

Writing Storyboard Scripts for Multimedia Demos

‘Why e-business at all?’



what is **ebusiness**?

Ebusiness stands for '**electronic**' business.

It covers a **whole range** of business processes that can now be carried out **automatically** by computer.

It's about **using the Internet** to connect with customers, suppliers and partners to **do all the things** you do now.

Ebusiness is simply **business as usual** - but **faster** and more **cost-effective**.

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You and your accounting software



You and your accounting software

You are at the heart of your business relationships.

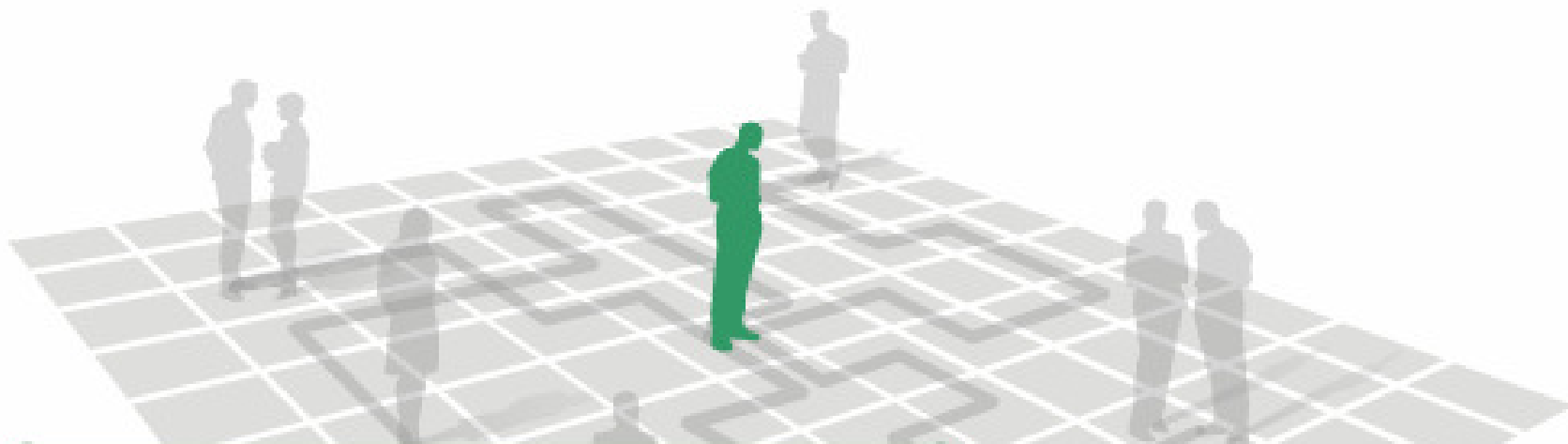
You use your accounting software to manage many of these relationships.

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You and your accounting software



Your business relationships combine to form an information network, comprising, for example, your customers, suppliers, bankers, business advisers and service providers.

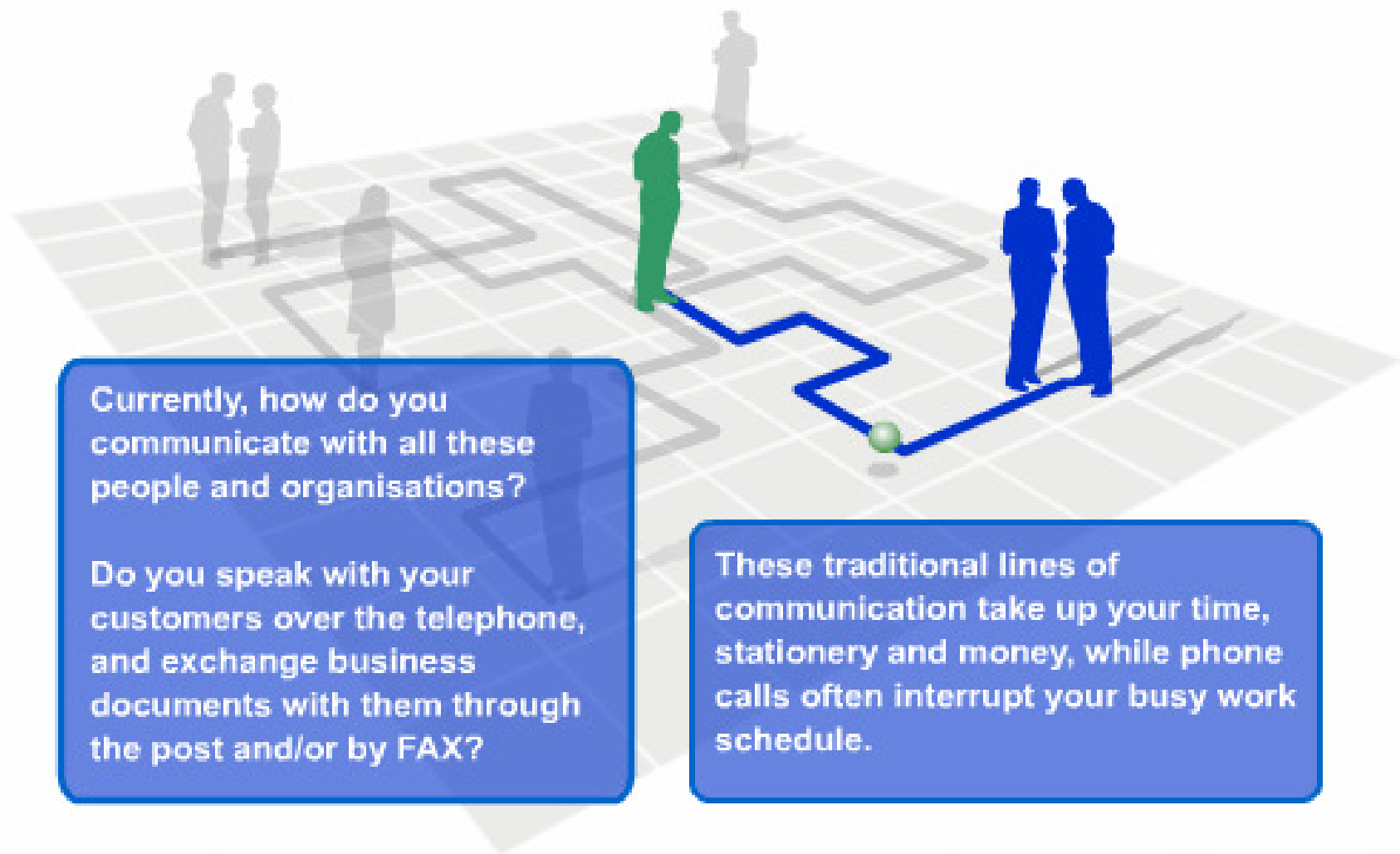
Let's look at these relationships and the different lines of communication in your information network. How effective are they?

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You and your **Customers**



Currently, how do you communicate with all these people and organisations?

Do you speak with your customers over the telephone, and exchange business documents with them through the post and/or by FAX?

These traditional lines of communication take up your time, stationery and money, while phone calls often interrupt your busy work schedule.

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You and your **Suppliers**



Communicating and transacting business with your suppliers is similar.

It too can be time consuming, error-prone and inefficient, resulting in potential lost opportunities and revenue.

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You and your **Bank**



Traditionally, you visit the bank to pay cheques received from customers into your account, whilst you write out and post cheques to your staff and suppliers.

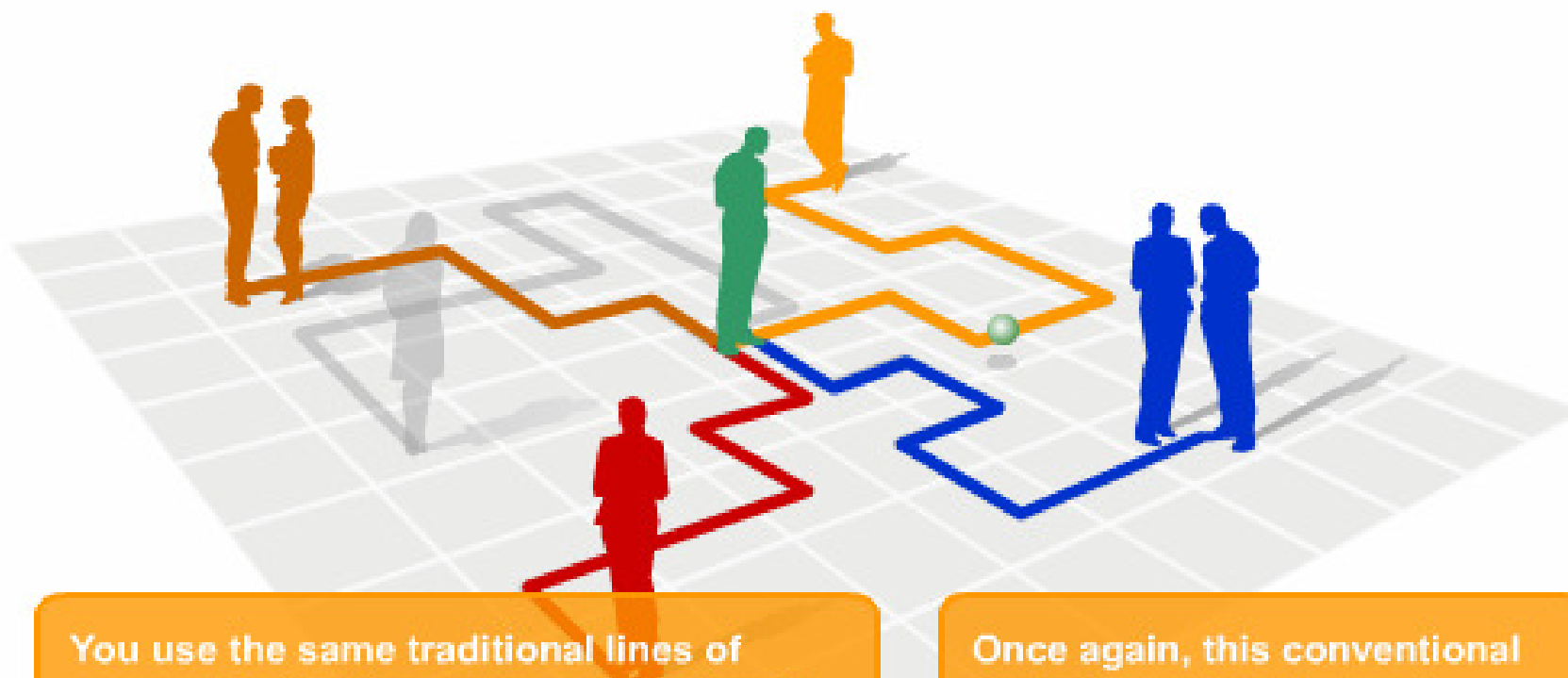
Although this 'paper trail' is the customary way of carrying out banking transactions, it is also time-consuming, costly and slows down your work schedule.

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You and your **Business Advisers**



You use the same traditional lines of communication to arrange appointments with your business advisers - your accountant, your solicitor, your business consultants.

Once again, this conventional way of arranging to meet business advisers takes up your time, resources and money.

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You and your **Service Providers**



To advertise in, for example, a business directory, you contact them to discuss and place your order, then write and post a cheque to cover the cost.

