

# C202: Lessons Learned in a Growing Tech Business

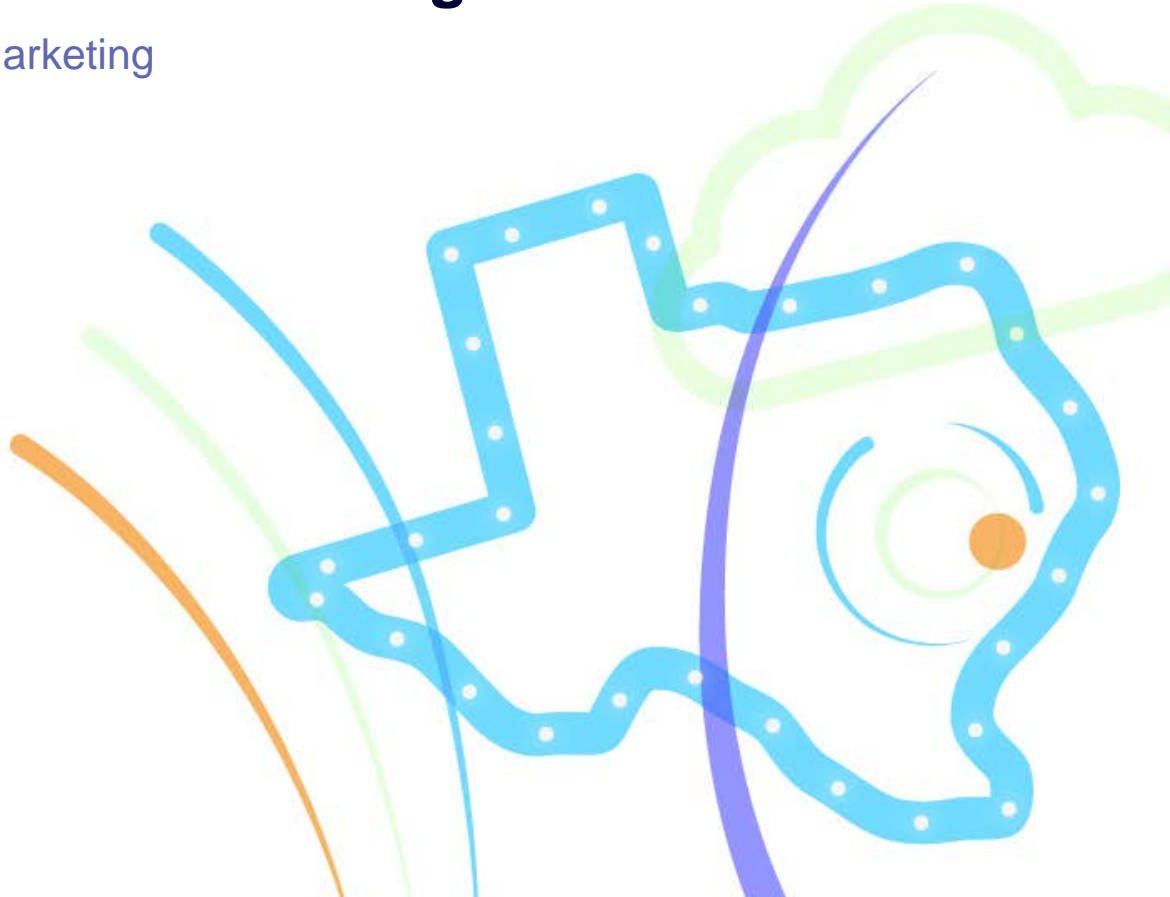
Ray Rebello, Director of Product Marketing

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# Lessons Learned in a Growing Tech Business

