2B Food Delivery?



Stabilise and manage cash flow

With Wiise, all of B2B Food Delivery’s debt collection and management can be centralised and automated, meaning owners and managers can spend less time on admin, and there’s a much greater chance that invoices will be paid on time. Wiise brings the business’ finance, accounting, inventory, job costing and payroll systems into the one, central location, so that management can instantly understand the business’ cash flow position at any time.



Streamlined processes and integrated banking

With Wiise, B2B Food Delivery can integrate its finances with Microsoft Office, so staff can work faster and in a more streamlined way. For instance, staff can create and send invoices directly from Outlook, and view sales invoices or click-to-pay invoices - all in one hub. They can also give their end customers the ability to click-to-pay directly from an invoice – increasing the likelihood of timely payments.



Get started quickly

As B2B Food Delivery is already a Commonwealth Bank customer, getting started with Wiise, and integrating with their existing systems, is quick and easy – meaning they don’t have to take time out of their already busy business. Plus, it can be set up in such a way that it can easily scale as the business grows, and they can add customised modules that relate specifically to their business as they need them.

Connect the dots like never before and see how Wiise can give you more time back to focus on your business. [Get in touch.](#)



Wine Online

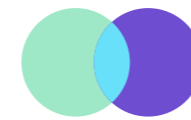
An online wine merchant

- ✓ Revenue of between \$1 - \$5 million per year and growing quickly
- ✓ Currently using ad-hoc cloud-based systems to manage client accounts
- ✓ Been in business for two years

Wine Online is a successful online wine merchant. As the business has been growing quickly, the owner realises the business needs some new technology. However, as he is already working full time and has a young family, he doesn't feel he has the time to invest in a new technology solution. Wine Online also stocks wine from a broad range of suppliers – yet much of the ordering is still done manually, and tracking inventory in the warehouse is notoriously difficult.

The business also lacks insight regarding its customer base – which has grown very quickly. They don't have an easy way of determining which customers are ordering the most, which types of wine they are ordering, or which customers they could potentially be targeting in order to increase the average value of their sale.

How can Wiise help Wine Online?



Customer insights

With Wiise, Wine Online can get all the customer information they need directly from within their Outlook and at their fingertips, so they can more effectively up-sell to existing customers, target new customers, and increase the overall value of each order by offering relevant and specific incentives to certain customers.



Automated processes

Wiise can simplify and streamline the ordering process for Wine Online – notifying staff when a particular variety or type of wine is in need of being replenished, and automatically preparing new orders which can simply be approved and sent.



Cash flow

With Wiise, Wine Online can get more money in the bank, sooner, by making it much easier for customers to pay their invoices through e-invoices, automatically chasing up outstanding debts, and helping the business move stock faster – which also means more happy clients.



Ongoing service and support

Though the owner of Wine Online is very time poor, he decides to implement Wiise - but engages Wiise to recommend a partner to help configure and implement the solution on her behalf, as well as to provide monthly support, which takes the “technology problem” off his own shoulders.

Connect the dots like never before and see how Wiise can give you more time back to focus on your business. [Get in touch.](#)



Bikes 4 Kids

A children's bike manufacturer

- ✓ Manufactures durable, quality bikes for kids
- ✓ Average revenue of \$5m a year
- ✓ Been in business for 10 years
- ✓ Uses dated, on-premise technology

Bikes 4 Kids manufactures high quality, durable bikes for children – yet lacks sufficient insight about exactly what its customers are ordering, and how it should be adapting its product line to cater for customer demand. The business also has no quick and easy way of determining which customers it should be focusing on in order to drive more sales, or which customers are holding up cash flow due to their slow payments.

Another major problem for Bikes 4 Kids is its lack of insight into its overall production processes. Currently, they produce a range of bikes – yet have no real insight as to which bikes are the most cost efficient to produce, where the most money is being spent, or where exactly certain processes are taking longer than they should.

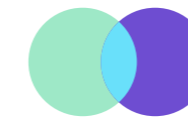
The business' owners are also very keen to invest in a new technology solution, but are worried about the business' data security – and risk of cyber-attack – if they do so.

How can Wiise help Bikes 4 Kids?



Production insights

Wiise uses smart and sophisticated data analysis tools to give Bikes 4 Kids insights on the profitability and efficiency of its production lines – so it can work out which products are the easiest to produce, and which cost the business the most money or take the longest. Stakeholders can zoom in on range of factors associated with certain production lines, including labour costs, machinery costs, equipment maintenance costs, seasonal demand, vendor delays, and more, and will get an alert if any processes aren't working optimally. .



Integration with Microsoft Outlook

As soon as a retail customer emails the Bikes 4 Kids team, they can see – from within Outlook – how many orders this customer has made, and any particular patterns in this customer's purchasing habits that are worth noting. Plus, with the ability to send invoices, quotes and raise purchase orders directly from within their emails, they can save time and get purchase orders organised sooner.



Faster, easier debt collection

Alongside an individual retail customer, the Bikes 4 Kids team can see if a particular customer has any outstanding debts, and can either follow up on the invoice, or make a bigger decision not to sell to this particular customer due to their failure to pay for previous orders.



A more digital business

Wiise enables Bikes 4 Kids to manage all of their invoices and purchase orders via a single digital hub, so there's no need for paperwork. This removes the hassle of having receipts and purchase orders scattered in individual inboxes and all over the office.

Connect the dots like never before and see how Wiise can give you more time back to focus on your business. [Get in touch today.](https://www.wiise.com/au)

What is Wiise?

Wiise is clever business software created by KPMG, built on Microsoft and supported by Commonwealth Bank.

Wiise is more than accounting software: it's enterprise technology at a fraction of the cost that's designed to handle the growing complexities faced by modern Australian business owners.

Specifically made for small and medium size operations, Wiise streamlines your workday by bringing together your finances, banking, operations, inventory, payroll and more in one, central hub. You can also rest easy knowing Wiise is built on the world's most trusted cloud platform - Microsoft Azure, and use your everyday Microsoft Office tools to save time on daily tasks.



**See the big picture
and the finer details
of your business**

An integrated solution	Connect your people, payroll and data like never before to streamline your work day.
Connect banking to finances	Link your banking to your accounting to get direct access to finance when you need it.
Knowledge and expertise	Get quick access to a wealth of experience to help you run your business more efficiently.
Real time analytics and insights	Use advanced analytics to understand the impact of decisions and improve future performance.
Integrates with Microsoft Office	Connect Wiise with your Microsoft suite so it's business as usual.
Scales with your business	With customisable features to add as the business scales, Wiise is a system that your business will never outgrow.



A wiser way to do business is here.

If you're ready to move forward and make decisions with more certainty than ever before, get in touch below.

E: sales@wiise.com | P: 1300 191 222

wiise.com/au

wiise