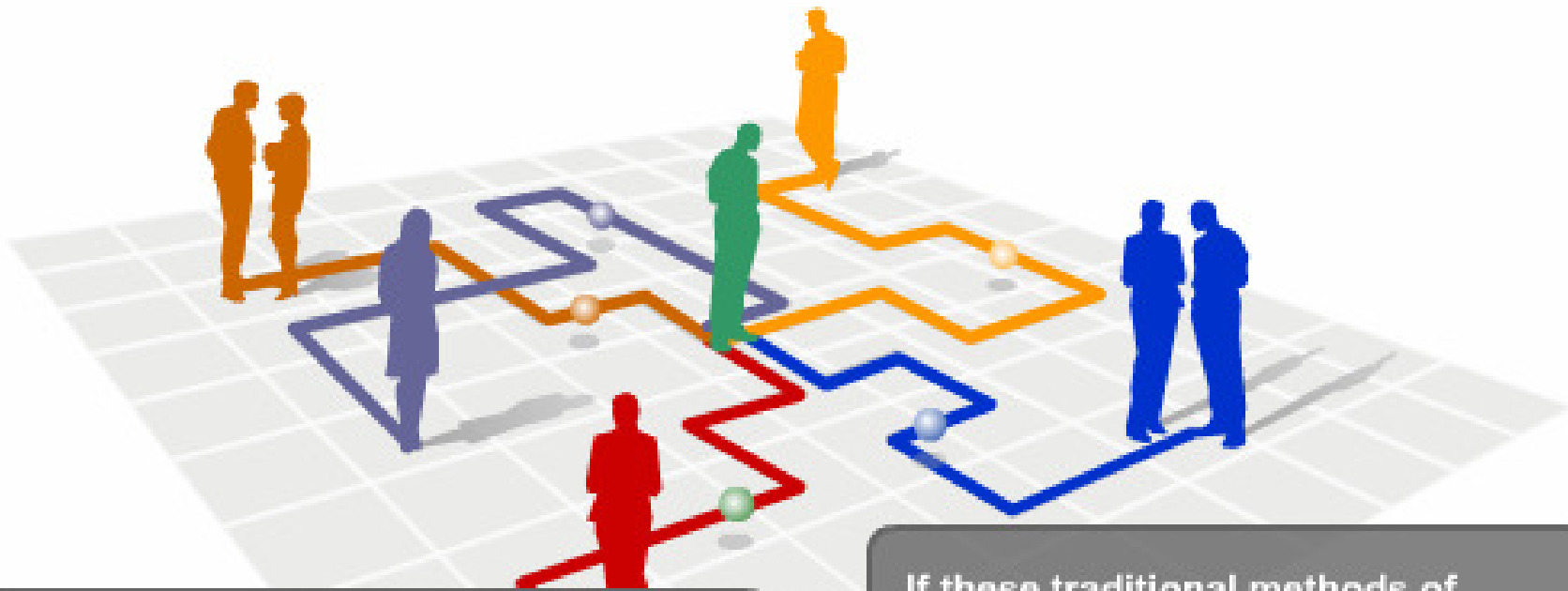
In short, you once again complete the 'paper trail' that is traditionally required to complete a single business transaction.

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Traditional methods of business communication



Juggling all these business relationships can be time-consuming and costly, as you wait for information to move back and forward through the post or for people to phone/FAX you.

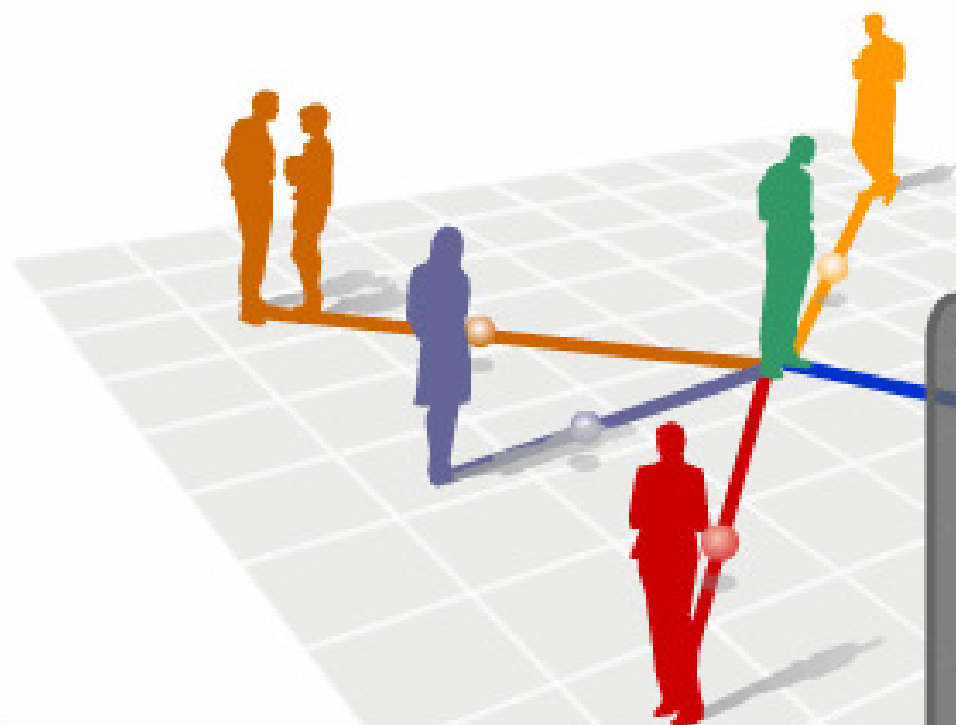
If these traditional methods of business communication and transaction do not allow you to feel fully in control of your work schedule, then could ebusiness solutions make a difference?

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What can ebusiness do for my company?



Ebusiness helps you to:

- Save time
- Reduce costs
- Improve customer service
- Reach a wider market
- Sell more
- Build closer relationships with customers, suppliers and business advisers
- Gain more control over your work schedule

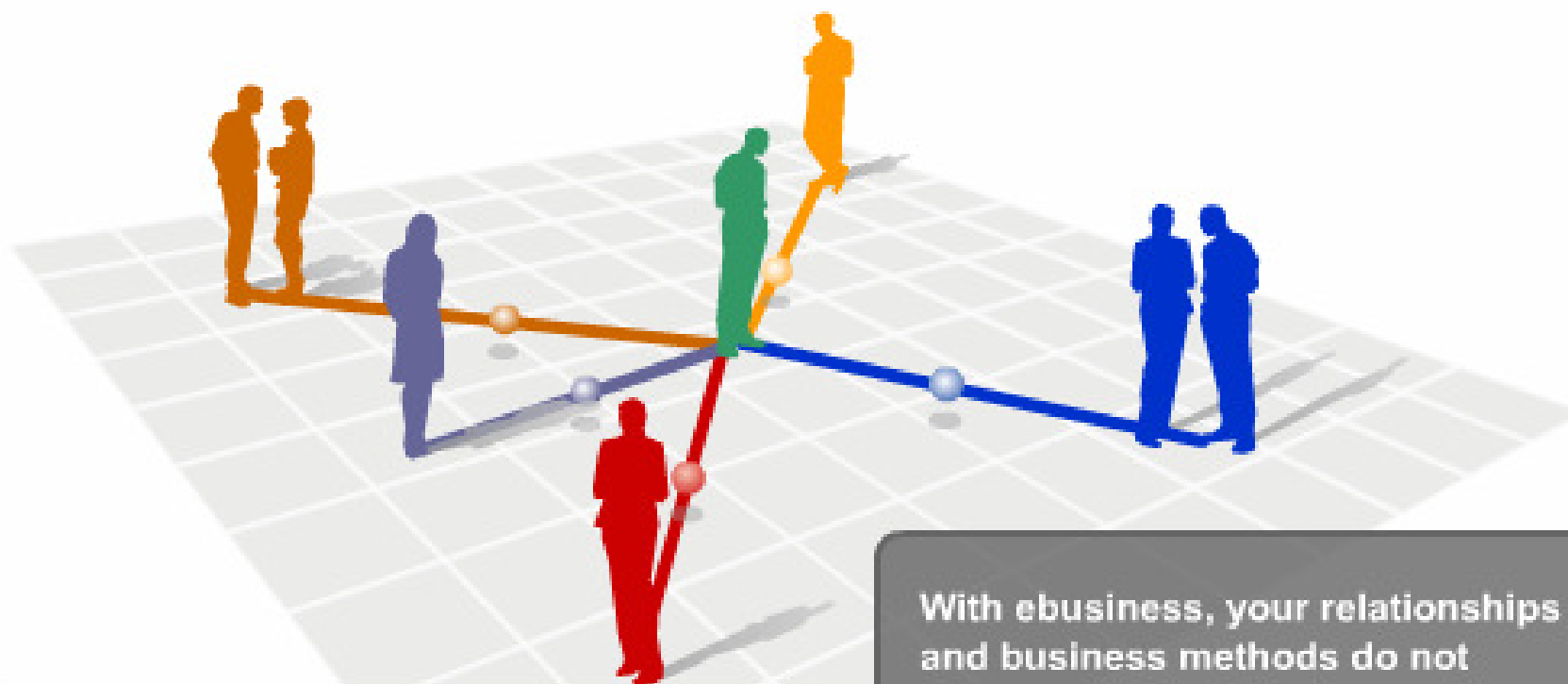
Ebusiness enhances your business relationships, making them faster and more efficient.

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What can ebusiness do for my company?



Ebusiness enhances your business relationships, making them faster and more efficient.

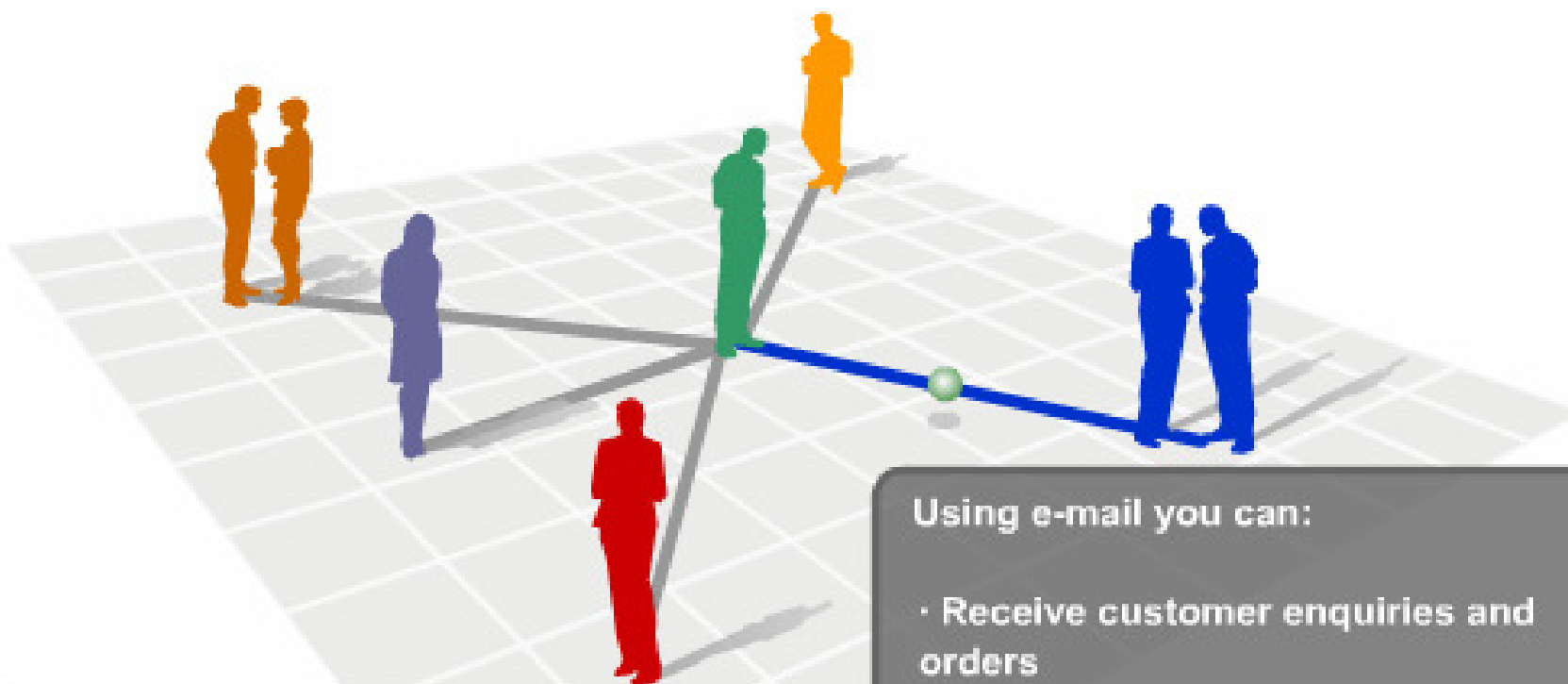
With ebusiness, your relationships and business methods do not change - it is just the forms of communication and transaction that change.

