



# Consulting Presentation:

CLIENT: Baron Consulting Group

A wide-angle photograph of a majestic mountain range. The mountains are covered in a thick layer of white snow, with dark, rocky peaks protruding through the snow. The range stretches across the frame, with some peaks in the foreground and others receding into the distance. The sky above is a clear, pale blue, providing a stark contrast to the white snow.

# Table of Content

Our Objective

Our Recommendations

The Focus Problem

Our Team

Market Analysis

References

Emerging Tech Trends

Areas in Demand for Process Automation



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## Our Objective

Implement Digital Transformation strategies into demanded industries to enhance efficiency of handling business processes, reduce development time and recruitment resources and ultimately grow the company.



## THE FOCUS PROBLEM:

Providing tech automation of business processes at a low cost.



# Market Analysis

Business Process Automation (BPA) market size is expected to grow from USD 12.4 billion in 2022 to reach USD 14.02 billion by 2023, at a Compound Growth Rate (CAGR) of 13.1% during the forecast period.

— “The Business Research Company”



## BPA drivers

- A large number of **SMEs** rising demand for ecommerce / retail from a large population and increasing cloud adoption in the region
- The **Covid-19 Pandemic** has accelerated digital transformation demands
- Increased need for **optimized resource utilization** through automated business processes



# BPA ecosystem

- HR Automation
- Supply Chain Automation
- Sales and Marketing Automation
- Accounting and Finance Automation
- Customer Service Support Automation



## BPA opportunities

Based on service, support and maintenance segment to be a larger contributor to the BPA market growth during the forecast period. (eg. **customer service support** automation segment is expected to grow at the highest CAGR of 14.7%).

**Integration of AI and ML technologies:** with machine learning ML, BPA continually evaluates data to predict the future and suggest data-driven improvements to enhance operational performance.



## BPA benefits

- Cost Savings

McKinsey predicts digital automation will reduce costs in health care by as much as 30%.

- Save Time and Speed Up Processes

Cricket Australia sped up its typical approval processes by 50% using frevvo.

- Lighten the Managerial Workload

Gartner predicts 69% of tasks currently done by managers will be automated by 2024.

- Reduce Human Errors and Delays

Virtual workers perform tasks with 100% accuracy, referring exceptions to the human workforce.



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# BPA concerns

- Growing cultural barrier to adopt BPA:
  - Several organizations still stick to manual business process since the lack of knowledge about emerging automated solutions
  - Some companies still consider BPA solution as risky, complex, and costly
  - The misconception among organizations is that the adoption of automation is going to pose a threat to the job security of their workforce
- Persistent growth in cyber-attacks and security issues:
  - Security hazards such as malware, hacker attacks, or data thefts pose major threats to the reliable execution of business process automation



# Emerging Business Trends:

Education, Law, Accounting  
and Marketing



# Education trend

O1

## REMOTE LEARNING PLATFORMS

With the rise of coronavirus, remote learning is inevitable. Apart from established platforms such as Khan Academy or Coursera, there are other platforms with more optimization needed.

Potential Tasks: connecting consumers with student teachers , customer service, autograding , or generating questions from the content using technology

# Education trend

O2

## HOMESCHOOLING

Similar to remote learning, homeschooling has increased over the past few years. Although this would be tricky to align with the company's goals, it is a factor to keep in mind for the upcoming years.

Potential Tasks: connecting online schools to new students



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## Education trend

03

### CLOUD-BASED SERVICES

Cloud based services provide information technology as a service over the Internet or dedicated network, with delivery on demand, and payment based on usage.

Examples: Google Cloud, Microsoft Azure

## Education trend

04

### BLOCKCHAIN TECHNOLOGY

Blockchain technology in education is mainly used for securing data of students, keeping records and e-transcripts, and using smart contracts for courses and assignments.



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## Education trend

# 05

### IMMERSIVE LEARNING TECHNOLOGY

Augmented reality (AR) and virtual reality (VR) are on the rise. This technology is used to make learning more fun and engaging for students.

## Education trend

# 06

### BIG DATA ANALYTICS

Analysis of datasets that are too large for traditional data-processing software

Potential Tasks: tracking students progress, finding hidden issues in learning and teaching for optimization



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## Education trend

# 07

### ARTIFICIAL INTELLIGENCE

AI systems can analyze student's learning style and pre-existing knowledge to deliver customized support and instruction. Another use is for grading assignments.

