



# SME DIGITAL TRANSFORMATION

PROCESS AUTOMATION  
WHITE PAPER



# SME & Digital Transformation

## WHAT IT IS?

Small & Medium Businesses are flourishing. EU defines small-sized enterprise as a company with fewer than 50 employees and a medium-sized enterprise as one with less than 250 employees. In addition to small and mid-size companies, there are micro-companies, which employ up to 10 employees.

|                   |                |
|-------------------|----------------|
| Micro Enterprise  | <10 employees  |
| Small Enterprise  | <50 Employees  |
| Medium Enterprise | <250 Employees |

## What is SME Digital Transformation?

Digitalization will continue to play a key role in this growth in SMEs. IDC defines SME digital transformation (DX) as the digitalization of businesses — a customer-centric business strategy with the goal to transform internal operations using digital technologies, such as cloud, mobility, social, augmented/virtual reality, Internet of Things (IoT), and analytics or artificial intelligence (AI), for better engagement with customers, partners, and employees.

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# Why SME Automation is important?

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**01**

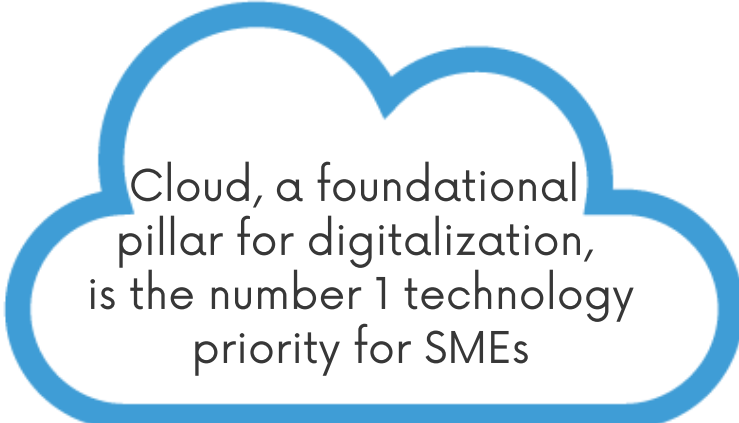
Attract new customers

**02**

Improve employee productivity

**03**

Streamline operations



Cloud, a foundational pillar for digitalization, is the number 1 technology priority for SMEs

SMEs that are successfully transforming digitally (Digital Challengers) generate,

**50% more sales and worker productivity,**

Leading SMEs (Digital Natives who are already digitally transformed) garner,

**2 times more benefits**



# 01

## Engaging Customers

A significant portion of consumers are savvy digital natives, and their numbers are quickly increasing. Naturally, businesses with an online presence have the upper hand at appealing to this key group

# 02

## Optimizing processes

This helps to increase the efficiency of the business operation. Process automation which once was reserved only for big companies now available for SMEs thanks to the cloud.

# 03

## Transforming Offering

Data insights are the key drivers of growth and success. These insights can help small businesses make informed decisions based on what works well and what doesn't.

# 04

## Empowering employees

Employees time can be freed up from manual processes so that they can channel more efforts into activities that can help grow the business. Studies have shown that 30-90% of employee time savings are achieved with process automation.

# 05

## Reducing Fraud

Automated systems gives controlled access to information and in the mean time prevents occurrences of fraud as manual procedures is reduced as much as possible



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# Benefits of SME Auto- mation

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# 01

Develop a three-year digital technology road map

# 02

Prioritize the critical business processes to automate

# 03

Evaluate and rightsize the technologies to invest in

# 04

Invest in digital talent and skills

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## How to automate SME?

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# 05

Find the right technology partner for your journey

# 06

Keep up with industry trends and best practices

# 07

Simplify, start small, learn and scale

# Industries

 Marketing Agency

 Automobile  Migration

 Educational

 Logistics  Power

 Solar Company

 Travel  Construction

 Law Firms

 Finance  Trading

 IT Services

 Security Firms

# Applications

Sales/Lead Management

Sales/ Quotations/ Emailing

Project/System Implementations

Procure to Pay Process

Order to Cash Process

Service Delivery

Complain Management

Vendor Registration

Service Dispatch

Case Management

More..

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# Find the right technology partner for your journey

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## 01

Cloud  
native

## 02

Easy to  
setup

## 03

Affordable  
software



WorkHub24 is an international, Software As a Service Platform that drives Small & Medium Business digital transformation with its Business Process Management System. Through its simple and intuitive software platform it helps variety of customers realize their digital transformation projects with ease.

WorkHub24 offers its partners and customers a range of ready made suite of applications to automate SMEs.

The flexible no-code application development/customization environment allows you to customize ready-made applications easily to suit the end customer requirements or create new applications easily on top of WorkHub24 platform





WorkHub24 enables you to design, analyze, model, implement, & automate business workflow applications with the goal of improving corporate performance by minimizing errors, inefficiencies, and miscommunication. It's a platform which gives a no code, visual builder environment to build workflows easily by your staff.

WorkHub24 is also iPMS ready. It's the best Digital Transformation platform for SMBs that help accelerates deployment of complex IT solutions for you.



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or talk to your reseller for more details