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E-mail



You can use e-mail to greatly speed up and improve all your business relationships.

Using e-mail you can:

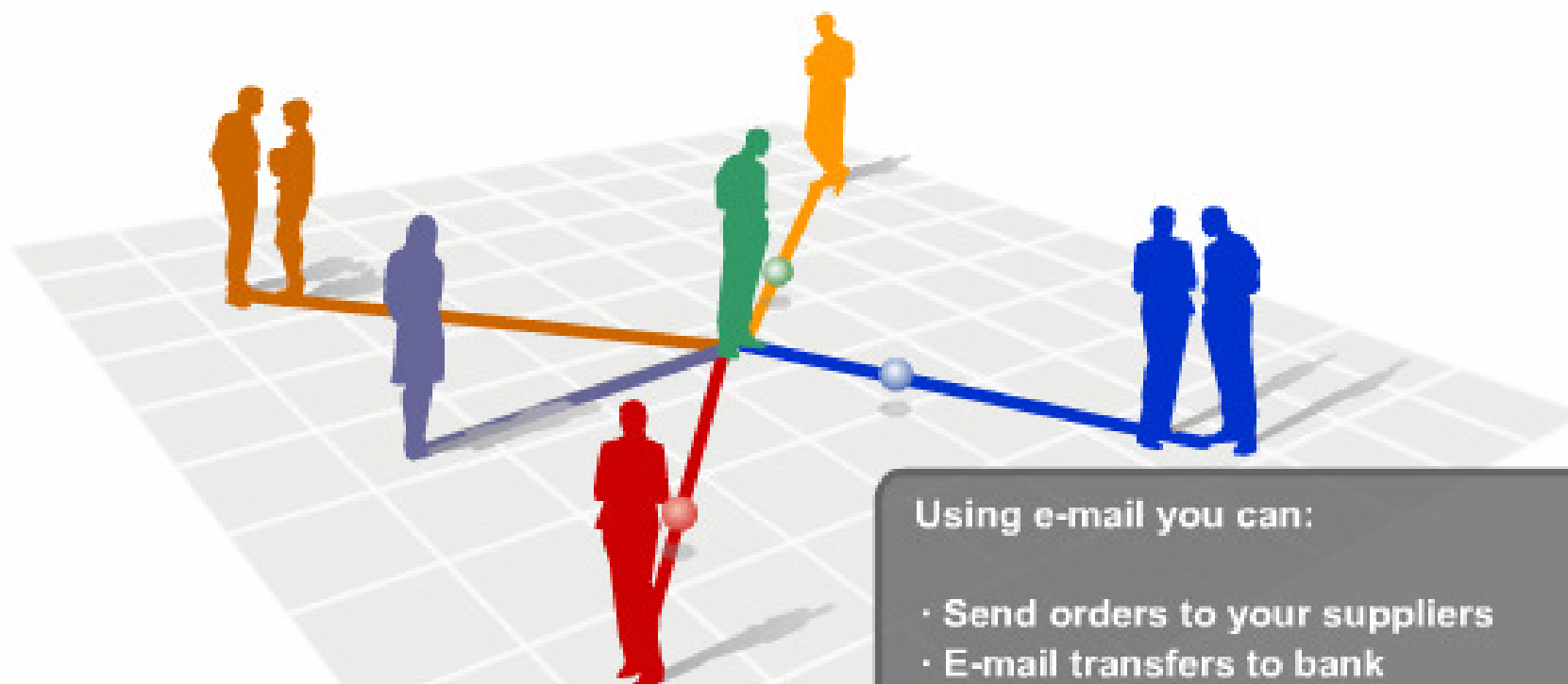
- Receive customer enquiries and orders
- Send customer quotations
- Improve customer service
- Send e-newsletters to your customers

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E-mail



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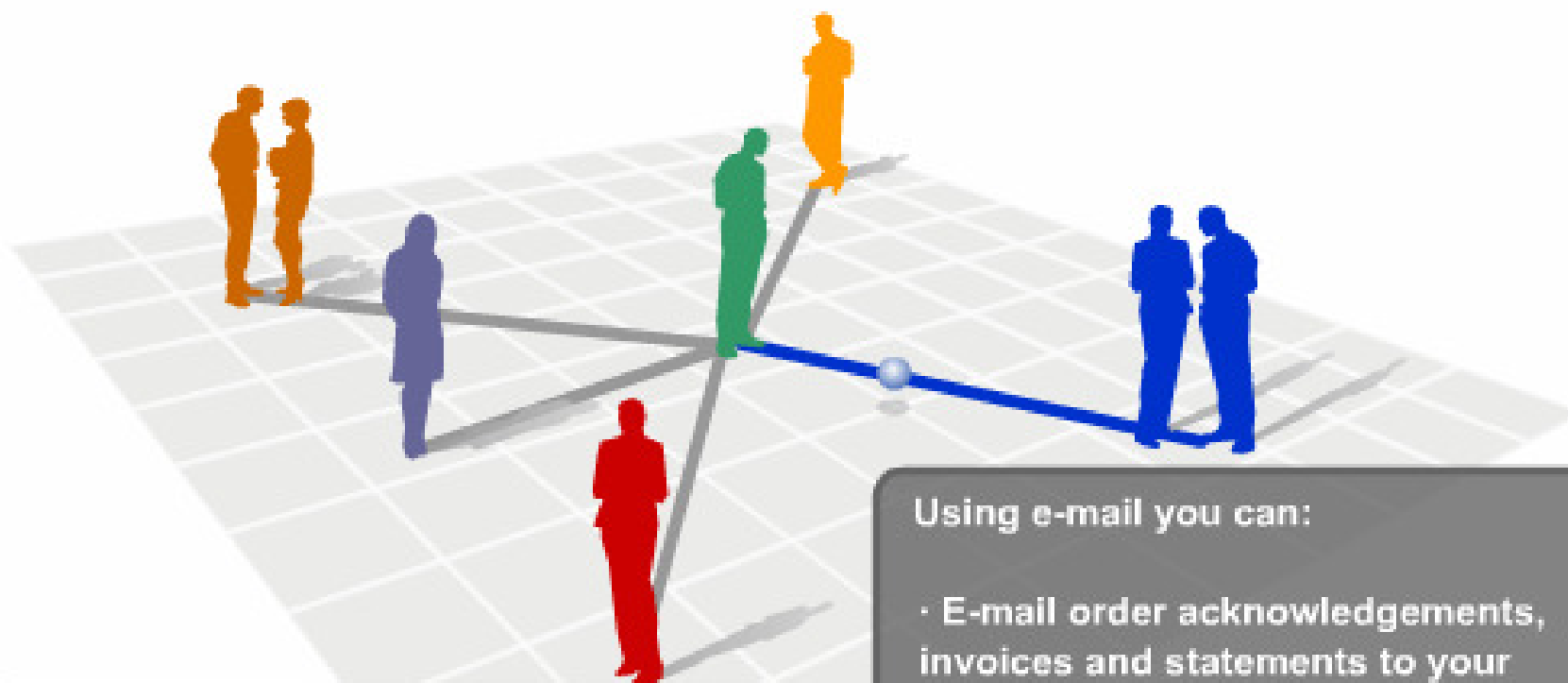
- Send orders to your suppliers
- E-mail transfers to bank
- Communicate immediately with your business advisers
- Communicate immediately with your service providers

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E-mail (continued)



E-mail is now integrated with all Sage accounting software.

Using e-mail you can:

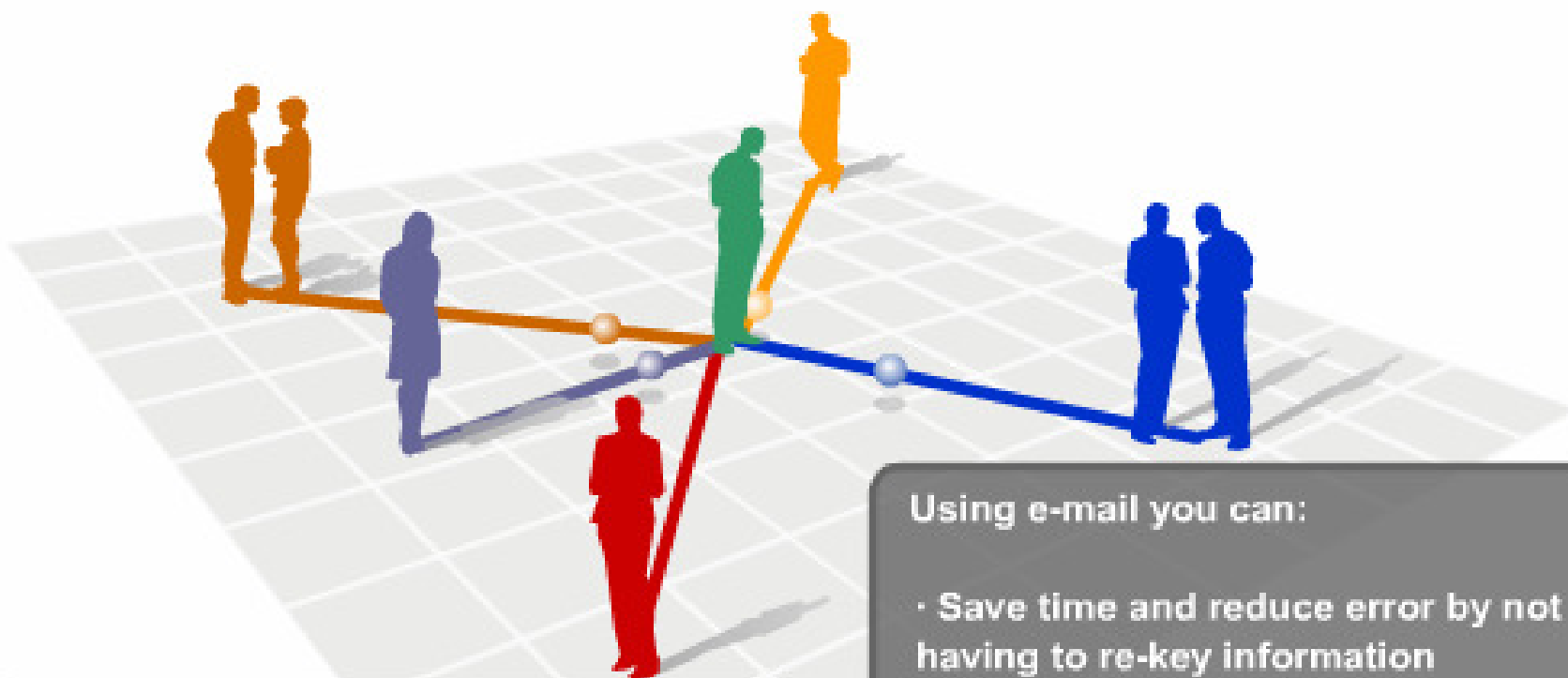
- E-mail order acknowledgements, invoices and statements to your customers
- Download e-mail orders from customers straight into your accounting software

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E-mail (continued)



E-mail is now integrated with all Sage accounting software.