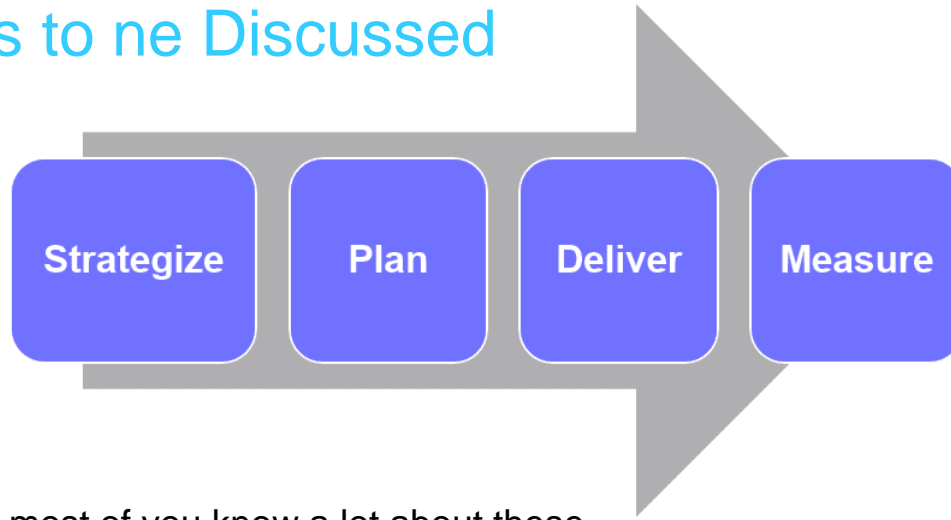
## This Session's Abstract

In the past four years, Acumatica has grown significantly in size and market awareness. This session will cover some of the processes we used within Acumatica that can be leveraged in your business, including content development, campaigns, and social media.

## Agenda Clarification

- Business growth relies on all areas of the business to be functioning together: development, marketing, sales, operations, service, etc.
- Each company's product and market is different, and this presentation focuses on **the growth processes, primarily marketing & sales**, that should be common across a majority of our customers
- PLEASE feel free to ask questions during the presentation

# Four Components to be Discussed



- Not covering the DETAIL - most of you know a lot about these
- Focus on our processes and learnings in the SMB (Small and Medium-size Business) market
- Sources
  - Experience of the Product Marketing team with 90+ years in SMB
  - Acumatica as the Case Study

# Product Marketing's Role



Bringing Acumatica's new products to the market & supporting sales efforts

## Examples:

- Product Launches
  - 3 in 2018
- Competitive analysis
  - Win/loss calls
- Content for lead gen
- Sales & Marketing Materials
- Paid Leads

# #1 Strategize Phase

Two important parts of creating the GTM (go-to-market) strategy



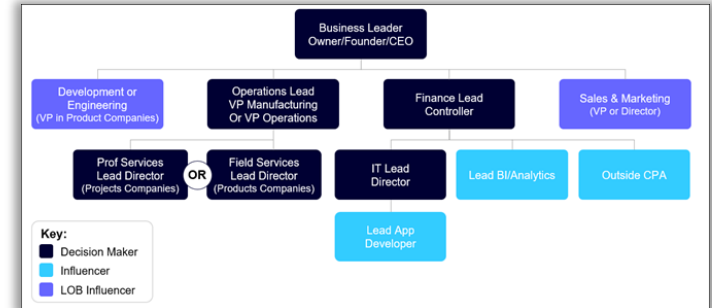
## 1. Target market defined for messaging

- Tool: SWOT analysis
  - 1960's tool still valuable today
- Industries, Geographies, Competition

	Helpful	Harmful
Internal Origin (Company and/or Product)	<b>Strengths</b>	<b>Weaknesses</b>
External Origin (Economy and/or Competition)	<b>Opportunities</b>	<b>Threats</b>

## 2. Personas: Identify the Buyers/Influencers

- Who they are, what they need
- Roles
  - By Functional Area – “Business Lead” or “Financial Lead”
  - In the buying process: Decision Maker, Influencer, Champion, etc.
- Responsibilities, KPI's and Pain Points

