

Your Business Matters!

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IN PARTNERSHIP WITH:



Services offered at the BRC:

- Business Retention & Expansion Strategies
- Single point of contact for business info and resources
- Free consultations
- Workshops/Seminars
- Business Registration/Renewal
- Legal & Accounting Mentorship Program
- Networking



THINKING

STARTING

GROWING

EXITING

Integrating Back Office Systems with E-commerce

What is integration? It is the co-ordination between e-commerce systems online and your back office processes, making the information from both systems accessible from one location or database.

Back Office Systems include processes used by employees that help keep the business running (accounting, finance, inventory, order fulfillment, etc) while front office systems are focused on customers and activities such as sales, marketing, and customer service. Effective integration of back office systems with e-commerce improves co-ordination with the front office resulting in better customer service and reduced duplication efforts by staff.

Why integrate your systems?

- **Less administrative work**—information is entered only once, reducing time spent and errors made
- **Lower Operational Costs**—more efficient processes and less duplication of work can help reduce overhead and cost of sales
- **Improved Customer Service**—customer service is improved because integration reduces delays in providing information to the customer (order status, pricing, in-stock?)
- **Increased Readiness for Change**—you will be in a position to better react to change if you have implemented some of the technology already

If you have considerable portion of business done online, have to check two or more databases/places to find out information for your customer or have to enter information from your website into another system, integrating your systems may be the answer for you. The best integration system for you depends on what you already have in place.

Using Internet Technology for Voice Communications

How Small Businesses Can Use **Voice Over Internet Protocol (VoIP)**—it works like a conventional phone system from the user's



point of view. You can make calls directly from a computer, from a special **VoIP** phone, or from a traditional phone, connected to a special adapter.

If you agree with any of the following statements, **VoIP** may be right for you:

- My business regularly makes long distance and/or international calls
- My business regularly uses mobile cell phone services
- My business operates from more than one site
- My employees travel a lot

Small Businesses can benefit from VoIP. It can save you money, provide you with a customized telecommunications package or give you access to a variety of features and benefits that you might not get from a traditional telephone service

Come out and find out more about Integrating Technology in your business by attending the second in a series of E-Business Workshops designed specifically for small business. Tuesday, June 23rd, 2009 from 6:15 – 9:15 p.m. at the BRC. Contact us for more information 519-756-4269. Cost: \$50.00

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 www.businessresourcecentre.ca
Royal Bank Business Centre 519-758-2500 www.rbcroyalbank.com