

# A simple case for outsourcing in an increasingly challenging mid-market

Faced with increasing global competition, the lingering effects of the 2008 Great Recession including increasing regulatory pressure and more fluid working styles, businesses across all sectors must work faster and better to leverage efficiency, reduce costs and increase profit. Traditional working methods are being challenged. The firms that seize the potential offered by superior business technologies and the benefits of outsourcing to IT experts will forge ahead in this new marketplace.

Some of the features allowing businesses to work more efficiently, at a higher quality, are:

## Mobile working

The ever-increasing sophistication of mobile devices means that the momentum of the working day does not have to be disrupted by travel or location. Smart technology and tablet devices allow workers to access information when they need it, receive communications in real-time, work seamlessly with colleagues and clients and remain completely accessible. Moving into mobile working is essential to match the ever-growing demands of technology-savvy clients who expect service providers to mirror their own standards of accessibility. Proper management from an expert IT partner will ensure that any security risks posed to your business by this sprawling workforce and individually managed devices, will be fully addressed and business continuity robust.

## Collaborative knowledge sourcing

Moving away from traditional static communication forms such as email, and adopting a many-to-many communication platform provides an accessible, adaptive, relevant source of knowledge sharing that can bridge the

gap between different sorts of expertise across the business. Micro-blogging, Wikis and other social media-style platforms break up knowledge silos and ensure that any queries and subsequent responses can be seen by the right people, at any time. Such collaborative platforms allow organisations to use the expertise at every level of their business; employees can share knowledge rapidly to ensure that they can produce expansive, high-quality work without lengthy delays.

## Robust business continuity and security

As businesses change rapidly to meet new competitive standards, business continuity and security can be left by the wayside. Working faster can only mean working better if an organisation is protecting the privacy of its clients and ensuring the safety of their investment. A rigorous security plan and robust business continuity allows organisations to flex competitively, take risks and push harder to create new value for their clients.

## Clear business insight

Implementing top-level Business Intelligence software will enable deep business insight that can be used to identify opportunities within the business to create new value for clients. Using reporting and analytics capabilities, businesses can glean previously unknown levels of understanding and use it to drive strategic action throughout the company. Taking the opportunity to scrutinise performance, processes and efficacy will set your business ahead of less insightful competitors and allow you to operate with new focus.

## Streamlining for efficiency

Outsourcing your business IT to expert

partners ensures thorough assessment of all processes and subsequent streamlining to create a business benefitting from maximum operational efficiency. Using a simplified and adaptive system, workers will be able to work faster and more effectively. Implementing a best-in-class ERP and CRM platform will enable a controlled, efficient and consistent environment for maximum productivity and quality control.

### At Acora we focus on outcomes, not incomes.

Acora delivers outsourced IT services to visionary mid-market business leaders who need strategic agility without the shackles of high-risk IT. We provide the freedom to flex further, and adapt faster – fully supported by an expertly managed, outcomes-focused IT strategy. Because true service is about flexibility, we meet our clients' ever-changing strategic needs with outsourcing services delivered at whatever level feels right for them. When our clients talk, we listen. No error, no confusion. Just singular, dynamic service that drives new business value at every level in a new and uncertain economy.

### Further information



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