## Education trend

# 08

### ROBOTIC PROCESS AUTOMATION

Softwares that imitates human execution for repetitive tasks. It can be used for processing transactions, replying to emails, and automating reports.



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## Law trend

09

DATA SECURITY

To prevent data leaks, by training staff and vet third-party service providers.

Example: Panama Papers

## Law trend

10

CLOUD-BASED SERVICES

The data can be accessed everywhere via off-premise data storage.



## Law trend

11

LEGAL CHATBOTS

Chatbots that function as customer service.

Example: ChatGPT

## Law trend

12

DOCUMENT REVIEW SOFTWARE

The software conducts data analysis of documents and other data in the firm's database to produce reviews at a much faster rate.



## Law trend

13

### ELECTRONIC BILLING

Produces e-bills, which helps to reduce human errors and improves efficiency.

## Law trend

14

### E-DISCOVERY TOOLS

These tools automate data organisation at the discovery stage of civil litigation matters. The process involves collecting, processing and sorting through large databases of electronically stored materials.



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## Law trend

15

### LEGAL CONFERENCING SOFTWARE

Aside from hosting internal team meetings and e-court appearances, the software automatically converts documents into standardised templates and helps them to be more accessible and organised.

## Law trend

16

### DOCUMENTATION AUTOMATION TECHNOLOGY

This technology automates process-driven tasks and documents by proof-reading and generating standard legal documents.



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## Law trend

17

### LEGAL TRANSCRIPTION TECHNOLOGY

This technology helps with notetaking of long meetings, conversations and conferences. It uses a speech recognition software.

## Law trend

18

### ONLINE DISPUTE RESOLUTION

Either artificial intelligence is used as a facilitator or a third party acts as the facilitator, which reduces expenses, scheduling and delays.



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## Law trend

19

### LEGAL RESEARCH TECHNOLOGY

This technology acts as a lawyer's personal assistance by providing search improvements and suggested answers to help in the research process.

## Law trend

20

### PRACTICE MANAGEMENT SOFTWARE

Softwares such as this helps in the daily operation of a firm by assisting in case management, accounting, scheduling and many other services.



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## Law trend

21

### DOCUMENT SHARING SOFTWARE

This helps lawyers within teams to share and collaborate on classified documents while being able to work remotely.

## Law trend

22

### VIRTUAL OFFICES

Virtual offices are constructed using a combination of new emerging technologies to allow law firms to function without having to pay overhead costs.



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## Accounting trend

23

AI & MACHINE LEARNING

Automates mundane accounting services such as bookkeeping.

## Accounting trend

24

OPTICAL CHARACTER RECOGNITION (OCR)

This technology automatically extracts machine-readable text in financial documents, such as invoices and bills, and transfer them into an accounting system.



# Accounting trend

25

## ROBOTIC PROCESS AUTOMATION

This technology eliminates entry of data by automating rule-based tasks.

Eg.: Setting bank rules in a QBO account

# Accounting trend

26

## LOAN AND CREDIT APPROVAL

This technology assesses the creditworthiness of clients by streamlining the lending process, which enables institutions to quickly process a larger volume of applications and check clients' financial status.



## Marketing trend

27

### PURCHASE ORDERS

This technology directs the request to the appropriate personnel and notifies customers of the operations that have been taken automatically.

Eg.: Collections of demographic data and location, Delivery services, Logistics

## Marketing trend

28

### CUSTOMER ONBOARDING

This technology collects information, processes documentation, sets up trainings and meetings as performs other business processes as clients request.

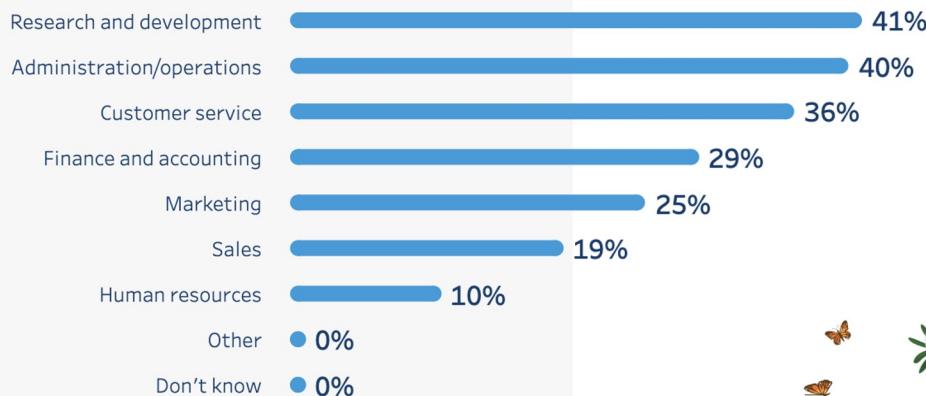
Eg.: Customer Service, Employee Training Programme