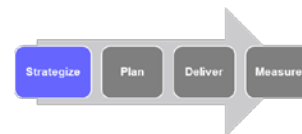


# Personas (Example)

<p><b>Finance Lead</b></p> <p><b>Title(s):</b> CFO, VP Finance, Dir of Finance, Controller, Treasurer, Bookkeeper</p> <p><b>Reports to:</b> Business Lead</p> <p><b>KPIs with Acumatica</b></p> <ul style="list-style-type: none"> <li>Company Metrics           <ul style="list-style-type: none"> <li>Revenue</li> <li>Profitability</li> <li>Return on Assets (Equity)</li> <li>Asset Productivity (Throughput)</li> </ul> </li> <li>Finance Department           <ul style="list-style-type: none"> <li>Quality &amp; Timeliness of Reports Produced (Income statement, Balance sheets, Departmental and Project Performance, etc.)</li> <li>Time to Close</li> <li>Financial Report Restatement Rate</li> <li>Cash Management</li> </ul> </li> </ul>	<p><b>Job Responsibilities</b></p> <ul style="list-style-type: none"> <li>Manage accounting function: Hire, culture, best practices to exceed account function, process benchmarks.</li> <li>Employ best in class systems and associated processes.</li> <li>Lead the development of annual budgets, capital asset plans, and financial forecasts.</li> <li>Provide organization with reporting tools and systems to help them achieve their operational goals.</li> <li>Safeguard the assets of the organization by implementing audit controls.</li> <li>Manage the firm's CPA relationships and tax position.</li> <li>Setup, manage and monitor bank lines, equipment loans, real estate loans and leases.</li> <li>Oversight responsibility (working with other business leaders) for measuring and managing company-wide financial performance metrics.</li> </ul> <table border="1"> <thead> <tr> <th>Focus Areas</th><th>How Acumatica Can Help (Case Studies)</th></tr> </thead> <tbody> <tr> <td>Increase insight and analytic capabilities to aid in more informed decision making</td><td> <ul style="list-style-type: none"> <li>Implement greater finance and accounting processes and systems</li> <li>Reduce costs for creating and distributing reports (Parallels)</li> <li>Integration to Power BI and OData brings all your data together where it can be analyzed with best-in-class tools</li> </ul> </td></tr> <tr> <td>Increase productivity and reduce costs</td><td> <ul style="list-style-type: none"> <li>Cloud-based ERP drives lower IT costs</li> <li>Web-based financial consolidations (Parallels)</li> <li>Intercompany accounting – only post once (Payza)</li> <li>Avoid mistakes and time delays by allowing all users to access the system to enter their data and inquire directly as there is no user limit</li> </ul> </td></tr> <tr> <td>Provide accurate and auditable financial records</td><td> <ul style="list-style-type: none"> <li>Quickly integrate systems to give you a more comprehensive picture of the current state</li> <li>Give all companies/entities their own books. Use inter-company functionality for consolidations</li> <li>Ensure all processes have user security and audit trails</li> </ul> </td></tr> </tbody> </table>	Focus Areas	How Acumatica Can Help (Case Studies)	Increase insight and analytic capabilities to aid in more informed decision making	<ul style="list-style-type: none"> <li>Implement greater finance and accounting processes and systems</li> <li>Reduce costs for creating and distributing reports (Parallels)</li> <li>Integration to Power BI and OData brings all your data together where it can be analyzed with best-in-class tools</li> </ul>	Increase productivity and reduce costs	<ul style="list-style-type: none"> <li>Cloud-based ERP drives lower IT costs</li> <li>Web-based financial consolidations (Parallels)</li> <li>Intercompany accounting – only post once (Payza)</li> <li>Avoid mistakes and time delays by allowing all users to access the system to enter their data and inquire directly as there is no user limit</li> </ul>	Provide accurate and auditable financial records	<ul style="list-style-type: none"> <li>Quickly integrate systems to give you a more comprehensive picture of the current state</li> <li>Give all companies/entities their own books. Use inter-company functionality for consolidations</li> <li>Ensure all processes have user security and audit trails</li> </ul>
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# Lessons Learned

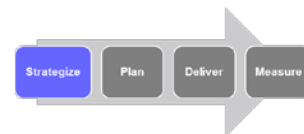
## In the Strategize Phase



Aspect	What was learned
Listen! To develop the messages and products that resonate with your target audience	<ul style="list-style-type: none"><li>• Get face-to-face feedback on ideas from prospective customers. Host a roundtable with companies that fit your ideal prospect, make Win/Loss calls, etc.</li><li>• Have them discuss their issues and pain points without talking about a particular product (especially yours!)</li></ul>
Be prepared for “surprise” Champions or Influencers	Increasing accounting complexity such as tax changes and CPA firms expanding consulting services have elevated their involvement in the selection and implementation
New product areas: Increased importance of mobile devices	Mobile access beyond looking at data in the evening. Now doing real production work in the field or in home offices
Need for modern analytics tools	With the size and importance of current databases, dashboards and analytics along with self-service reporting is critical

## #2 Plan Phase

# Creating the GTM (go-to-market) Plan



### Create Marketing Plan

- Looks like any project schedule with cross company assignments
- Include plan for initial sales and nurture to prospects not ready to buy