Using e-mail you can:

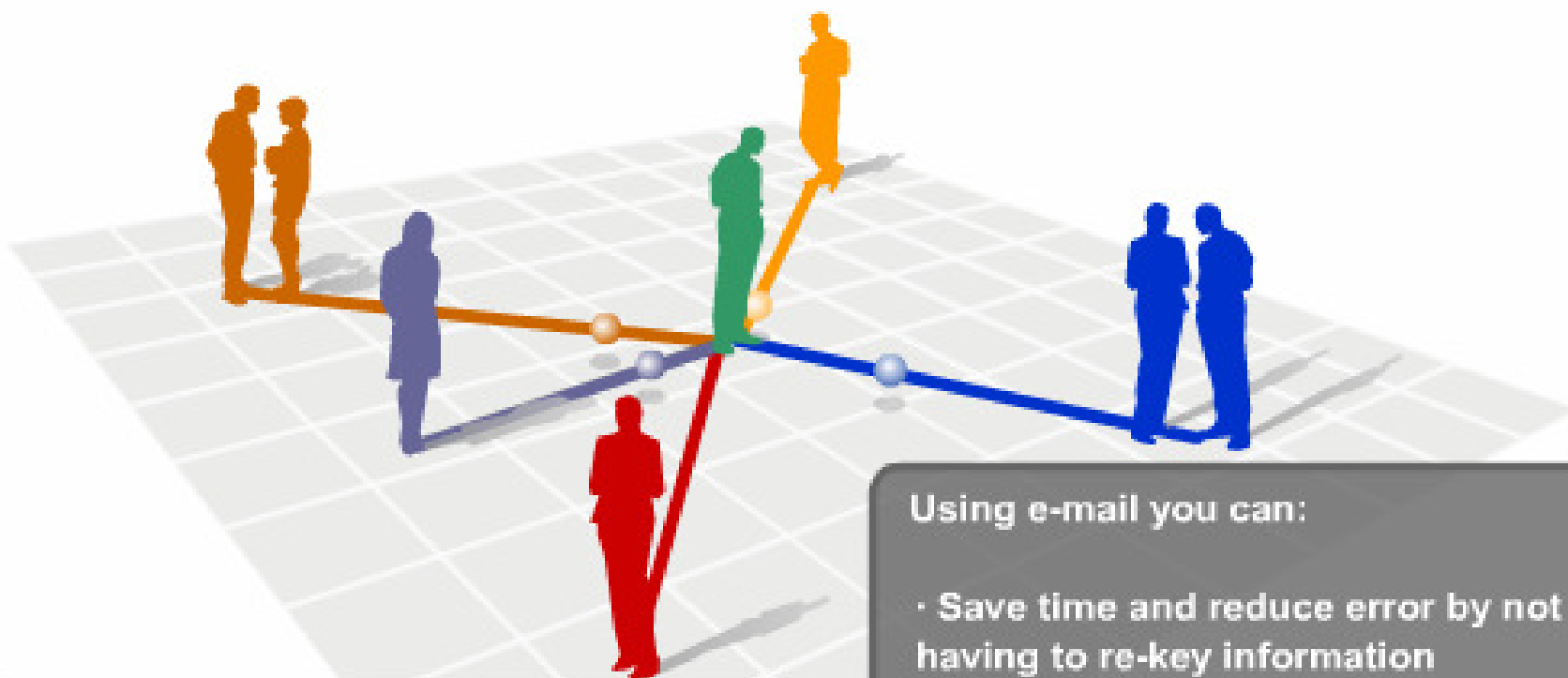
- Save time and reduce error by not having to re-key information
- Request statements for reconciliation at any time of the day or night

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E-mail (continued)



E-mail is now integrated with all Sage accounting software.

Using e-mail you can:

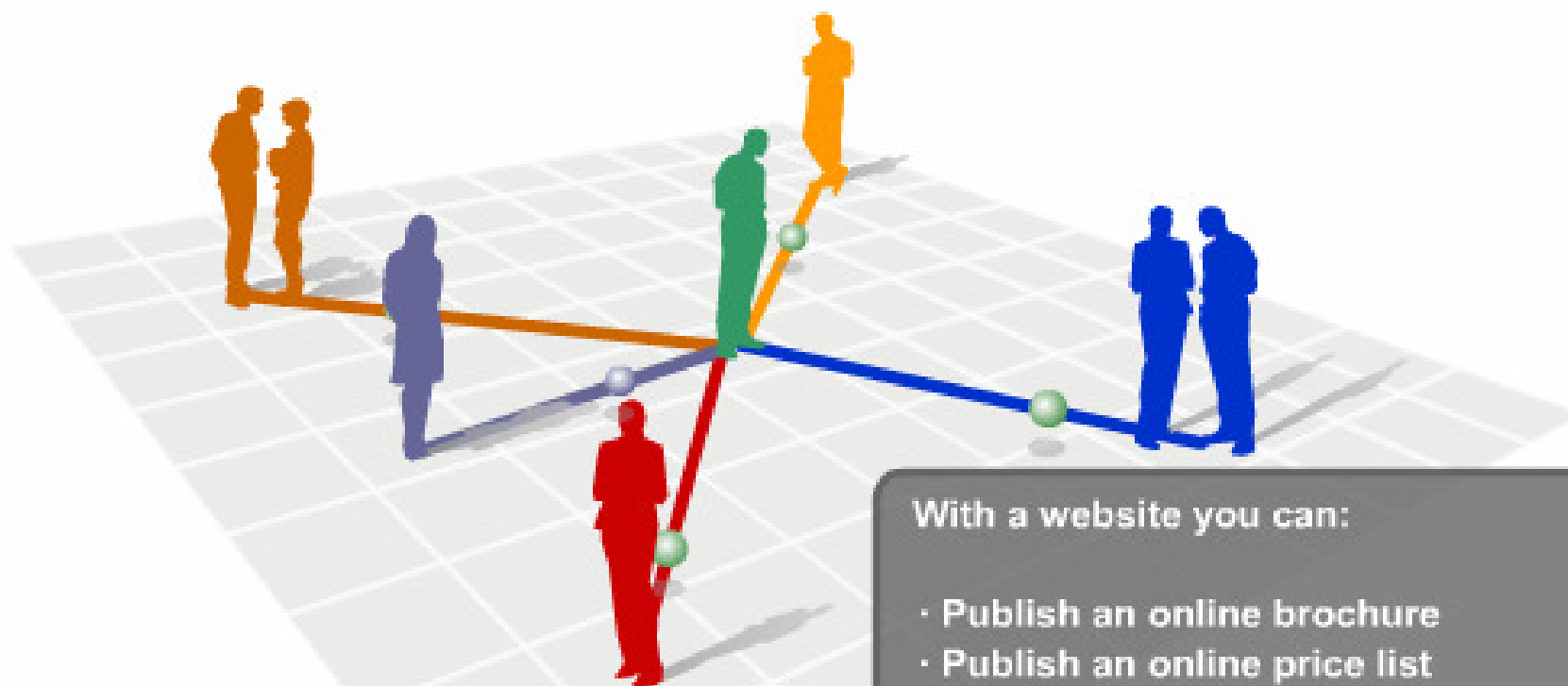
- Save time and reduce error by not having to re-key information
- Request statements for reconciliation at any time of the day or night

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Website



Publishing a website helps you to promote your business professionally on the Web.

With a website you can:

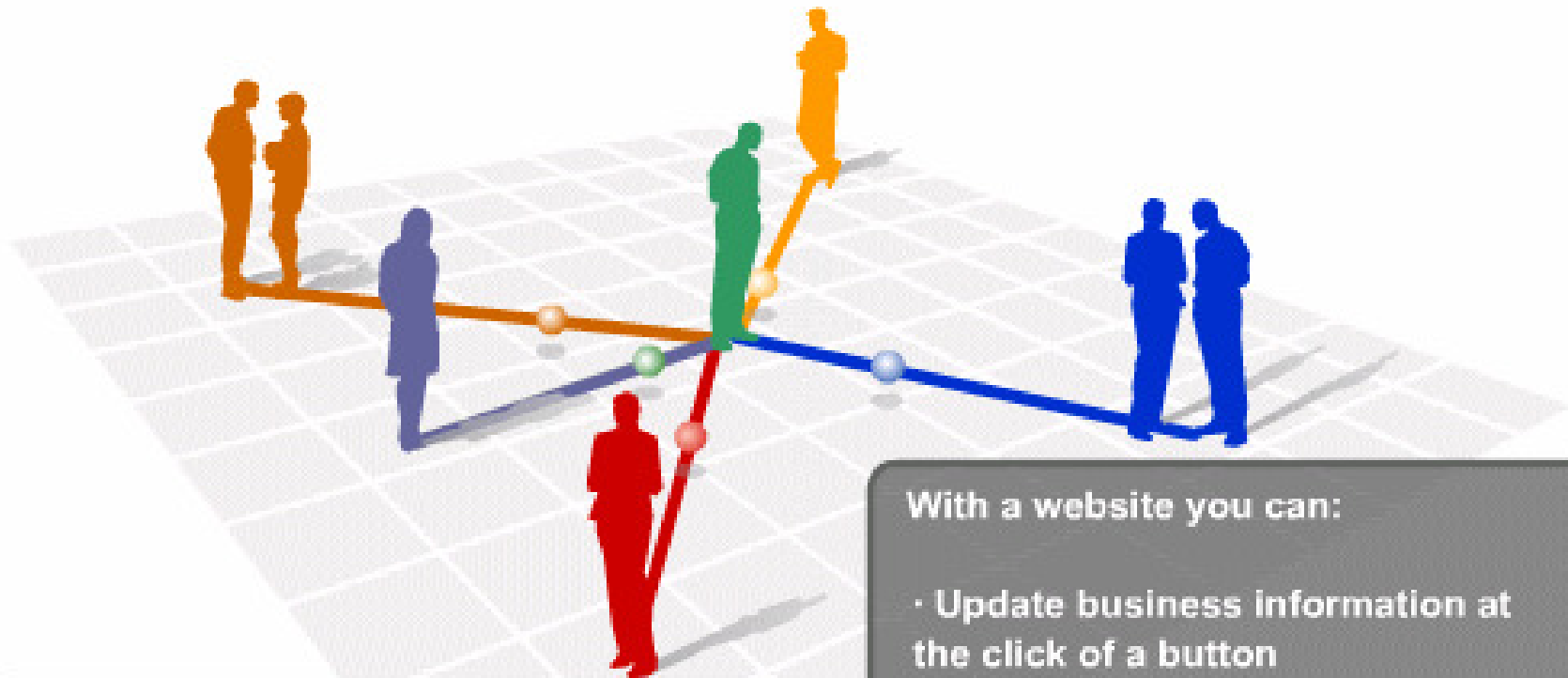
- Publish an online brochure
- Publish an online price list
- Advertise for free in web business directories and search engines

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Next >>>

Website



Publishing a website helps you to promote your business professionally on the Web.

With a website you can:

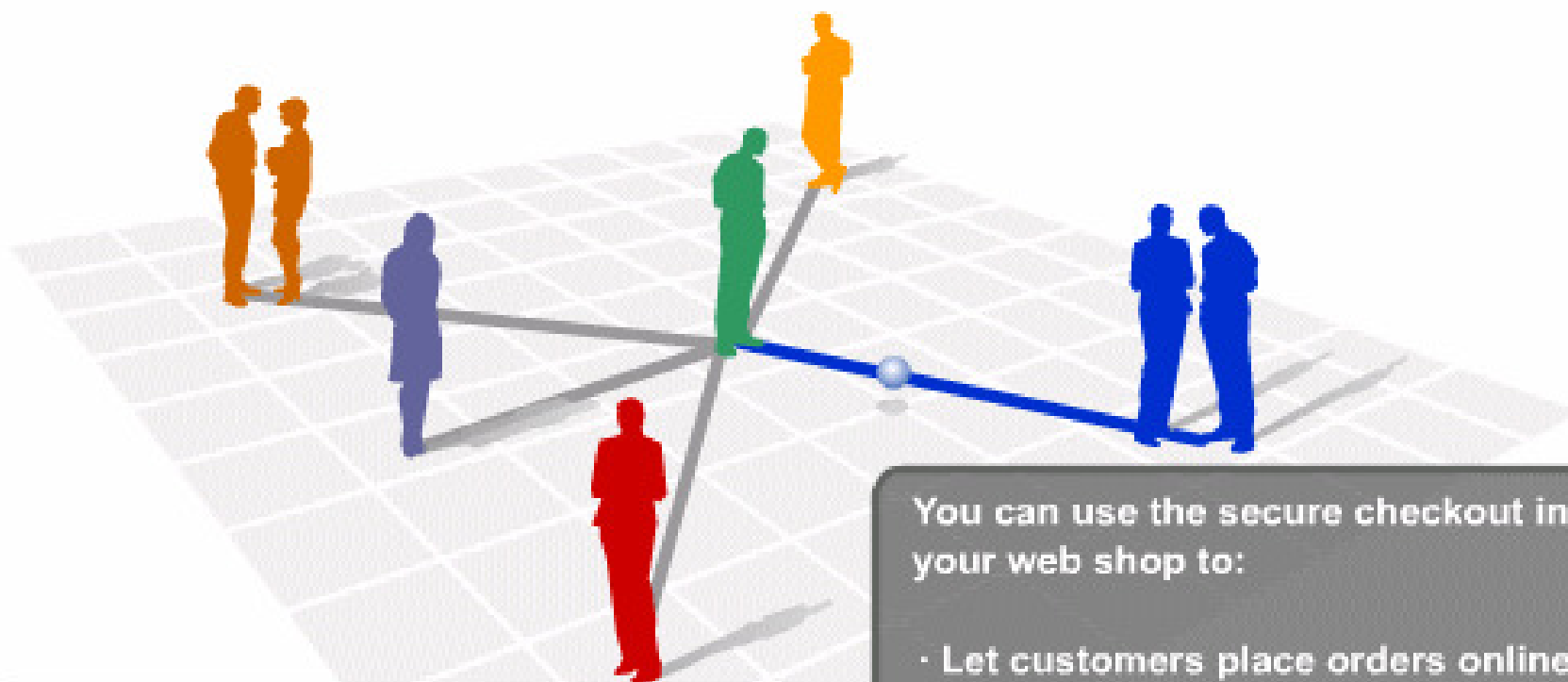
- Update business information at the click of a button
- E-mail customers with a link to your website
- Reach a wider audience
- Grow your customer base