# Area In Demand for Low-cost Process Automation



## Highest Demand From Business Teams for Automation in Organizations



Filter by Country |

Australia



Among the most demanded sectors in Australia, R&D, customer service, sales, and marketing are difficult to implement reusable automation, because the requirement variance is too high among different companies.

Administrative/operations and Human resources are more homogeneous in nature compared to other demands.

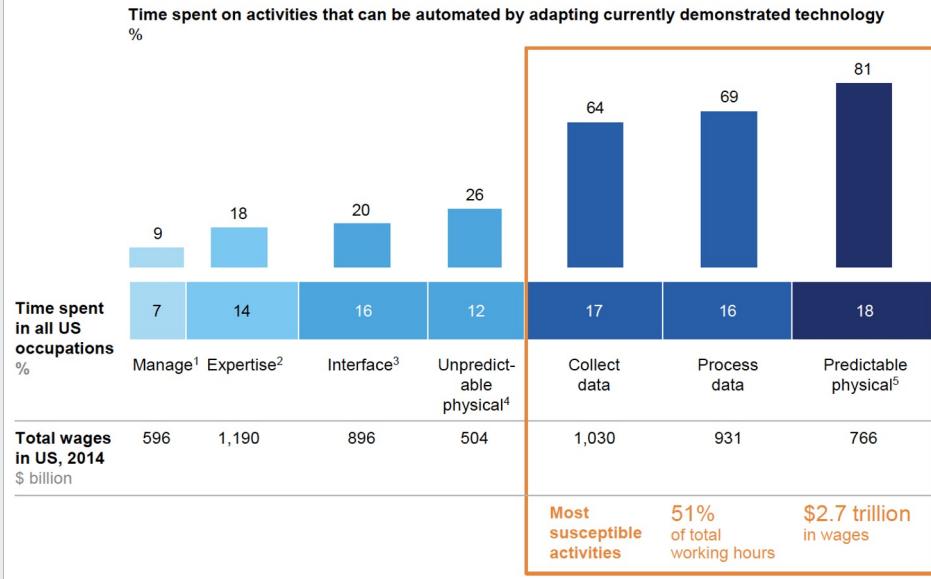
## Small businesses

Medium or large enterprises(>100 employees) generally have their own IT department implementing low-cost automation processes. The industries with high percentage of small businesses potentially has the highest demand from Baron consulting.

## Businesses with high administrative cost

Material cost and other fixed cost cannot be reduced using automation. Direct labor could not be effectively automated with low cost, because the requirement varies greatly with companies. Administrative tasks such as invoice recording or spreadsheet generating/updating could be automated with low-cost and could be reusable across different industries.

Three categories of work activities have significantly higher technical automation potential