### Develop the messaging document (framework that can be used across the org)

- Target market clearly defined (profiled)
- Document new product's features & benefits (and what it does not do)
- Match industry pain points and your company solutions
- One messaging document for each industry (or micro-vertical)



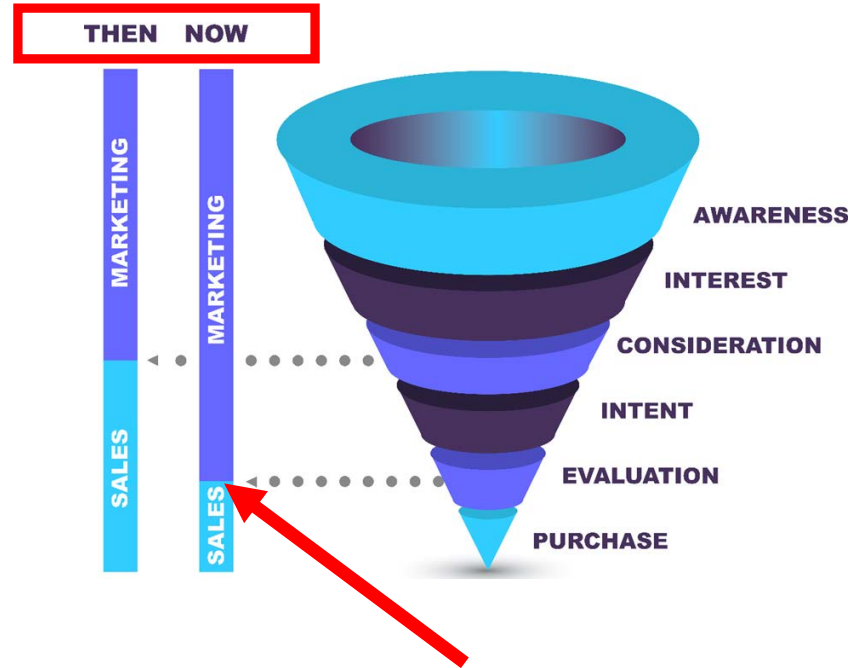
### Document your Customer Journey

- Map your content to match where prospects are in the buying cycle.
- Plan on how to deliver the content



# Customer Journey

Map out the campaigns and content that match the prospects phase in the buying Cycle



# Customer Journey

[/journey](#) or [/erp-software-selection/](#)

- Information in all phases
  - Research
  - Evaluating
  - Selecting
- Delivered in
  - Website
  - Campaigns
    - Email
    - Social
- Gated & Non-gated content

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## ERP Research

Doing careful ERP research will help you understand which features you can't live without, what to expect during implementation, and how cloud ERP is changing the game. We've compiled dozens of helpful resources on this website to help you make the right choice in ERP systems.

If you're not sure where to begin your ERP research, this page is a great place to start. But if you already have an idea of what ERP is and what a new system can do for you, you should jump ahead to the Evaluation phase: [ERP Evaluation](#).

Where should I begin my ERP research?

Where can we get help in evaluating, selecting, and implementing a new business management system like ERP?

How is ERP different from online accounting software like QuickBooks?

What size of businesses uses ERP?

What is the "Cloud"?

Why is the cloud so popular?

Are all Cloud Software products the same?

I was told the cloud is not secure. Is that true?

What is Cloud ERP?

What is Cloud ERP all about?

Why should anyone use the cloud for their ERP?

Where can I get an overview of a modern ERP system?

What are the benefits of Modern ERP?

How can my organization benefit from Cloud ERP?

What ROI can I expect with Cloud ERP?

Does Cloud ERP really deliver results?  
Since our founding in 2008, we have seen companies who have been transformed by adopting Acumatica Cloud ERP. Retailers, manufacturers, distributors, and service management are just a few of the industries who have reported measurable, positive results with our cloud ERP product.  
Learn how companies in your industry successfully accelerated their business with Acumatica.  
[Read Customer Success Stories](#)

What does a new ERP system really cost?

Okay, it all sounds good, but what does all this REALLY cost?

How should we prepare for the implementation?

Why replace an existing ERP system?

When is it time to upgrade my current (legacy) system?

If we have an old system, what is the cost of maintaining our legacy systems vs. upgrading to a modern system?

