



# A Renaissance for SRRP and why it Matters

WHITEPAPER

SYSTEMS FOR HUMANS

# Forward view for midsize companies



## Empowering people

When done right, an Enterprise Resource Planning (ERP) system can operate like an orchestra; all 'instruments' play in tandem.

It makes the data and processes that live in procurement, manufacturing, service, sales, finance, and wherever it is to flow in a rhythm. Maximizing ERP functionalities can be transformative and eye-opening.

ERP is no longer considered the sole domain of large enterprises. The pandemic pushed midsize companies to focus on using technology to compete and grow by taking advantage of the benefits of ERP.

ERP has a well-documented history of being expensive and difficult to implement. And ERP even for smaller companies can be a complex project involving many 'things' working together. What's the good news? – there have been massive improvements in building an ERP and implementing it, thereby reducing the time and cost involved.

# A new chapter in ERP



How ERP is developed and deployed has come a long way over the years. In fact, ERP may be in the midst of a new and important chapter. Midsize companies in particular find that today's ERP solutions involve shorter engagements and less risk.

Cloud computing has opened up ERP to many companies that may have before viewed the software as too expensive and labor intensive. And while some claim that cloud may be overhyped, the benefits are undeniable.

Accessing ERP via a cloud platform lowers total cost of ownership, which can be a critical feature for midsize companies with limited IT resources. According to Vytenis Žukauskas, CTO at DreamCubator, "Cloud solutions are generally implemented faster than on-premise solutions. Additionally, with a cloud ERP solution you don't need the internal IT support." Vytenis predicts an increase in the number of midsize companies that are seeking to use ERP via the cloud.

The continuous innovations have made ERP an affordable, pre-packaged ERP solution - a deliberate 'evolutionary' response to the previous lengthy deployments and high price tag. Companies today can take advantage of preconfigured ERP solutions that are built based on industry-specific best practices and country-specific requirements.

Tadas Abramavicius, Chief Business Development Manager at BCLine and DreamCubator cites leveraging Salesforce's capabilities to build ERP solutions that are customized for companies operating within 19 different countries and across 17 industries.



"When our clients adopt as much of the Salesforce capability as possible as appropriate for their business, they can significantly reduce project time and related cost of the project," explains Tadas. "We build our solutions at a micro-vertical level so there is greater applicability to the company's specific industry as well as their country based on language, currency and regulations, all built into that solution. So for example if you're a transport and logistics company, we have a solution already preconfigured for your specific business process requirements."

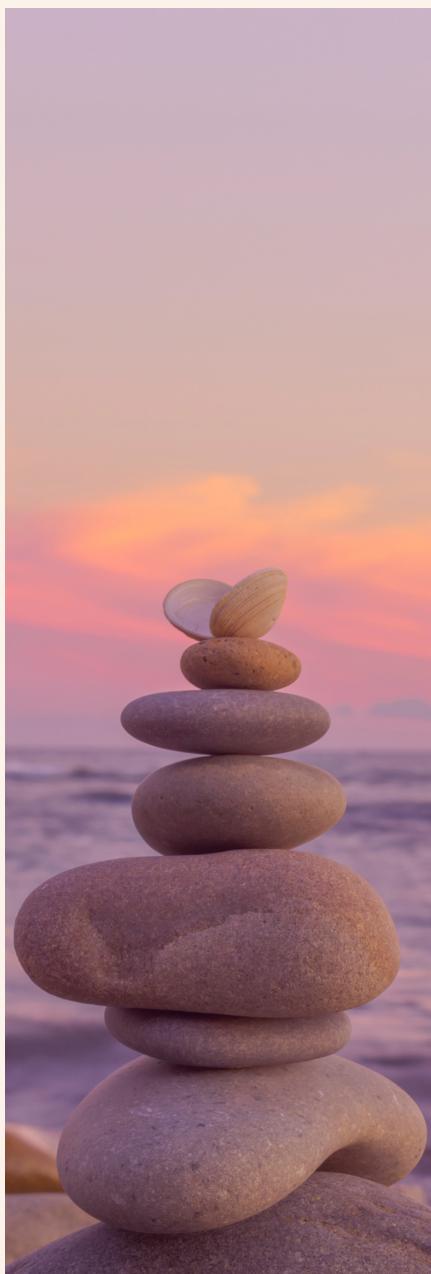
Midsize companies that lack resources, are risk averse and cost conscious can now engage in a more modular approach to ERP that was before unavailable to them. "We are seeing more companies implement ERP in bite size chunks rather than the traditional big bang implementation. This provides the opportunity for shorter projects timeline and less organizational upheaval," says Tadas.

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## More than IT

Despite new 'cloud' providers offering fancy solutions may be driving renewed interest in ERP, the cultural change required in implementing a new technology should not be overlooked.

Technology is only half the story. As Tadas explains, "Some companies look at ERP implementations as a technology change when in fact it is an opportunity to transform their business and associated processes within their company. Implementations that are focused on some of the softer elements, like how employees will embrace the changes driven by improved business processes, tend to realize



# Back- bone of business

the system's full potential much better than those that view it as a change in technology."

So how many companies are realizing the full benefits that their current ERP system has to offer? Not enough, according to Tadas who still see employees using spreadsheets to feed data into their company's ERP system. For some processes, old habits die hard. Employees are too often resistant to new processes, preferring to rely on old, familiar, and sometimes manual tools rather than embracing the full functionalities that come with ERP systems.

These roadblocks to success are even further solidified when companies fail to insist that their employees engage in new tools.

According to Vytenis, "Working with so many companies I found that you have to commit to employee training on an ongoing basis to keep them in the loop on how to get the most out of ERP."

And sponsorship at the company's highest levels is another factor that can make or break an ERP implementation. Tadas explains, "We believe the C-suite must be very visible to their employees by actively promoting and remaining involved in the implementation for it to succeed."

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In many ways ERP can serve as the backbone of a company. Without a clear understanding of the back office operations and its impact on the front office, companies will be unable to compete, never mind thrive, in this modern, dynamic economy. The integration of ERP solutions with business analytics, for example,



will be critical for companies that want to make more insightful and forward looking decisions on a real-time basis.

On a smarter planet where data is being put through advanced analytics to discover new and meaningful patterns to improve customer service, automate financial processes and uncover fraud, companies will need to use and maximize their current ERP functionalities and be prepared to extend their ERP foundation to new heights. According to Tadas, "As opposed to just looking at the transactional aspect of the data in an ERP system, companies will have the ability to take the data captured in an ERP system and turn it into a much more visible and interactive set of predictive capabilities to make rapid, informed and confident decisions."

For some midsize companies, using cutting edge analytics to make sense of massive volumes of data may seem far off. But an effective ERP solution can serve as the first step for companies that want to exploit all sources of data and content for insight. And if ERP serves as the backbone for these advanced capabilities, then companies better be sure that they get it right.

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