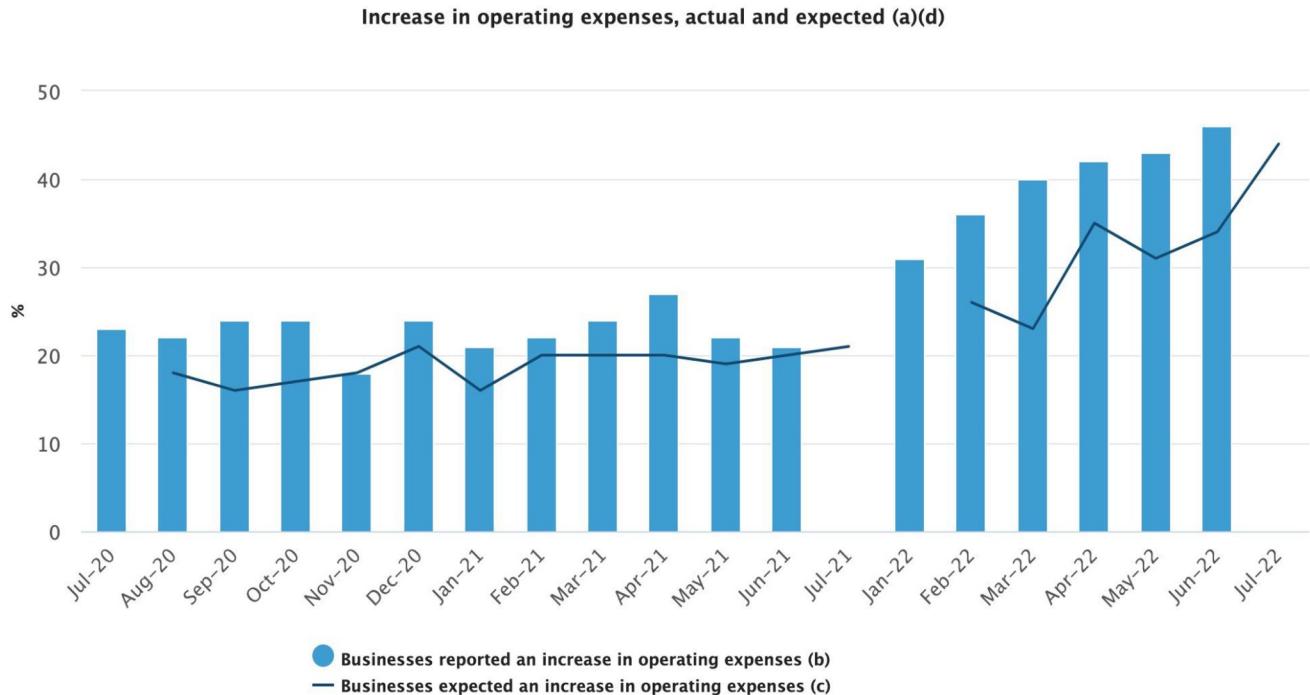




# Industries With The Highest Value Share From Small Businesses in Australia

Industry sector	Small	Medium	Large	All	Small Business share
	\$m	\$m	\$m	\$m	%
Agriculture, forestry and fishing	23,964	5,555	1,907	31,425	76%
Rental, hiring and real estate services	61,733	9,354	11,986	83,072	74%
Construction	71,310	27,386	29,307	128,003	56%
Other services	19,124	10,044	5,253	34,420	56%
Professional, scientific and technical services	56,798	36,037	42,910	135,745	42%
Health care and social assistance (private)	36,261	19,568	41,447	97,275	37%
Accommodation and food services	15,023	17,056	11,197	43,275	35%
Retail trade	20,418	17,539	40,969	78,927	26%
Transport, postal and warehousing	19,503	13,801	46,479	79,782	24%
Wholesale trade	16,689	25,275	28,335	70,300	24%
Arts and recreation services	3,400	4,486	7,015	14,901	23%
Manufacturing	24,710	32,140	55,420	112,271	22%

# Operating expenses keep climbing



(a) Proportions are of all businesses.

(b) Businesses reported changes over the last month.

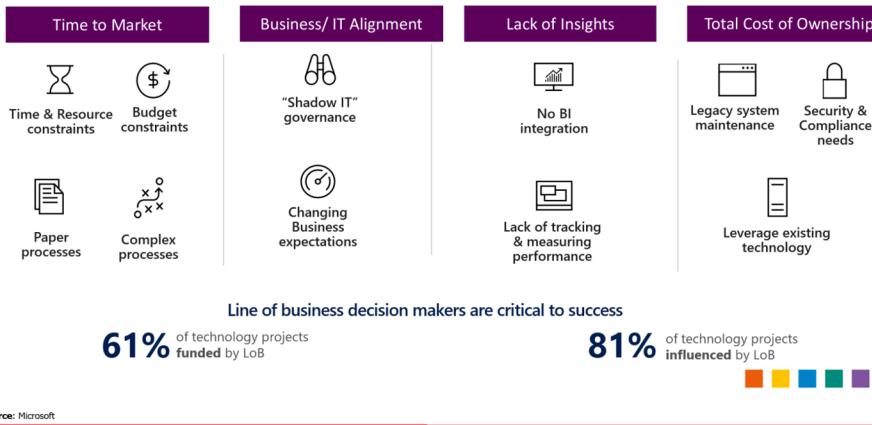
(c) Expectations for the indicated month as reported by businesses in the previous month of collection.