# Build a Distribution Plan

Beyond your website and email

- PPC
- Your Team
- Social media (encourage reposting center
- Paid Social (LinkedIn sponsored posts)
- Email signatures
- Print it / Mail it
- Third Party Distribution



# Lessons Learned

## In the Planning Phase



Aspect	What was learned
Be “Tribal” in developing the messaging plan	<ul style="list-style-type: none"><li>• Don’t speak in generalities.</li><li>• Understand the particular pains of the prospect and their industry (“be part of their tribe”)</li></ul>
Target the Right Person with the Right Message	<ul style="list-style-type: none"><li>• CEO/Owner - Strategic/Why: “Why do we need to do this?”</li><li>• Line Manager - What: “What do we need?”</li><li>• IT – How: “How do we do this?”</li></ul>
Think outside the box on your marketing plan	Go to unique locations where you prospects may be found (associations, industry specific sites)

## #3 Deliver Phase



Execute on your “integrated marketing” plan

### Content

- Webpages
- Blogs
- Social posts
- Offers
  - Checklists
  - Infographics
  - Videos
  - Whitepapers

### Campaigns

- Email
- Direct Mail
- PPC
- Social

### Sales Support

- Training
- On-line demos
- Sales promos
- FAQ's



- Start slowly and keep building
- 4 years ago , Acumatica only had a very small website and basic data sheets

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# Website Optimization

Execute on your plan



- SEO (Search Engine Optimization)
  - Most popular way to get in front of your target audience
  - Work with a **EXPERIENCED** SEO expert to help with all the variables:
    - Relevant and informative content
    - Keywords placement
    - URL, metatags, etc.
- “Search” feature on the site that is reliable (when possible)



# Website Optimization

Execute on your plan



- PPC (Pay-per-click) to supplement SEO
  - Compelling ads – drive traffic or convert leads with an offer
- Individual “Landing Pages” for each offer
  - Unique for each offer to capture leads
    - Why they should want the document & form only
    - Thank you page with download link and “you also might like this...”
- Video
  - Customer testimonials
  - Product demonstrations



# Bring In Your Customer Voice

## Write and Promote Customer Success Stories

- For 84% of B2B buyers, “word of mouth” is the biggest influence on purchasing decisions
- 2.5x more responsive than leads generated by any other marketing channel

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CUSTOMER SUCCESS

### Eco-friendly Firewire Surfboards Shreds, Scales with Acumatica ERP

**Firewire Surfboards**  
<https://firewiresurfboards.com/>

**COMPANY**

- **Location:** Carlsbad, CA with distribution in Australia and Europe, and manufacturing in Thailand.
- **Industry:** Manufacturing
- **Application Replaced:** Greentree Business Software
- **Applications Evaluated:** Acumatica, SAP

**OVERVIEW**

While still a startup company, Firewire Surfboards purchased a low-cost ERP and then for more than a decade used it for basic transaction processing and as a company database. As the eco-friendly company grew, CFO, Tex Vertongen, and Controller, Franklin Shiraki, lacked visibility into the firm's European distribution entity and the finances of the company's weekly production operations. Shiraki also spent a large amount of time recreating financial reports that could have easily been automated with a more robust system. The finance team wanted a modern ERP with an open platform aligning with the company's ambitions towards innovation. Firewire invested in Acumatica's low-latency, high performing Cloud ERP – which beat out SAP – and gained an affordable, flexible ERP that will help Firewire maintain its competitive edge and remain a market leader in high-performance, sustainable surfboards.

**SOLUTION**

- Acumatica Manufacturing Edition

**KEY RESULTS**

- Gained a modern business suite for Financials and Reporting Gained transparency into operations, finance and inventory
- Avoided costly on-premises server upgrade investments

"Acumatica has an open platform, which was a huge selling point. The company looks for outside innovation and to work with as many ISV's as possible to provide a multitude of solutions. We believe in that ethos because that's how we operate."

- Franklin Shiraki, Corporate Controller

**SITUATION**

For the past 12 years, Firewire Surfboards has harnessed high tech innovations and cutting-edge materials to reduce the toxicity of its surfboards while improving board performance. The Carlsbad, CA, eco-friendly, surfboard designer and producer, with a manufacturing facility located in Thailand, cut its waste per board by 95 percent and attracted like-minded environmentalists such as high-profile surfers like Rob Machado and Kelly Slater, now a member of the ownership group.

Executives had initially chosen a cost-effective ERP called Greentree Business Software and used it for more than a decade for basic transaction processing and as a company database. "The front end was bearable with a pretty archaic user interface, and the backend ran smoothly because there wasn't much going on," says Franklin Shiraki, Corporate Controller. "The platform never had a single upgrade, and we always knew we'd outgrow it."