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Web shop



When you add a web shop to your website, you are ready to start online trading.

You can use the secure checkout in your web shop to:

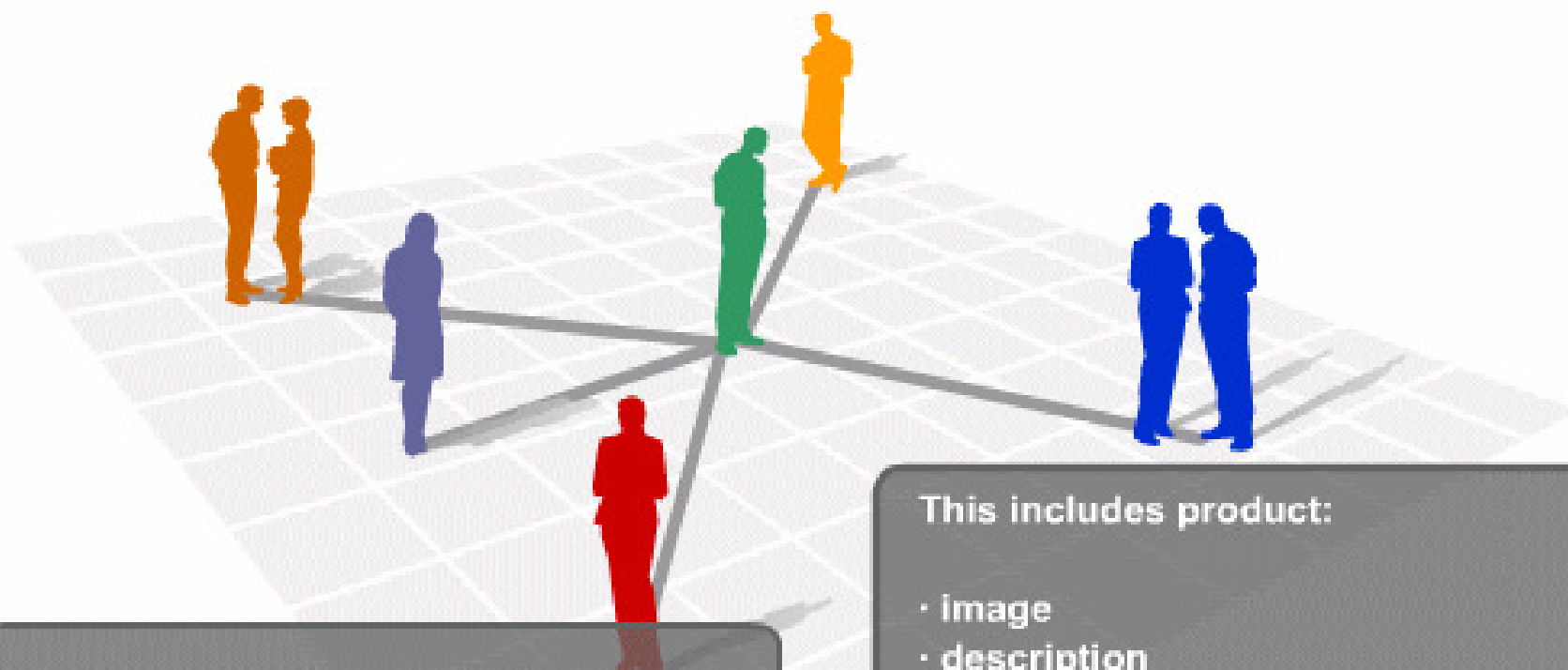
- Let customers place orders online
- Accept online payments
- Download orders directly into your accounting software - with no need for re-keying data

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Web Catalogue



With a web catalogue, you can publish your product information in your accounting software directly into the catalogue on your website.

This includes product:

- image
- description
- price

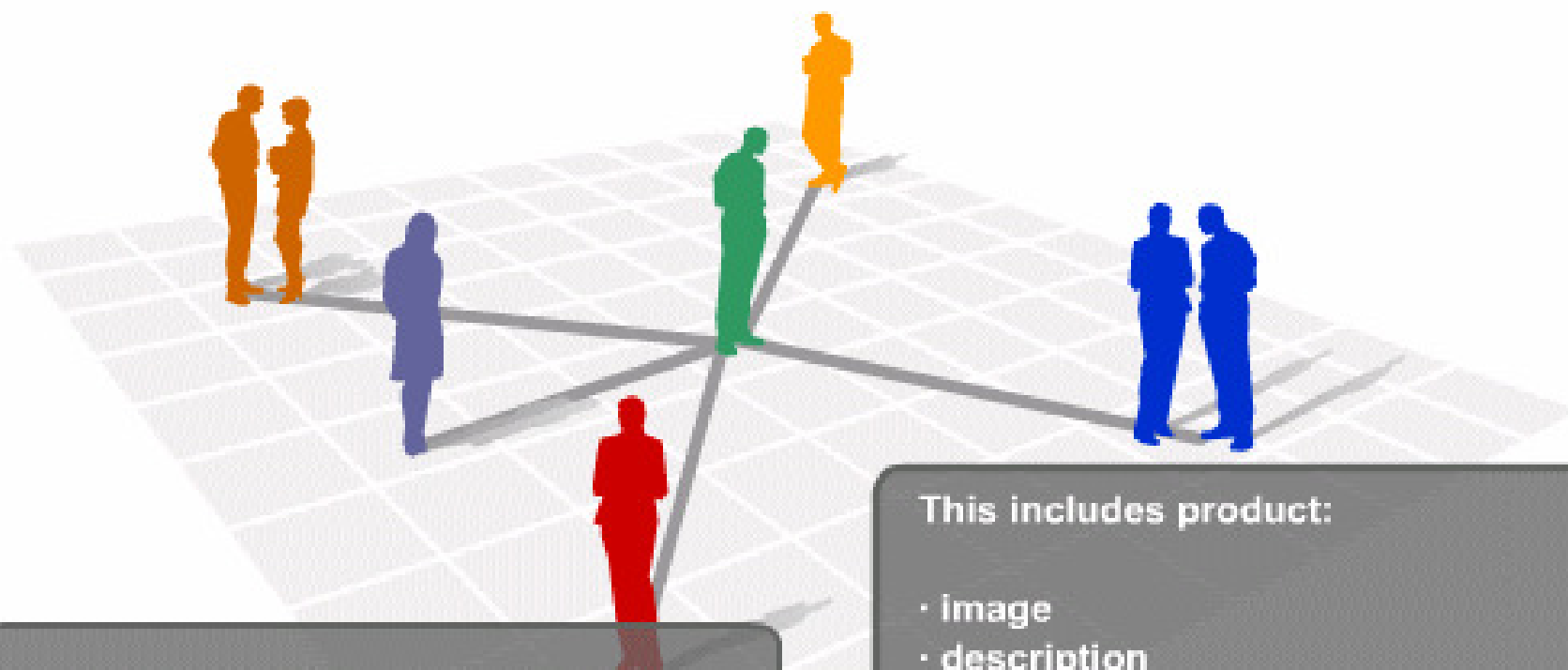
plus a 'Buy It' button to link into your web shop.

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Web Catalogue



With a web catalogue, you can publish your product information in your accounting software directly into the catalogue on your website.

This includes product:

- image
- description
- price

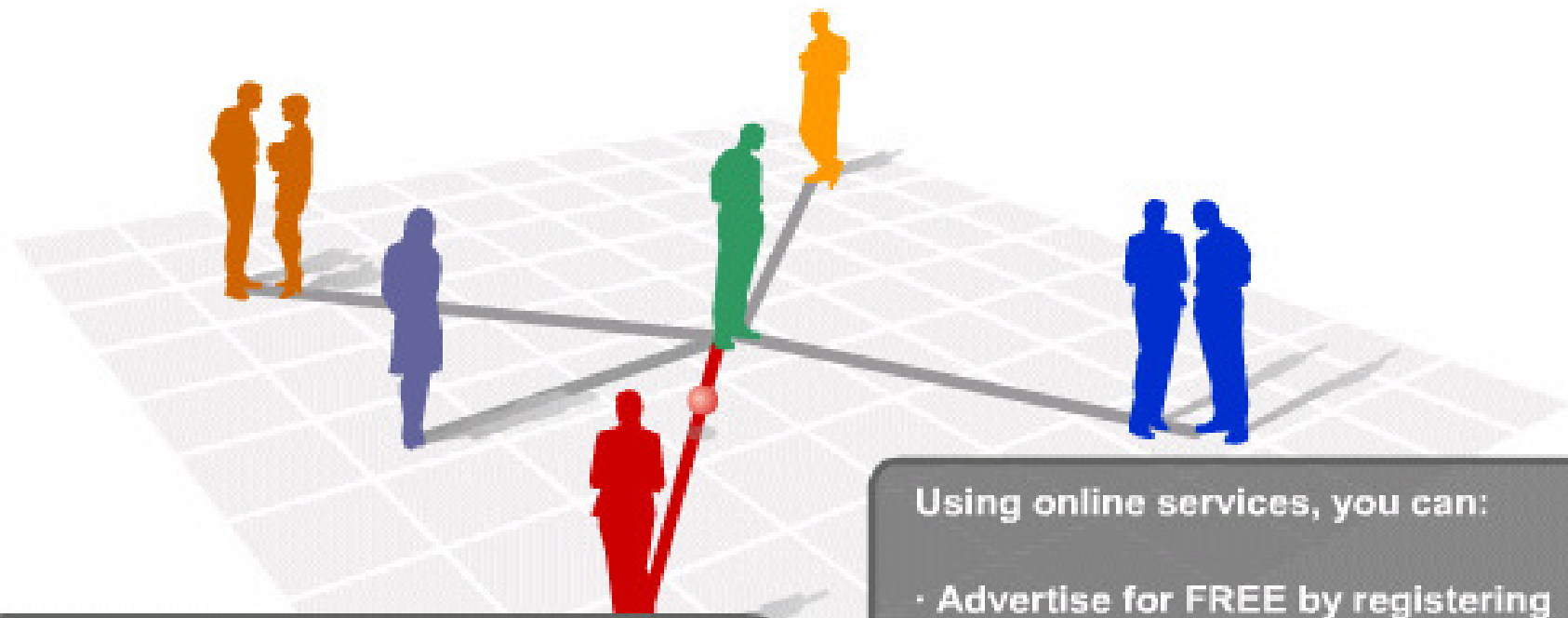
plus a 'Buy It' button to link into your web shop.