(d) The Survey of Business Conditions and Sentiments was not conducted between July 2021 to December 2021 (inclusive).

Source: Australian Bureau of Statistics, Business Conditions and Sentiments June 2022

# Technology Investment & Business Outcomes

Transforming a business can be challenging



There are continuously increasing misalignments between business expectations and what online platforms can offer.

A common struggle in such business transformation is finding a technical talent to construct applications to narrow the demand gap for process improvement.

Software development can be time-consuming and expensive, as it comes with upholding security and compliance regulations to ensure softwares run seamlessly and safely.



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## Trends and Processes Recommended by Us

- ❖ Social Platform
- ❖ Electronic Billing
- ❖ Cloud-Based Services
- ❖ Customer Onboarding



# Social Platform

- Primarily for communicating within the company
- Work communication is streamlined within the company
- No application that dominates the field except Microsoft Teams
- Should target small to medium businesses

## Examples of real-time applications:

- Microsoft Teams
- Blink
- Beekeeper
- Slack
- Campfire
- Wrike



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## Tools to include:

- Instant messaging between individuals or groups within the company staff
- Web/video conferencing
- Built-in tracking of employee incentives (boosts motivation to hit KPIs)
- HR functions, such as displaying available leave and applying for leave (promotes work-life balance)
- Planning tools, such as class planning for lecturers
- Team bonding
- Internal newsletters / announcements
- Daily task tracking for supervisors
- Data encryptions



## PROs

- Allows for a clearer boundary to be set between work and personal life
- A simpler, more affordable social platform may benefit SMEs
- Easier communication between different groups in a professional setting
- Smooth internal communication is needed for any businesses

## CONs

- Competitors have well-designed social platforms
- Adding a lot of features for a full-fledged app might take time/costly from outsourcing



# Ways to Add Automations

- Chatbots to ask updates on the employees' progresses
- Send notifications when shifts changes or any new announcements
- Auto-tracking when employees' shifts start and end
- Adjusting timetables if included



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# E-Billing and E-Invoicing

- E-Invoicing refers to the billing in the B2B (business-to-business) and B2G (business-to-government) sector
- E-Billing refers to the billing in the B2C (business-to-consumer) and G2C(government-to-consumer) sector
- In the broader legal sense, e-bills and e-invoices could mean digital form of bills and invoices that are created using low-cost automation.
- In the narrow legal sense, e-bills and e-invoices refer to the bills and invoices that includes all the government-required data fields.
- In many countries, e-invoicing/e-billing are required by the governments to achieve:
  - More efficiency for recording and storage
  - Safer transactions
  - Easier storage
  - More accurate invoice information, which leads to more accurate market data
  - Better control of tax evasion

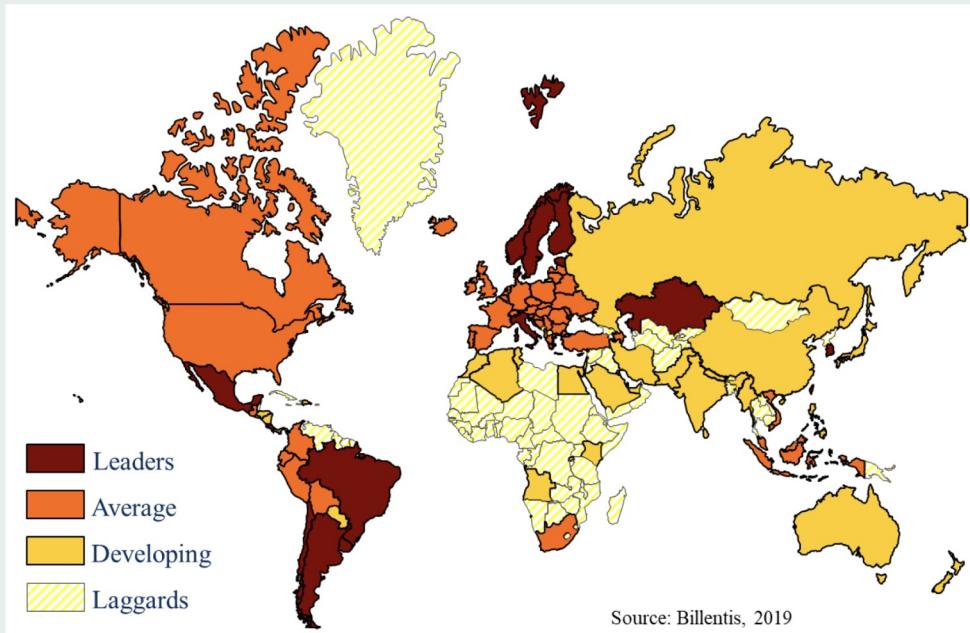


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# Highlighted Services Baron Consulting Could provide