**Glorified Database Lacks Visibility**

As Firewire Surfboards grew, they created workarounds in Greentree to extend its usefulness. But with operations in the U.S., UK, and Australia, and later, manufacturing operations in Thailand, it became apparent that Firewire needed something better. Rapid growth of more than 30 percent year over year in 2016 clearly illustrated they had reached a point where the prior solution couldn't deliver the complexity and granularity



# Curate Content...

...done well extends the life of your existing content and enables you to add commentary and context to other people's content.

## An extension of original content

- Create new versions

## “Borrowing” the work of others

- Ideal for social, blogs and newsletters
- Pulling sections of content on the web & then sharing a short additional thought
- Always
  - Link back to original source
  - Add your own commentary

From the Content Marketing Institute:

“How To Curate Content Like A Pro: 8 Lessons (Examples Included)”

<https://contentmarketinginstitute.com/2014/12/how-to-curate-content/>

# Lessons Learned

## In the Delivery Phase



Aspect	What was learned
Learn to “educate” your audience	Become a thought leader in the industries you are targeting. Be recognized as a company that knows what they’re talking about.
Watch your pronouns	<ul style="list-style-type: none"><li>• Don’t focus on your product – Focus on the customer’s pains.</li><li>• Review your website, brochures, and other collateral and replace the “we/we/we” with “you/you/you”</li></ul>
Avoid duplicate content in blogs	Learn how to use the rel=”canonical” tag. By identifying the original post, you are not in danger of being penalized for duplicate content by search engines. In fact, if the blog has relevance to your site, it may even boost your rankings overall.
Search Engine Results Page placement (SERP)	In you website copy, have a paragraph that definitively defines key phrases for your company and/or industry. Even if you don’t get the first SERP position (first item after the ads), you still might get the Featured Snippet, which appears before the first SERP.

## #4 Measure Phase



Track success rate and make appropriate changes

- Standard financial sales, operations, etc. metrics must be maintained
- For driving growth via Marketing, example metrics for the website include:
  - Website traffic – unique visitors, time on pages
  - Number of returning visitors
  - SEO placement for top 10 keywords
  - Visitor to Suspect to Lead to Prospect conversion rate
  - PPC performance
  - Offer landing page conversions
  - Which videos were view and for how long



# Lessons Learned

## In the Measure Stage



Aspect	What was learned
Constantly Measure & Keep innovating	<ul style="list-style-type: none"><li>• Try different things and measure their effectiveness. A/B test to see which messages, page layouts, email subject lines, graphics and graphic placement, etc., perform best.</li><li>• One day your company is in the top 3 in Google and next month you are on page 2. 😞</li><li>• Optimize constantly – things can change week-to-week and day-to-day.</li></ul>
Stay in touch with your customers	<ul style="list-style-type: none"><li>• Measure their customer satisfaction, number of support issues</li><li>• Encourage online references on industry sites (Recognize those that have participated)</li></ul>

# Suggested Actions




# #1

## Take Advantage of the Customer Portal

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The Cloud ERP

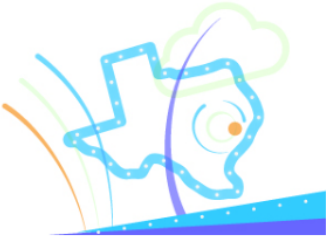
Support Product

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## Register for Your Specific Track & Training Courses at Acumatica Summit 2019



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#### Quick Links

-  Calendar of Events
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#### Product Links

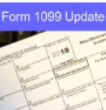




-  Download Acumatica
-  See/Share Product Ideas

#### Training Links

-  Acumatica Open University
-  Job Aids


#### Support Links

#### Acumatica News

-  1099-Misc Form Update for 2018
-  2018 R1/R2 Upgrade Readiness
-  Product Lifecycle Policy Update
-  Nominate candidates for Acumatica MVP program
-  Summit 2019 Customer Track


#### Acumatica in Social Media

##### Tweets by @Acumatica




Acumatica @Acumatica

Small business owners admit they are still 'clueless' about GDPR [acumati.ca/2Ckx7l](https://acumati.ca/2Ckx7l) SMBs have enough to worry about without trying to figure out compliance with GDPR. We have a solution! [acumati.ca/2qFJkSk](https://acumati.ca/2qFJkSk)



12m



Acumatica @Acumatica

Why Your Business Should Be Wary of Password Spray Attacks [acumati.ca/2SQuDn](https://acumati.ca/2SQuDn) One way to

# Use the Customer Portal log in on the home page



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If you  
need help  
getting on  
the  
Customer  
Portal



 **Acumatica**  
The Cloud ERP

rebello@acumatica.com

.....