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Online Services



When you connect to the Internet you gain access to numerous online services that can help to enhance your business relationships, thereby saving you time and money.

Using online services, you can:

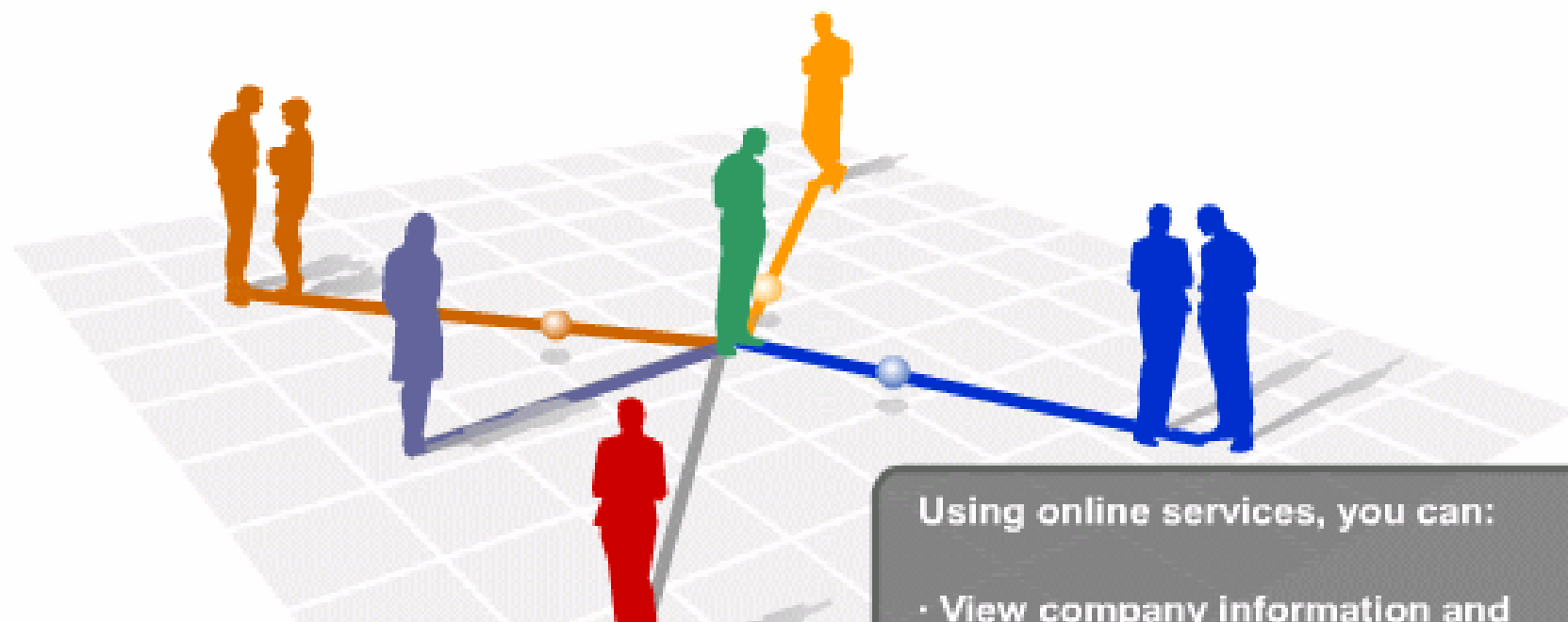
- Advertise for FREE by registering with search engines and web business directories
- Link your accounting software with online banking facilities

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Online Services



When you connect to the Internet you gain access to numerous online services that can help to enhance your business relationships, thereby saving you time and money.

Using online services, you can:

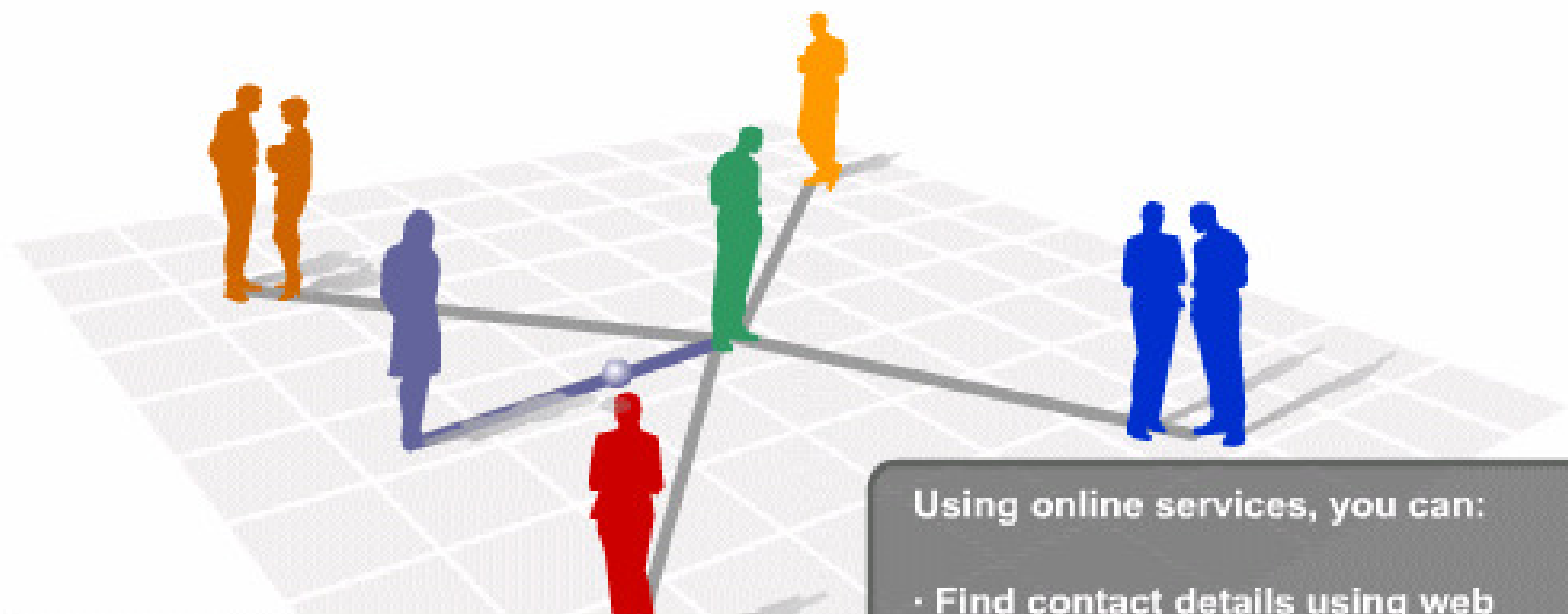
- View company information and credit checking facilities

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Next >>>

Online Services (continued)



When you connect to the Internet you gain access to numerous online services that can help to enhance your business relationships, thereby saving you time and money.

Using online services, you can:

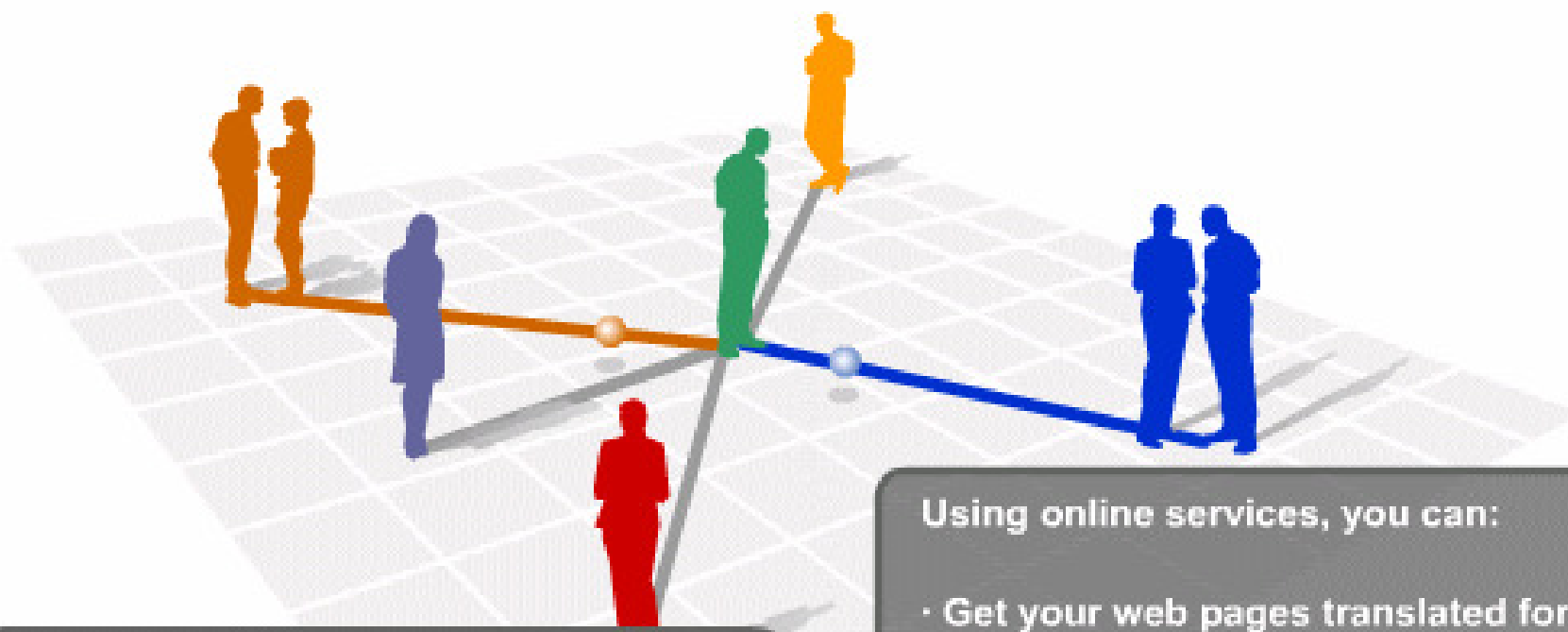
- Find contact details using web directories, search engines and portals/vortals
- Check where your parcel is with a parcel-tracking service

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Online Services (continued)



When you connect to the Internet you gain access to numerous online services that can help to enhance your business relationships, thereby saving you time and money.