- Automated e-bill/e-invoice generation and delivery
  - Using text generation tools to produce (compliant) e-bills and e-invoices
- Generation of e-bill/e-invoice from traditional bills/invoices
  - Using text recognition tools to generate (compliant) e-bills and e-invoices from paper bills/invoices
- Cloud-based e-bill/e-invoice storage and management
  - Services related to the management of e-bills/ e-invoices using cloud-based technology

# Global Market Landscape for e-invoicing



- Baron Consulting should target markets that are developing which has a large demand for e-invoicing services in the near terms.
- Although the e-invoicing infrastructure for the markets with “laggards” status is still incomplete, these markets has the potential for fast growth in the future, so Baron Consulting should keep an eye on them



## PROs

- Invoices in the global market are expected to quadruple from 2019 to 2025, and e-invoicing global market is expected to grow at a similar rate. the Growth in the developing market will be greater;
- More tax authorities are starting to require compliant e-invoice. E.g., as of July 2022, e-invoicing has become mandatory for all commonwealth agencies in Australia; as of March 2022, e-invoicing has become mandatory for all large enterprises in New Zealand.
- The requirement for invoicing is consistent for an industry in a specific country (invoicing region).

## CONs

- Regulations could change from time to time, making it costly to maintain
- Different markets or industries usually have different requirement
- It is difficult to set on an industry and a market, more sophisticated researches are required on the decision.
- A large portion of the demand are pushed by the government mandate, and many businesses outside of the mandate refrains from changing.



# Industries with the highest demand for e-invoicing

According to the partials of a report by IMARC group, The largest sectors with demand are:

- Energy and Utilities
- Fast Moving Consumer Goods
- E-Commerce.
- Bank, Financial services, and Insurance
- Government

Most of the e-invoicing market reports are not available for free, therefore more detailed research input is required on this crucial topic.



## Cloud-based Service

- It is utilized to address a variety of applications like computation, database and data storage.
- Using cloud-based service, organizations can manage expenses more efficiently and distribute meaningful workload effectively
- On the other hand, consumers can simplify processes of sharing and storing via cloud-based service, and ensure their content is protected and accessed securely.



## Real-life Examples

- Cloud computing consists of 3 main elements: Cloud-based software, Cloud-based infrastructure and Cloud-based platforms. They are respectively referred to Software-as-a-Service (SaaS), Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS).
- Cloud-based software refers to computer programs that use the internet to deliver digital tools and store documents on remote servers in data centres
- Its examples include G Suite (word processor, email, file storage), MYOB (accounting software), Dropbox (file storage), Zoom (video conferencing) and many more.



## Real-life Examples (cont.)

- Cloud-based infrastructure refers to remote computers or data centres that can be used for computing, storage, and networking
- Its examples include Amazon web services (AWS), Microsoft Azure and DigitalOcean
- Cloud-based platform, typically based in remote data centres, refers to software building, deploying, testing and managing for businesses
- Its examples include Google App Engine, Cisco and OpenShift



## Tools and Features

- Virtualization - Cloud computing utilizes server and storage virtualization as its cores to allocate resources quickly
- Multi-tenancy - Resources are pooled and shared among multiple users to gain economies of scale
- Network-access - Resources are accessed via web browser or a range of networked devices like smartphones and computers
- On demand - Resources are self-provisioned from an online catalogue of pre-fined configurations
- Elastic - Resources can automatically scale up or down
- Chargeback - Resource usage is tracked and billed on service arrangement



# Benefits

- Faster implementation (Save time cost)
- Anywhere access to applications and content (Wide network access which increases flexibility)
- Rapid scalability to meet demand (High compatibility)
- Lower costs of infrastructure, energy, recruitment, facility and maintenance
- Greater IT staff productivity and across organization/Better teamwork
- Enhanced security and protection of information assets
- Regular backup of files and applications (so that they are up-to-date and sync for all cloud service users)



