



## The Importance of Business Process Improvements for Small Businesses

In a struggling economy, many businesses strive to accomplish more with less. For small to mid-sized companies with smaller operating budgets, the impact of accomplishing more with less can be magnified, producing significantly greater results. Even seemingly minor modifications in business processes can generate improvements. Some of these changes result in cost savings, others result in increased efficiency, but both types of changes can positively impact profitability.

Areas most frequently assessed for business process improvements include technology upgrades, financial processes, operations and communications. Although some of these process improvement areas may require an initial investment for enhancements such as software upgrades, the returns are often worth the investment. When evaluating business process improvement (BPI) initiatives for small to mid-sized companies, there are several key steps to consider which will support a successful implementation of the BPI.

**Assessment** - Develop a clear understanding of the project or process improvement under evaluation. This includes doing research on best practices that may not be part of the current process.

**Analyze and document the existing process** - Speak with various stakeholders to gain a better understanding of what works, what doesn't, and what would be the ideal solution. Opinions may differ, but they all add context around why this specific area was identified as one requiring improvement. Keep in mind that the problem may be the absence of a single, consistent process which is contributing to the inefficiency.

**Redesign the process** - Consider input that was received by key stakeholders and map that against research performed to identify best practices. This will assist in identifying areas that may need to be addressed first or may be the largest contributors to inefficiency. As part of the redesign, attempt to establish a realistic implementation schedule for the business process improvement.

**Test the redesign** - There are bound to be glitches in the redesigned process. Test the new process with a small group so that users can identify these issues prior to rolling out the process across the entire organization. If the process is a new software program, test it within a single department or with a few key employees, etc.

**Refine design** - Address changes that should be made based on findings of those testing the process improvement.

### Keeping Your SEO Updated

Search Engine Optimization (SEO) is not a skill you "learn" once. It is a dynamic subject. Search engines' algorithms, in particular Google's, change constantly. It is critical that websites are constantly updated to account for these changes, thereby ensuring that businesses continue to benefit from web searches.

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### Automating Accounts for Profitability

As we acclimate into a world where speed is essential and computerized work has become the industry standard, automating accounts is now a necessity, not an option. While automating your accounts results in immense time savings and cost reductions, did you realize its direct, positive impact on profitability?

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### Case Study – Automating Financial Processes

Arena Sports is a national leader in the indoor sporting facility industry. They operate multiple locations in the greater Seattle area. Arena Sports also operates two subsidiaries, Li' Kickers soccer franchise and SportsIT registration software.

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**Roll-out** - Introduce the process improvement to the entire company, and include documentation for future reference by impacted employees.

**Measure and evaluate** - After several weeks and again after several months, evaluate the success of the BPI and quantify any results as much as possible- return on investment, improvement in profitability, cost savings, etc.



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Small to mid-sized businesses can recognize significant gains from implementing business process improvements. If you would like to learn more on how Analytix Solutions can assist you with assessing your current business processes, please call me directly at 781.503.9004 or email me at [snpatel@aixsol.com](mailto:snpatel@aixsol.com).

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