Sign In

Need a login?

- Customers: visit the [portal login request](#) page.
- Partners: contact your partner account manager

Request New  
Log In

Reset Password

[Forgot Your Credentials?](#)

Customized: licensing, partner, SamlIdentityProvider,  
provisioningSystemPartnerPortal  
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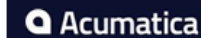
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# #2 Read The Monthly Customer Newsletter

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KEEP CONNECTED

CEO Jon Roskill's "Year in Review:  
Acumatica Cloud ERP Top 5 Highlights  
of 2018"



If you're a customer, or even a fan, of Acumatica, you probably want to stay up to date on what we're doing and where we're going. In a recent blog article, Acumatica CEO Jon Roskill reviewed the company's top five highlights from 2018. He did this because by reviewing where we've been, we can gain insight into what we're doing right, how we can improve, and what will be our building blocks for the future.

[Learn more.](#)

## JANUARY EDITION

In this issue of the Acumatica  
Customer Newsletter you will find:

- 2018 Top 5 Highlights
- Acumatica Summit Update
- OFSI Customer Success Story
- CFO eBook
- ISV Certifications
- Help Portal
- 1099 Form Updates

## Featured Customer Success Story: OFSI



When OFSI bought the pipe services assets of Scotland's ITS Tubular Services Holdings Limited—one of the world's leading producers of tubular products for the oil and gas industry—it inherited an aging Sage accounting system. The management team began looking for ways to solve multiple problems with inventory, manufacturing, and accounting. OFSI turned to Acumatica, which met all of the company's requirements and has become the platform upon which they'll continue to build. CTA:

[Read the full customer story and watch the video.](#)



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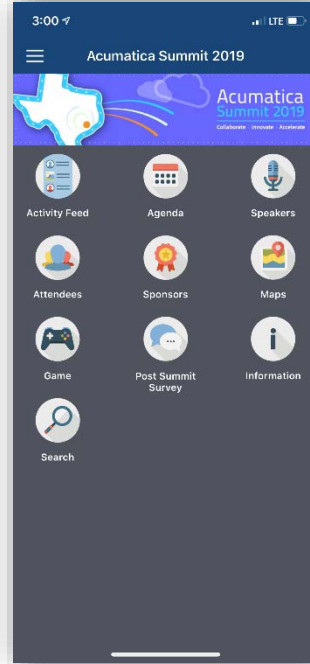
## Support Links

- New Support Case

## Acumatica News

- Form 1099 Update
- 1099-Misc Form Update for 2018
- Upgrade Planning
- 2018 R1/R2 Upgrade Readiness
- Support Policy
- Product Lifecycle Policy Update
- ALPHA BETA RELEASED
- MVP Nominations
- Nominate candidates for Acumatica MVP program
- Summit 2019 Customer Track

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Utilize our event app!

**Key features:**

- Network with attendees
- Plan your agenda and activities
- Interact with sponsors
- Provide session feedback

Search/Download for  
CrowdCompass from  
the App store

Login using your email address  
you used to register



# Participate in Expo Treasure Hunt for a chance to win!



Pick up your  
Treasure Hunt Map  
from the Acumatica booth



Visit each exhibitor's table  
on your card and collect  
a sticker with their logo



Fill your card and drop it at Acumatica's booth  
to enter our raffle (don't forget your name and email!)



Winning prize is a Mixed Reality Headset

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**Solutions Showcase Treasure Hunt**

Welcome to the Solutions Showcase!  
Gather initials from representatives at each booth, fill out your name and email, and return this card to the Acumatica booth for a chance to win a mixed reality headset.

