



WHITE PAPER

THE BENEFITS OF OPERATING A SMALL TO MIDSIZED B2B BUSINESS WITH THE BSCALER WEB-BASED SOFTWARE SOLUTION

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CONTENTS

Modern Trends Produce Significant Savings.....	2
Problems: Multiple, Partial Solutions	2
Problems: Costs of Ownership	3
Benefits of the BScaler Web-Based Approach	4
The BScaler Web-Based SaaS Solution for B2Bs.....	6



Modern Trends Produce Significant Savings

Software has evolved since its first days when it was literally 1's and 0's. Usually the new ideas come from the inventive minds of designers who see a new technology and eagerly take advantage of it, often without knowing what benefits may ultimately arise.



One such technology innovation is **Cloud Computing** -- the deployment of software across the "Internet cloud," where users log into the application by a web browser. Early examples were retailers like Amazon, and airline booking engines.

BScaler developed its web-based "One Business Solution" as a fully integrated business management system to meet the needs of small to midsized enterprises.

Problems: Multiple, Partial Solutions



Small to midsized businesses suffer with consumer-grade software (Windows-based applications) and spreadsheets for:

- CRM Customer Resource Management,
- Proposals/Price Quotations,
- Order Booking,
- Generating Purchase Orders,
- Managing Inventory,
- Invoicing,
- Accounting (likely non-GAAP) and
- Financial Statements.

These tools are inexpensive and, until recently, all that SMBs could afford. *Their total costs of ownership, however, are staggering.*

Problems: Costs of Ownership



Those partial solutions impose these requirements:

- Frequent restarting of software and computers because of the vulnerable nature of personal computer programs and the operating system family that they use.

IT Cost at least \$75,000 per year (estimate: BScaler).

- The need to move data from one point solution to the next. Examples:
 - A sales representative makes a price quotation with one tool and sends it to the prospect with CRM information from another one.
 - When that customer returns a Purchase Order, someone transfers this to a program that "books" the order. That program requires the customer name, address, bill-to and ship-to information for the order.
 - Someone creates and processes the Invoice, which needs the information re-entered into, say, an accounting program.
 - For careful records, someone may need to move this into a transaction storage method.

Duplication of Effort Cost at least \$20,000 per year (estimate: BScaler).

- Each of these various solutions runs on several personal computers operated by their specialist users: CRM data by Sales Representatives, Order Booking by office specialists, shipping and invoicing by specialist users, and Accounting by an in-house or contract accountant or CPA.

Lost Opportunity Cost from Delays: Unknown

- Moving company data from computer to computer takes time and risks introducing errors at each step.

Cost of Finding and Fixing Errors: Unknown

- A disgruntled user might remove data from the company, either to be malicious or to use it for a new employer. The new employer probably does not know of this theft.

Cost of Replacing Company Data: Unknown

Cost of Losing Trade Secrets to a Competitor: Unknown

- Unless a computer is portable (and a laptop computer has risks), users likely must be on premises to do work.

Lost Opportunity Costs: Unknown




Benefits of the BScaler Web-Based Approach



The modern BScaler business-management software as a service ("SaaS") offers subscriptions on a per-user basis.

The many benefits of this Solution:

- **No up-front investment.**
- Always-up-to-date software.
- **No IT burden.**
- **Availability** anywhere and any time with Internet access on a browser – no software to install and no service patches.
- **Security** of company information through:
 - o Proven data encryption technology (SSL .
 - o Secure storage of company information on live redundant disks and off-site backups.
 - o Limiting the company data a user can download for wrongful purposes. The system records actions with User IDs for examination.
 - o Role-based logins for every authorized user. This allows appropriate responsibilities and privileges per user.
 - o Latest technology firewall.
 - o Hardened Operating System.
 - o BScaler employee access by control badges into a 24-hour, 7-day alarmed facility.
 - o High Availability via batteries and generators in the event of a power loss at BScaler.
- **Affordable** – a subscription per user is about the same cost as a cell phone, so the savings can be immediate and dramatic.
- **Fast** Deployment – ten work days is typical, not 18 months as with large, dreadfully expensive mainframe applications.
- **Unified** Database – most users *advance the process by mouse clicks* because the system makes the data improved by one user available to the next.

Users merely click to:



- Put account & contact names, addresses into a quote
- Add items to the Quote
- Convert the quote to a PDF document; email it to the contact
- Upon receipt of a customer P.O., book the order
- Reseller: use that order to buy items from preferred vendor(s)
- Approve POs before they go to vendors
- Synthesize a vendor invoice upon receipt of goods; record this to the proper POM G/L account and its balancing second-entry account
- Initiate vendor payments per synthesized and actual invoices
- Print a payment check with correct MICR encoding
- Receive ordered items
- Convert a booking into an invoice; update the G/L
- Record customer payments
- **Automatically** update the General Ledger per GAAP
- Log service requests, assign ticket numbers, escalate skill levels and record each activity
- Email **RMA** numbers to support clients and handle returns with advance replacements, account credits or payment checks
- Achieve real-time BAM business activity monitoring with the **Executive Dashboard**
- Perform bank reconciliation
- Generate **Trial Balance Worksheets** *at any time*
- Generate end-of-period Financial Statements
- Design an assembly by making a BOM bill of materials
- Generate a Work Order for assembly construction



- Manage countless warehouses anywhere on the planet
- Transfer inventory among locations, with or without tracking mechanisms (e.g. interim locations, ETAs)
- Accurately handle *order backlogs*, *recurrent charge sales* and *deferred revenue sales*
- Create an invoice rollback, revenue reversal or make other flexible (yet *correct* per GAAP) adjustments
- Manage *Fixed Assets*, including assignments, transfers and depreciation

Users do every one of the above with *mouse clicks* – *no typing*.

The BScaler Web-Based SaaS Solution for B2Bs



BScaler developed a fully integrated, web-based solution **especially suited for B2B business-to-business enterprises**. These include value-added resellers, distributors and importers. Perhaps they do light manufacturing (BOM & Work Orders). This solution enables the appropriate users to work with minimal new training because it **follows standard business practices instead of a programmer's ideas and convenience**.

The BScaler service walks users through their tasks with reasonable choices and humanized language. It warns them when they make a choice with possible side effects, but generally lets them proceed.

Whether a user's role is in Sales, Service, Operations or Finance, the BScaler web-based service empowers, accelerates and informs.