



5 Ways to Boost Business Efficiency





After a year of unique business challenges, the time for seizing opportunities and making the most of your company is here. One of the best ways to do this is to increase business efficiency — do more with less.

The number of companies citing business efficiency as a priority increased by 20%¹ in 2020, and it is easy to understand why. When you reduce the resources required to succeed and scale you are more competitive.

Use the following five tips to prepare your business to thrive and compete during the economic rebound.

¹ <https://www.idg.com/tools-for-marketers/cio-pandemic-business-impact-survey-2020/>



Increase company revenue.

Competition for customers will be fierce in the coming year as the economy rebounds. Updating internal systems to improve business efficiency can lead to shorter customer wait times and better overall service. These improvements drive revenue by keeping customers loyal and attracting new buyers.

Customer relationship management (CRM) and enterprise resource planning (ERP) are two important tools for improving your customer experience. CRM systems manage data from sales, marketing and customer service interactions and ERP systems handle internal processes. Used together, they can improve customer interactions and streamline operations for a better buyer experience. Solutions from compatible independent software vendors (ISVs) can also extend your capabilities in the cloud.

Improve your customer experience in 2021 by:

- ✓ **Focusing on customer needs.** Personalize your offerings to customers' needs by targeting specific segments of your audience with special offers or content geared to their unique interests. Using Amazon Machine Learning (Amazon ML), developers can create real-time recommendations. For example, ML can help your website personalize content or product suggestions for customers based on their past search or purchase behavior.
- ✓ **Improving interactions.** Enhance your customer service team's ability to have fast, seamless interactions with customers via voice and chat. Agile organizations choose [Amazon Connect](#) to introduce the power of machine learning into their customer support experiences. Cloud contact centers drive better experiences by giving agents access to the right information at the right time in order to solve issues quickly.

[Minerva Networks](#) develops video compression systems for broadband networks and interactive TV services. It worked with AWS to help customers quickly deploy new services and mission critical applications in the cloud to subscribers at scale. Providers are able to improve retention rates at a time when many viewers are cutting the cord.



With systems in the cloud, Minerva can help television content providers lighten their financial burden and their technology risk while delivering complex services.





Manage costs.

Businesses that eliminate unnecessary spending will have the resources to invest in driving growth as opportunity arises. This is the essence of business efficiency.

Make sure you're spending wisely by:

- ✓ **Reducing your "technology debt."** Many companies have acquired hardware and software over the years that has accumulated into an inefficient and expensive network or data management solution. It often isn't delivering a great customer experience either. As an alternative, cloud technology provides the reliability and capacity a company needs to keep customers happy, and it can be easily scaled up or down based on user demand. The "pay as you go" nature of cloud services means you trim expenses as usage diminishes. When demand increases, you can quickly expand **storage capacity**, and acquire technology for new employees based on your actual needs, rather than projections.
- ✓ **Finding economies of scale.** Consolidating technology spending is possible when your organization uses the cloud for hardware, software and storage. In cloud computing, the workload from hundreds of thousands of users is aggregated, creating economies of scale and lower pricing. Since cloud storage allows IT teams to quickly deliver the exact amount of storage needed, when it is needed, teams are freed up to work on more complex problems.



Echelon Fit CTO John Santo shares how AWS helped them grow and scale their subscription-based business.



| Support productivity.

In today's world, it is imperative for businesses to find the "best way" to reliably connect teams to the people and data they need, regardless of location. The cloud allows you to improve your organization's access to information, use the best teamwork tools, and ensure that your company can dynamically react to needs.

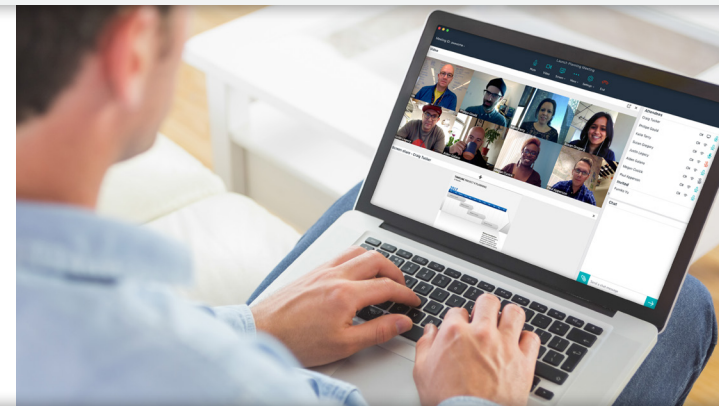
Increase productivity for your team by:

- ✓ **Improving information access.** All data — including day-to-day and [archived](#) information — should be available when your team needs it. Tools like [Amazon WorkSpaces](#) and [Amazon WorkDocs](#) provide easy and secure ways for team members in all locations to find, use and share information and documents. A manufacturing company processing work for multiple clients, for example, could use the cloud to make sure all required internal teams can quickly sign off on or modify new designs or products as needed.
- ✓ **Supporting communication.** This year and beyond, video conferencing will be essential to internal and external collaboration. Cloud-based video conferencing applications like [Amazon Chime](#) let remote teams see and hear one another, and maximize meeting productivity with screen sharing and synced chat capabilities. And, with a cloud-based platform, your company only has to pay for what it uses. For example, an agency working on a video edit could share the work in progress with the client and make cuts or additions in real time, streamlining the approval process.

90%

Accounts receivable management firm MRS BPO transitioned 90% of its 700 call center employees to remote work [in 21 days last year](#) using Amazon WorkSpaces, a desktop-as-a-service (DaaS) solution. The move was a quick fix for teams that suddenly could not work in person.

Better-than-expected results will make the arrangement more permanent even though the industry has not traditionally embraced remote work.



| Facilitate business resiliency.

Protecting against unplanned outages and evolving security threats requires constant vigilance. A failure to do this can be expensive and damaging to your company.

Protect your business by:

- ✓ **Ensuring durability and security.** Data stored redundantly across geographically separate facilities — and on multiple devices within those facilities — is protected against data loss due to threats, natural disasters, human error or mechanical failure. And, cloud storage can make sure your data is safe and accessible to you when you need it. The [AWS data center network](#) is architected to protect information, identities, applications and devices, and to help users meet core security and compliance requirements. Data is encrypted for security just as it would be if it was stored on-premise, but with far more sophisticated protection than most companies can provide. To provide an additional level of security, data can be backed up with Amazon Simple Storage Service (Amazon S3), which allows users to scale their storage resources up or down based on demand.
- ✓ **Reducing risk.** In the cloud, you can decide who can see your data and when they can access it. Continuous monitoring in real time can make sure the right resources have the appropriate access to information at all times. With automation you can reduce the risk of human error, freeing your team up to focus on the work critical to your organization.



Working with AWS helped Modus eDiscovery improve topline growth while ensuring data security for clients around the globe.



Improve business agility.

Recent research² found that the highest-performing teams are those able to adapt to market shifts. To stay ahead of your competition, you'll need to be able to access resources to develop new applications and services quickly. Make this the year you address any operational issues that slow the speed with which your company processes information and innovates to serve customers.

In 2021, commit to identifying ways your business can become more resilient, including:

- ✓ **Becoming more agile.** Business needs can evolve quickly, which makes it important to build agility into systems so they can change quickly and inexpensively. Solutions like [AWS Lightsail](#), a virtual private server, make it easy for cloud developers to spin up testing environments in seconds, and to quickly deploy new applications or create new websites.
- ✓ **Increasing uptime.** Availability of resources when you need them is critical. Research³ shows that after migrating to the cloud organizations typically experienced fewer disruptions and 94% less unplanned downtime. When you can shift workloads in the cloud to another location, resiliency improves and uptime increases because end users don't experience a service disruption.

Uruguay and Miami, FL-based "meat boutique" [Gourmeat](#) has seen a productivity increase of at least 40% since implementing a cloud-based inventory management system hosted on Amazon Lightsail.



Inventory management went from approximately four hours per week to less than 20 minutes.

² <https://www.mckinsey.com/business-functions/organization/our-insights/an-operating-model-for-the-next-normal-lessons-from-agile-organizations-in-the-crisis>

³ <https://pages.awscloud.com/rs/112-TZM-766/images/AWS-BV%20IDC%202018.pdf>



Give your company the operational support it needs to do more with less this year. AWS can help your business manage costs, improve customer connections and be more productive and agile. Contact your AWS account team.

Looking to streamline your operations and improve how you connect with customers? **AWS can help.**

Questions? Contact the AWS account team.