BOOTH		BOOTH	
CENTURY BUSINESS SOLUTIONS	201/202	EAZYSTOCK	224
SKYNAMO	203	CLIENTS FIRST BUSINESS SOLUTIONS	225
NEXVUE/RENTAL360	204	PAGEJET LOGISTICS, INC.	226
ARTSYL DOCUMENT IMAGING	206/206	V-TECHNOLOGIES	227
KENSUM	207/208	BIGCOMMERCE	228
PAYA	209/210	FUSION	229
TRUECOMMERCE	211	VERTEX	230
SCANCO	212	HIGHJUMP	231
PAPERLESS ENVIRONMENTS	213	SNK TECHNOLOGIES	232
YAYPAY	214	SPS/NAPRODOC	233
CRITERION	215	NETSTOCK	234
SADLEBACK LEATHER	216	APS PAYMENTS	235
B2BIGATEWAY	218	IBS	236
CELIGO	219	DATASELF	237
MERCHANT E-SOLUTIONS	222	WORKFORCEGO	238
AVIALARA	223	SOURCEDAY	239

# Connect with Acumatica!



Visit the Acumatica team in the booth located in the Expo next to escalator



Tell the world what you're learning at Summit

And how much fun you're having in Houston!



Join the conversation



#AcumaticaSummit



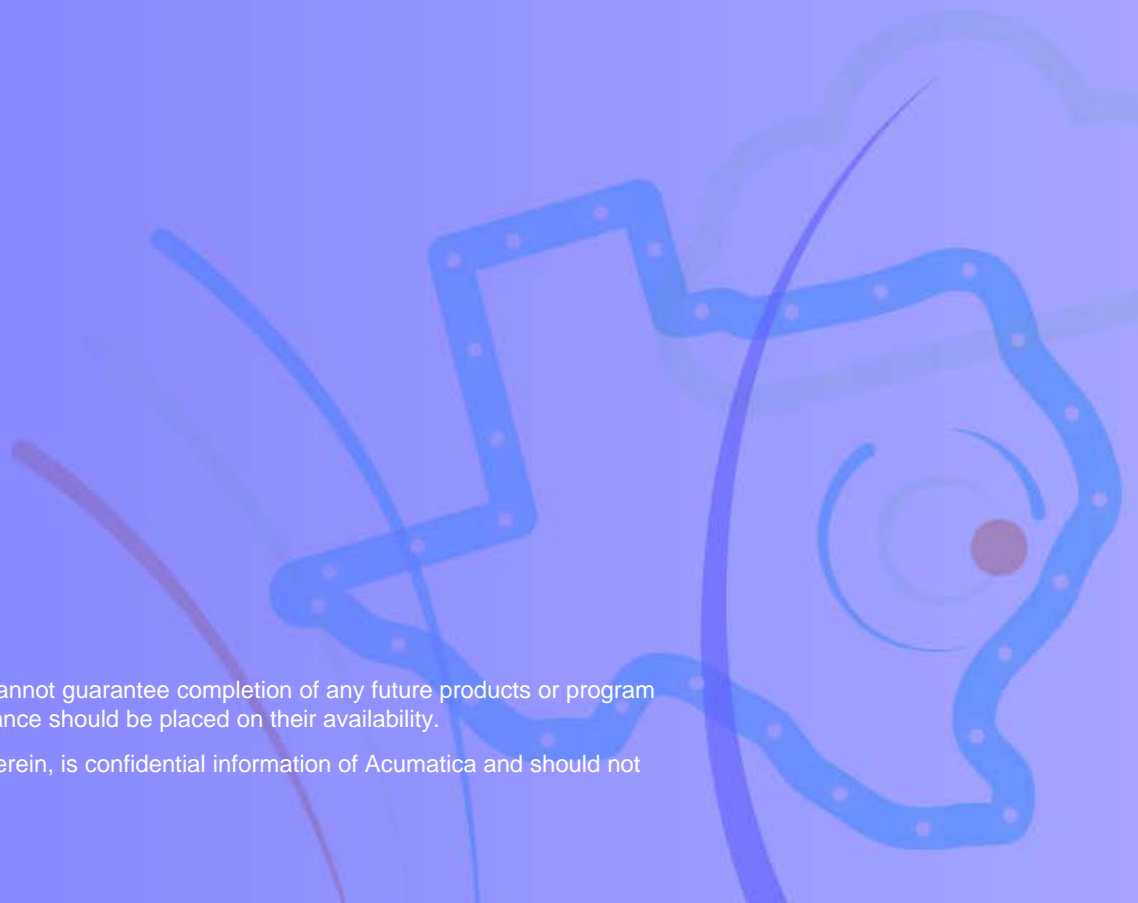
# Thank You

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# Appendix