# Risks

- Dependent upon internet connection
- Complicated to monitor, in terms of privacy issues, legal issues and lack of standardized service level agreements (SLAs)
- Difficult to recover files in cases of technology vulnerabilities and data loss/leakage



## Areas in Demand

- Network and Cloud Architect – plan, design and upgrade different projects; resolve issues of network architecture
- Cloud Network Engineer – maintain network and services; find the best cloud-based service available for company
- Computer Systems Analyst – update company with latest technologies; assist smooth shift towards cloud services
- Cloud Security Analyst – spot potential digital threats and safeguard data security of company
- Cloud Database Administrator – handle data over cloud servers; potentially guide company with new technologies like AI and blockchain



# Customer Onboarding Services

is the process of introducing a new customer to a product or a service , with the goal of ensuring a positive experience and long-term customer engagement.

Some **motivations** of automating customer onboarding include:

- Increased speed and efficiency (reduce manual work)
- Improved accuracy (reduce the risk of human error)
- Better scalability (allow business to handle a larger volume of customer more efficiently)
- Enhanced customization (configure to meet specific customer needs and requirements)
- Improved data tracking and analysis (make data-driven improvements and optimize the process over time)



# Automating Customer Onboarding steps

- **Define the onboarding process:** mapping out all of the steps involved in onboarding a new customer, from initial registration to account activation
- **Choose the right technology:** taking into account factors such as cost, ease of use , and integrations with existing systems
- **Setup automated workflows:** defining the steps involved in ch workflow, such as data collection, verification, and account activation
- **Integrate with existing systems:** ensure data is consistent and up-to-date
- **Test and refine:** making adjustments to the workflows, fine-tuning the data collection process, and optimising the user experience
- **Provide training and support:** training and support to employees and customers to ensure a smooth transition to the automated onboarding process



## PROs

Helping boost growth:

- Providing a more consistent experience
- Improving customer satisfaction with personalized journals
- Cutting costs with more efficient business process

## CONs

- **Loss of personal touch** (lack the personal touch and human interaction that can be so important in building strong customer relationship)
- **Limited flexibility** (customers may have unique requirements or needs that cannot be accommodated by an automated process, requiring manual intervention)
- **Dependence on technology** (it can be vulnerable to failures , outages, and security breaches)



# Industries with the highest demand for affordable customer onboarding program

- **Retail and E-commerce** (help them manage large number of customer data and transactions more efficiently and securely)
- **Financial Service** (help streamline complex and time-consuming onboarding process)
- **Healthcare** (manage a large volume of patient data and information)

# Power Platform

It is a suite of tools consisting of mainly 5 components: Power Apps, Power Automate, Power BI, Power Pages and Power Virtual Agents.

It is an integrated system that allows real-time business performance analysis, to create actionable insights and automate necessary workflows.

## Power Platform: Everyone's platform for transformation

### No Code

Drag and drop experiences that are like PowerPoint

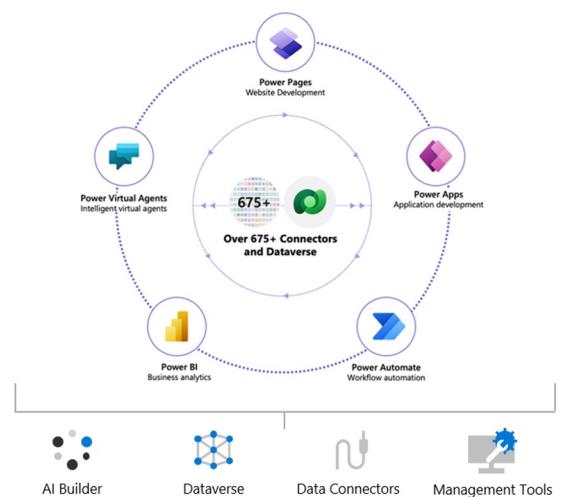
### Low Code

Drag and drop plus Excel-like formulas for functionality

### Code First

Professional development and extensibility across Microsoft

Source: Microsoft





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# Advantages of the Power Platform

- Powering application development by Power Platform reduces development time and resources associated with professional services and staffing costs.
- Power Platform can enhance IT technicians to analyse data, automate solutions and create chatbots, which enhances employee productivity and customer service.
- It is able to operate on most websites, securely supporting a mobile and remote workforce..