Using online services, you can:

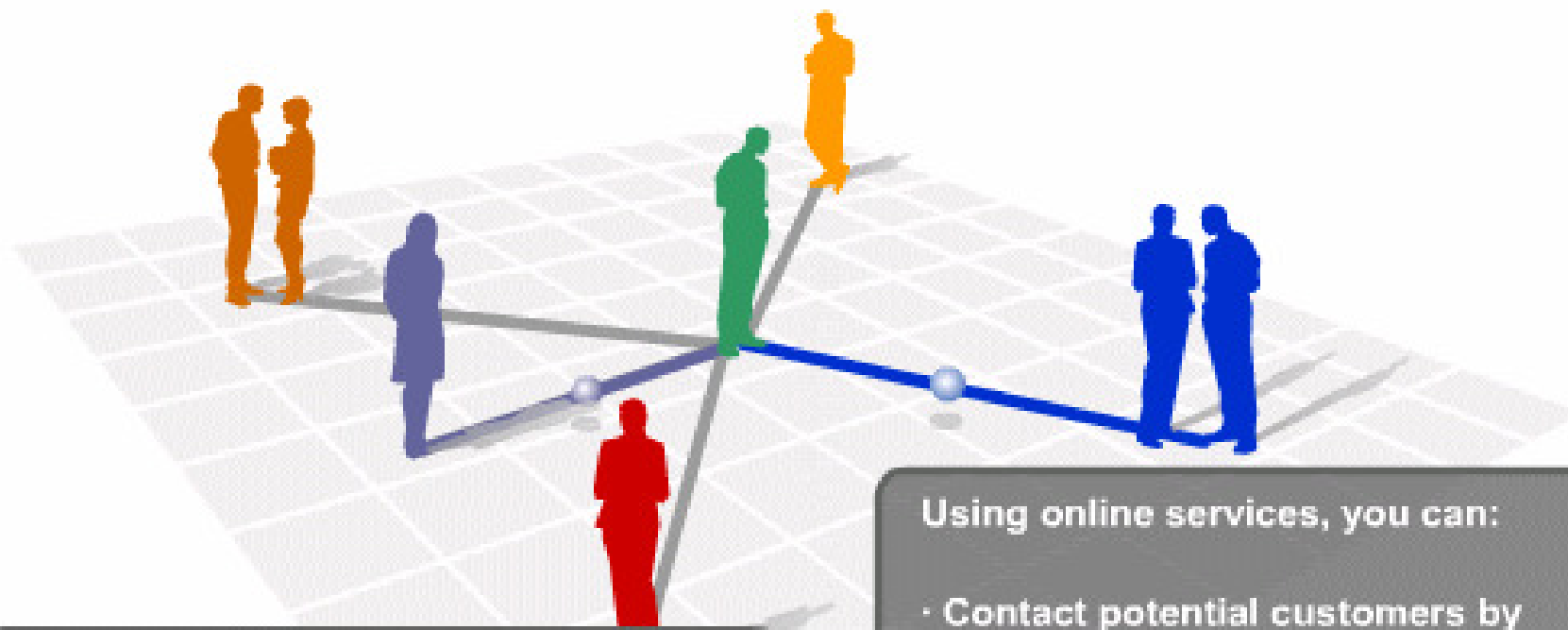
- Get your web pages translated for FREE into other languages
- Use a currency converter for business transactions with overseas customers and suppliers

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Online Services (continued)



When you connect to the Internet you gain access to numerous online services that can help to enhance your business relationships, thereby saving you time and money.

Using online services, you can:

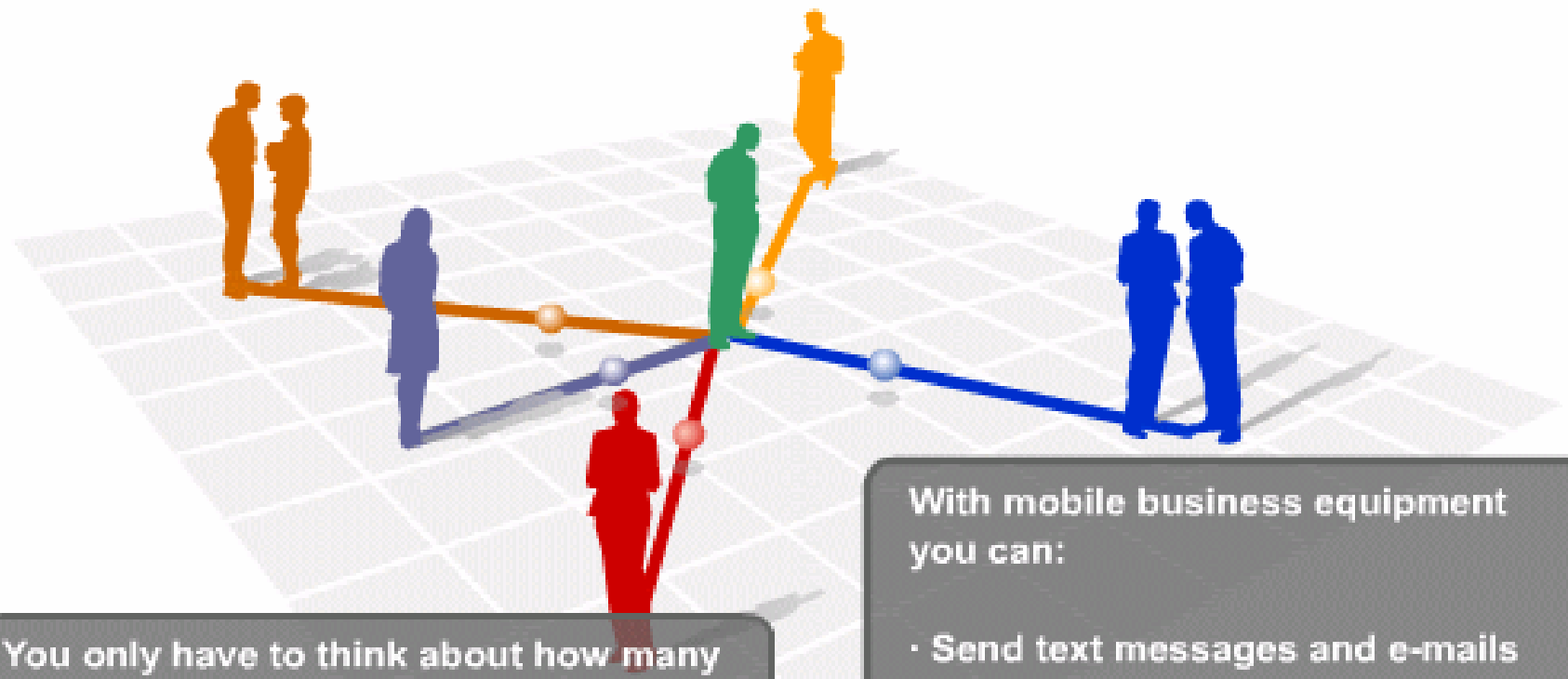
- Contact potential customers by using e-mailing lists from directories like www.yell.com
- Download official forms from government websites such as www.hmce.gov.uk

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Mobile Business



You only have to think about how many people use mobile phones to realise that mobile business is already a massive area of business communication - and one that is constantly growing.

With mobile business equipment you can:

- Send text messages and e-mails from anywhere in the world
- Receive information from your office or business contacts

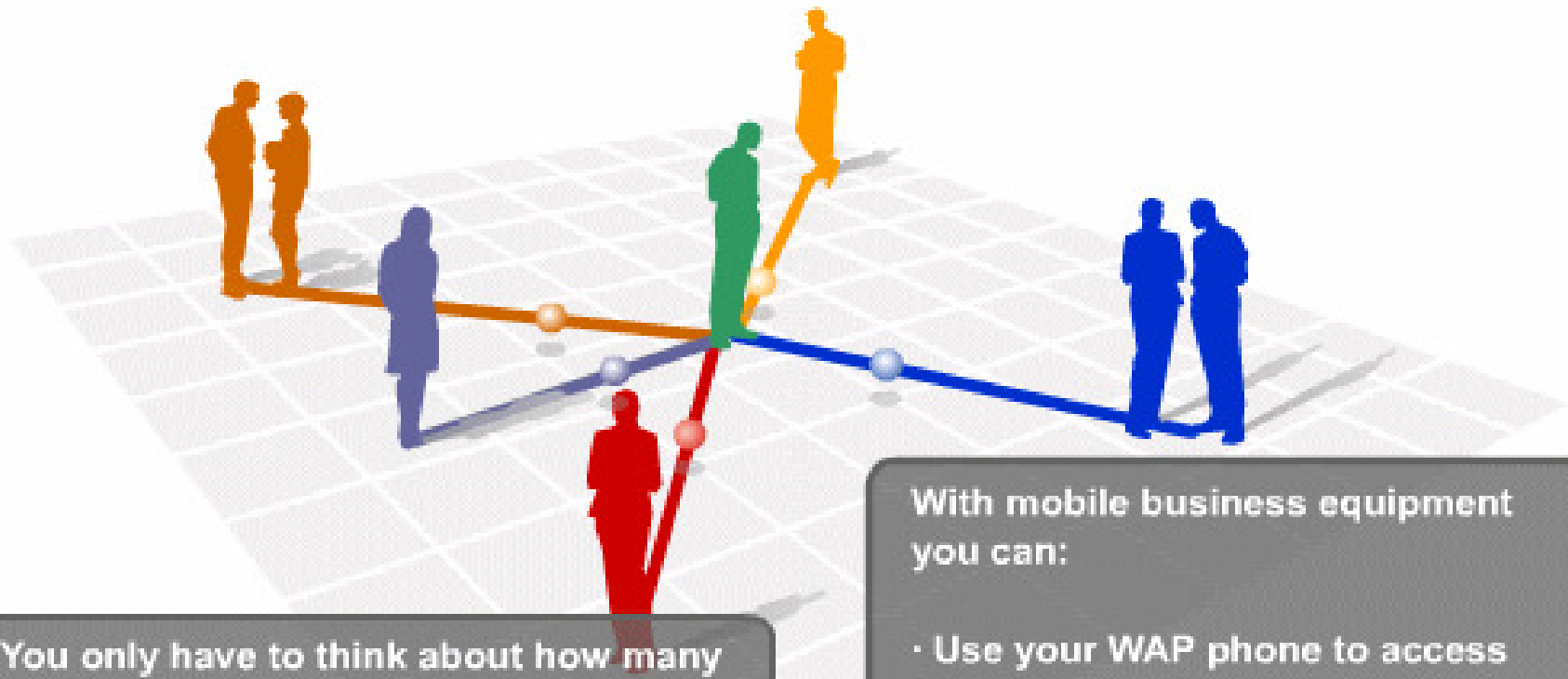
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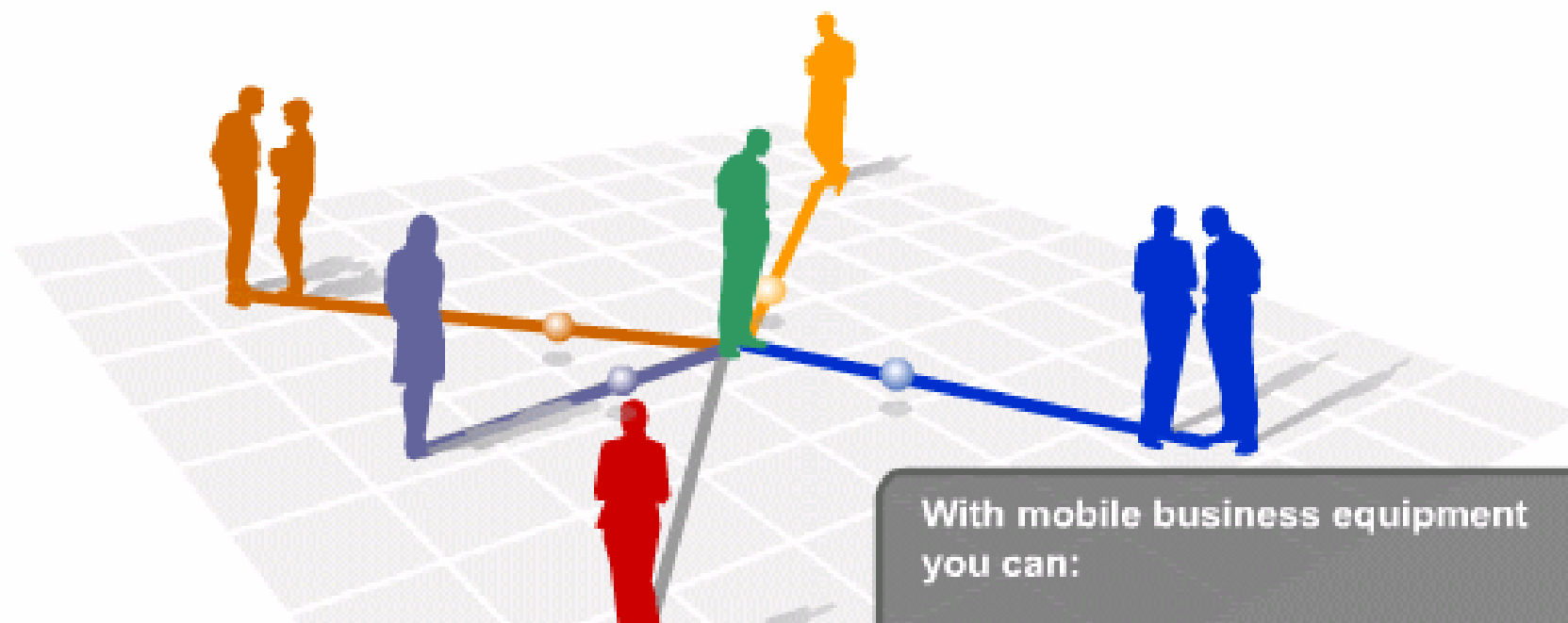
- Use your WAP phone to access online information
- Link your phone to your firm's e-mail system

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Mobile Business



You only have to think about how many people use mobile phones to realise that mobile business is already a massive area of business communication - and one that is constantly growing.

