

When Business Growth Outpaces Technology

A guide for small and midsize businesses



Is your business growing faster than your tech can keep up? It's a common challenge -- and one that can create roadblocks if not addressed. As companies scale, the gap between their ambitions and their technological capabilities can widen, leading to inefficiencies and missed opportunities. Understanding how to bridge this gap is critical for sustaining momentum and unlocking long-term success.



Why it's time to rethink your IT strategy

Growth is the ultimate goal for any business, but what happens when your organization grows so fast that its technology infrastructure can't keep up? This phenomenon is increasingly common among small and midsize companies, where success comes with a hidden challenge -- a tangled web of disconnected systems that struggle to support scaling operations.

If your company is adding applications on an as-needed basis without a cohesive strategy, you may already feel the consequences of outdated and fragmented systems. At this crucial growth stage, your business needs more than quick fixes. It needs a shift in how technology is integrated into your operations to support sustainable growth.

This e-book will walk you through the challenges associated with rapid business growth, the pitfalls of legacy systems, and how investing in a centralized enterprise resource planning (ERP) solution like GROW with SAP can transform your operations.

The challenge of high growth and legacy systems

To meet short-term demands, many businesses add applications when needed, creating a cobbled-together system. While this may work temporarily, over time it leads to a multitude of issues like siloed data, inconsistent processes, and operational inefficiencies.

Consider this scenario: your finance team uses one system, sales another, and production yet a third. None of these systems communicate seamlessly, leading to mismatched data and constant manual corrections. Key performance indicators (KPIs) are reported inconsistently, with every

department pulling a different set of metrics from their isolated systems. The result? Leadership spends more time reconciling reports than making strategic decisions.

For small and midsize businesses, managing and maintaining a complex IT system can be an uphill battle. Without specialized IT teams, these organizations often find themselves responding reactively to system setbacks rather than adopting a proactive, strategic approach to technology.

Growth magnifies these challenges

Rapid growth brings increased operational complexity. Training staff on multiple outdated or poorly integrated systems becomes unwieldy, further straining resources. A fragmented IT landscape hinders scalability and leads to inefficiencies.

More important, your business risks reaching operational stagnation, unable to handle rising customer demand or internal complexities due to outdated processes, training materials that are not scalable, and disconnected systems.



Why you need an integrated ERP solution

Any business at a growth crossroads must make a critical decision about its next IT investment. Do you patch up outdated systems with temporary fixes, or do you invest in an integrated ERP system that will support long-term scalability?

GROW with SAP offers an enterprise-grade ERP solution tailored for growing companies, enabling businesses to standardize processes, centralize data, and unlock accurate insights across departments.

Here's why an integrated ERP system like GROW with SAP can be a game changer for your business:

- 1. Standardized processes for scalability:** With GROW with SAP, businesses can standardize workflows, creating a foundation for process adherence and efficiency at scale. Whether it's automating purchase orders or streamlining customer service requests, standardized processes eliminate unnecessary manual interventions and allow your team to focus on value-added activities.
- 2. Centralized, cross-functional data:** Forget the days of siloed data and inconsistent reporting. GROW with SAP provides a harmonized view of your business performance, enabling you to measure KPIs seamlessly and gain actionable insights. From product profitability to supplier pricing, decision-making becomes exponentially smarter and faster when every department is working from the same, synchronized data set.
- 3. Simplified employee onboarding and training:** Onboarding new employees with disparate systems often creates delays and confusion. An integrated ERP system simplifies the onboarding process by reducing the number of tools employees need to learn, improving productivity from day one.
- 4. Future-proof scalability:** One of the most critical aspects of GROW with SAP is that it's designed to evolve with your business. Whether you're transitioning into new markets, adding services, or diversifying product lines, SAP's cloud ERP solutions can scale and adapt to meet your changing needs. Implement it once, and you'll never need another IT overhaul again.
- 5. Cutting-edge innovations with AI:** GROW with SAP isn't just a solution for managing today's challenges -- it positions your business for the future. With frequent updates and extensive AI integrations, this cloud ERP empowers businesses to adopt innovations at lightning speed, ensuring they remain competitive in an evolving market.

Making the right investment

Why growing companies must stop to 'sharpen the ax'

There's a well-known saying: "A lumberjack must stop to sharpen the ax in order to keep chopping efficiently." For growing businesses, pausing to evaluate IT systems is the equivalent of sharpening that ax. Without this critical assessment, workflows slow down, resources are squandered, and progress comes to a halt.

GROW with SAP provides the perfect "ax sharpening" moment for your business. It eliminates the inefficiencies of fragmented systems, enabling your organization to focus on accelerating growth rather than navigating IT obstacles.

Overcoming common concerns

We understand that small and midsize companies often view SAP as a complex and expensive solution, but GROW with SAP is purpose-built for this segment. Its modular, flexible design ensures a cost-effective, seamless implementation process -- often completing the implementation within weeks.

By adopting predefined templates and a proven approach, GROW with SAP reduces both the risks and costs associated with implementation. The goal? Deliver a predictable, transparent process where your investment is protected, and results are realized quickly.

The last ERP system you may ever need

When deciding on the next investment for your business, consider this: implementing GROW with SAP isn't just solving a problem -- it's future-proofing your operations.

SAP's cloud ERP solutions offer the scalability and flexibility required to support your long-term goals. Whether your revenue doubles in five years, you diversify into new markets, or your operational complexity increases, GROW with SAP will continue to deliver resilient and reliable performance.

Private equity-backed companies, family-owned businesses, and founder-led organizations alike can benefit from the confidence that this solution will fuel growth rather than hinder it. It's an investment not just in IT infrastructure but in the future of your business.

Your next steps

Are you ready to move forward and position your business for sustained growth? GROW with SAP is the scalable, reliable foundation your company needs to realize its full potential.

Get started today with GROW with SAP and see how a unified ERP system can transform your business. Don't wait for growth to overwhelm your legacy systems -- take control now.

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