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## More BPA Software

### 1. Kissflow



- Unified Digital Workplace Platform to manage processes at work
- Used by over 10,000 customers across 160 countries
- Industries applied: Information Technology and Services, Education Management
- Market Segment: 55% Mid-Market, 24% Small-Business

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## More BPA Software

### 2. Quixy

- A cloud-based business application platform
- User-friendly: No coding skills required to start automating workflows
- Provides dozens of pre-built solutions for differentiated uses such as Project Management, Service Request etc.
- Industries applied: Computer software, Construction
- Entry price: \$20 (21-day free trial available)





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## Our Team

Our diverse team consists of undergraduates and postgraduates from various fields. We're determined to use our different backgrounds and expertise to provide solutions to the issues you're facing.



Team Leader

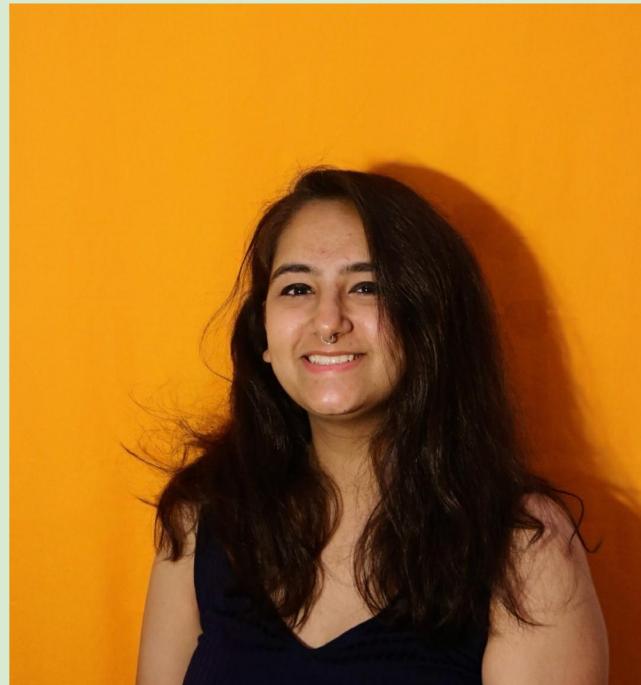
# Ishika Paruthi

Country of Origin  
India

Current Degree  
B.A Hons Liberal Arts - Double Major in Media and Business  
From Symbiosis School for Liberal Arts

Email  
[ishikaparuthi02@gmail.com](mailto:ishikaparuthi02@gmail.com)

LinkedIn  
<https://www.linkedin.com/in/ishika-paruthi-03331515a/>





IT Specialist

# Pwint Shwe Yi Oo (Hannah)

Country of Origin  
[Myanmar](#)

Current Degree  
[University of Sydney - Bachelor of Science, Major in Computer Science and Data Science](#)

Email  
[pwintshweyioo@gmail.com](mailto:pwintshweyioo@gmail.com)

LinkedIn  
[linkedin.com/in/pwint-shwe-yi-oo-659616225](https://linkedin.com/in/pwint-shwe-yi-oo-659616225)





Researcher

# Jasper Lam

Country of Origin  
[Hong Kong](#)

Current Degree  
University of New South Wales - Bachelor of Commerce, Major in Financial Economics

Email  
[worklalalam@gmail.com](mailto:worklalalam@gmail.com)

LinkedIn  
<https://www.linkedin.com/mwlite/in/jasper-lam-896b32202>





Researcher

# Nicole Joy Sim

Country of Origin  
[Malaysia](#)

Current Degree  
Charles Sturt University - Doctor of Philosophy (Psychology and Journalism)

Email  
[nicolejoy95@gmail.com](mailto:nicolejoy95@gmail.com)

LinkedIn  
<https://www.linkedin.com/in/nicole-joy-251947111/>





Researcher

# Rongcong Lin (Alan)

Country of Origin  
China

Current Degree  
University of New South Wales - Bachelor of Data Science and Decisions

Email  
[hilinrongcong@outlook.com](mailto:hilinrongcong@outlook.com)

LinkedIn  
<https://www.linkedin.com/in/rongcong-lin-2814a724b/>





Researcher

# Runyu Wang

Country of Origin  
China

Current Degree  
University of New South Wales - Master of Information  
Technology, Major in AI and Data Science

Email  
[runyu.wang@student.unsw.edu.au](mailto:runyu.wang@student.unsw.edu.au)

LinkedIn  
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Thank you.