With mobile business equipment you can:

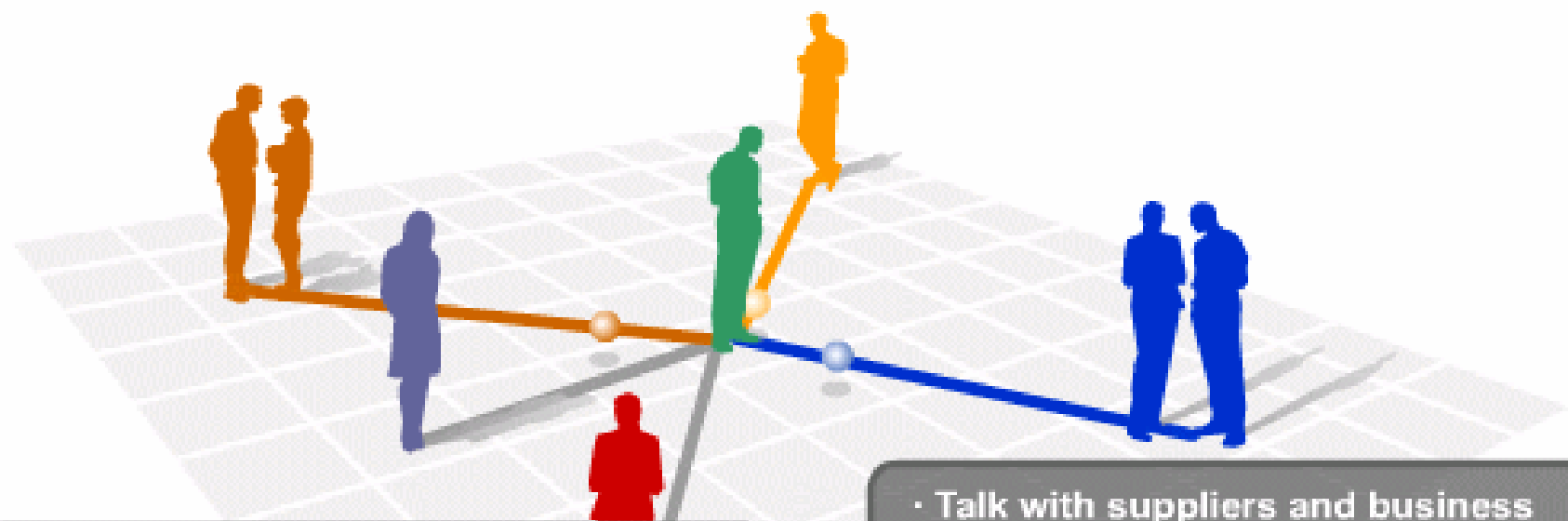
- Take payments while on the move using MEPOS technology
- Authorise payments while on the move

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Mobile Business (continued)



You only have to think about how many people use mobile phones to realise that mobile business is already a massive area of business communication - and one that is constantly growing. And in the near future you will use mobile business to:

- Talk with suppliers and business advisers 'face to face' via a 'video' phone
- Demonstrate and sell products/services through your own visual catalogue which customers can view through their mobile phone or pocket PC

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Extend the reach of **your business**



Ebusiness solutions can help you to extend the reach of your business, grow your customer base and increase your profits.

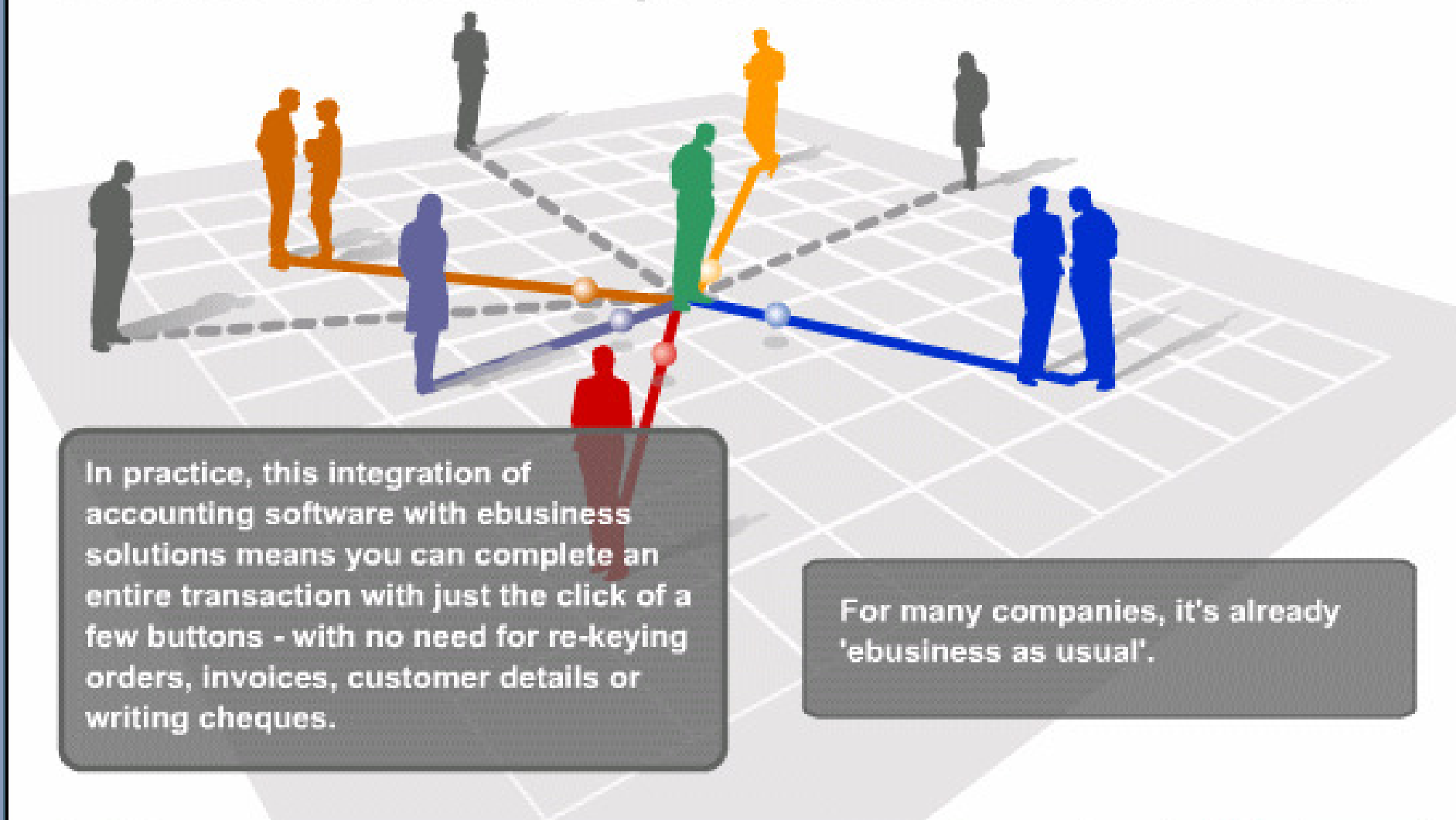
Combining ebusiness solutions with your accounting software enhances every one of your business relationships, greatly speeding up the flow of information and documents through the pipelines in your business communications' network.

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Extend the reach of **your business** (continued)



In practice, this integration of accounting software with ebusiness solutions means you can complete an entire transaction with just the click of a few buttons - with no need for re-keying orders, invoices, customer details or writing cheques.

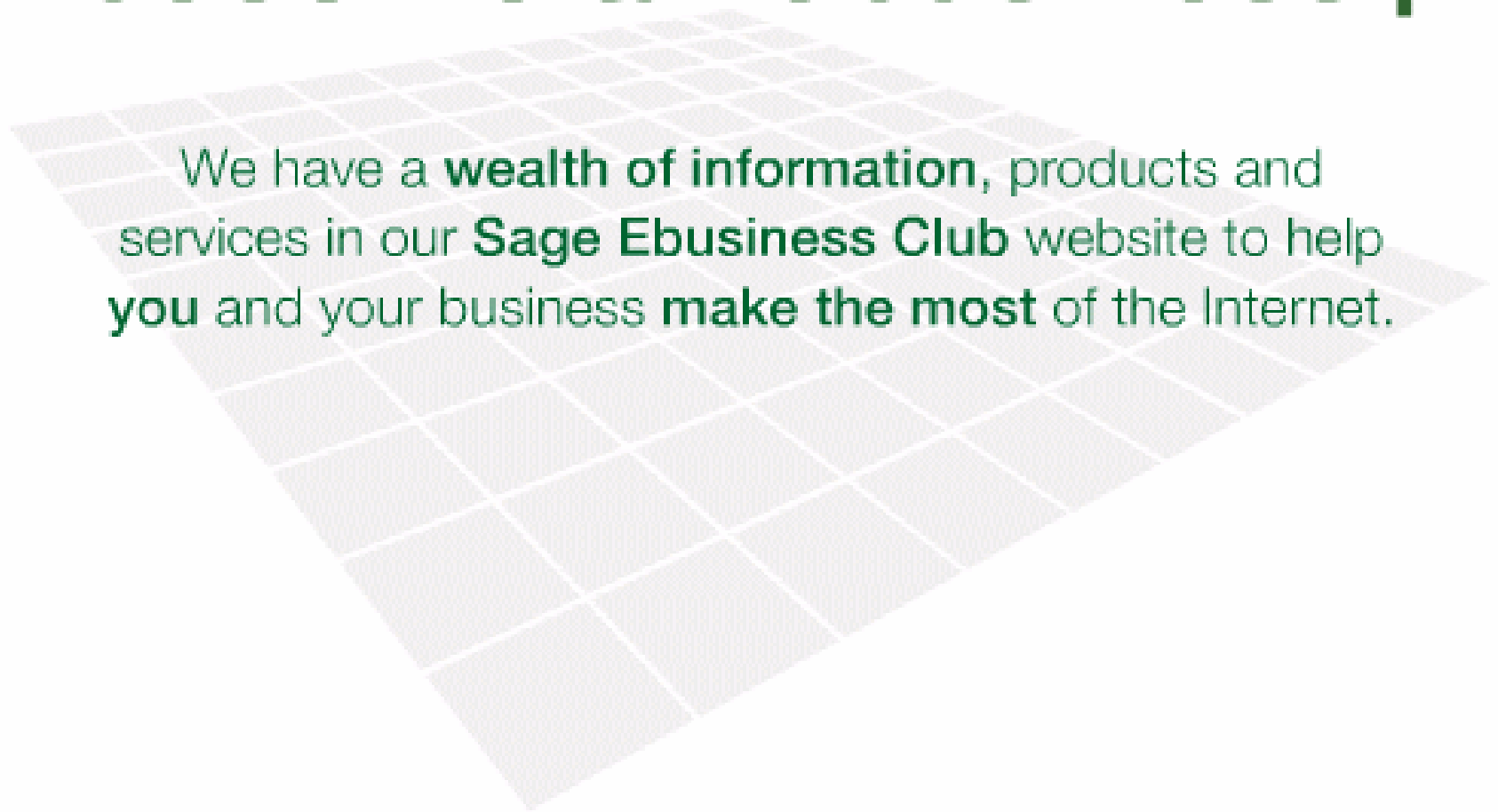
For many companies, it's already 'ebusiness as usual'.

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Let Sage help **you** today
become an ebusiness !



We have a **wealth of information**, products and services in our **Sage Ebusiness Club** website to help **you** and your business **make the most** of the Internet.

Close Window

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Restart