

12 Competitive Advantages of Collaboration

SMB Quick Reference Series

Outperform the Competition - Every Day!

Collaboration is often viewed of as a 'nice to have' for most small and medium businesses. No longer the domain of large enterprises, collaboration between employees, contractors, supplier/vendors, partners, and customers bring unheralded competitive advantage to business. Small and midsize businesses that have learned to work collaboratively have seen startling results. They have greater agility, make better decisions, and are more competitive.

Collaboration should be second nature to small and medium businesses (SMBs). With a small number of employees in just one or a handful of geographic locations, communicating and working together to reach a common goal would seem easy. But collaborating is often not second nature. What are the advantages that collaboration brings to the SMB?

1. **Lowered Production Costs**: Being able to interactively work with suppliers and customers on product requirements, development, packaging, and delivery eliminates costly production mistakes.
2. **Access to Less Expensive Labor**: Collaboration tools allow you to connect, communicate, manage, and hold accountable skilled labor around the world.
3. **Increased Creativity and Innovation**: Get access to the best minds, experiences, and skills to serve your customers unlike any of your competitors.
4. **Smarter Logistics Management**: Through transparent access to information pertaining to product, orders, transportation, and customer support you're able to truly manage your goods and customer expectations more accurately.
5. **A 'Flattened' Organization**: Great ideas, no matter where they originate in the organization, are accessible by management and executives without delay – speeding up innovation and improvement across the company.
6. **Better Products/Services**: Bringing customers into the product/service development and improvement process increases your ability to serve your markets and customers through better products/services.
7. **Enhanced Margins**: Lower your cost of communication while speeding up time to delivery to bring a direct positive impact to the bottom line through something as simple as reduced travel costs.
8. **Improved Revenue Opportunity**: Identifying and reacting faster to existing or new opportunity brings value to your organization through new revenue.
9. **Higher Customer Retention**: A collaborative approach to working with your customers dramatically increases customer satisfaction and loyalty.
10. **Increase Agility**: The speed and response of your business to meet demand or customer need is substantially improved – allowing you to beat the competition at almost every turn.
11. **Improved Decision Making**: Access to key, important information – quickly and simply – ensures that you have the right data to make the best decisions no matter where it is in the organization or across your value chain.
12. **Shrinking Distances and Time**: You can utilize the very best minds, skills, and experience – irrespective of location; you can create a truly 24/7 presence to your customer.

Want to learn how collaboration tools can bring you the advantages described above? Check out the SMB Suite, from NextCorp. The SMB Suite helps you, among other things, collaborate across the room, company, city, nation, or world on key business issues such as customers, markets, product/service development and delivery, financials, marketing, sales, innovation, and customer service – all allowing you to beat your competition and gain new business value. Discover how you can start benefitting from collaboration with the SMB Suite by simply visiting www.getsemb.com or by calling 1-800-525-NEXT.

1-888-525-6398

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