

# 5 reasons to invest in a Workplace Innovation Platform



# Introduction

As a business leader you know just how much there is to think about on a daily basis. The market has become a pressure cooker of expectations: to do more with less, to become better, faster, and more efficient. As a result, instead of innovating your business, you spend most of your time just trying to make it through each day. But these challenges don't have to stop you.

A Workplace Innovation Platform gives you the tools to tailor your existing processes and systems to meet the exact needs of your team and business. In no time, you'll be able to turn your goals into actionable plans, make smarter decisions, and see the transformation you helped create.

Here are 5 reasons to invest in a Workplace Innovation Platform:

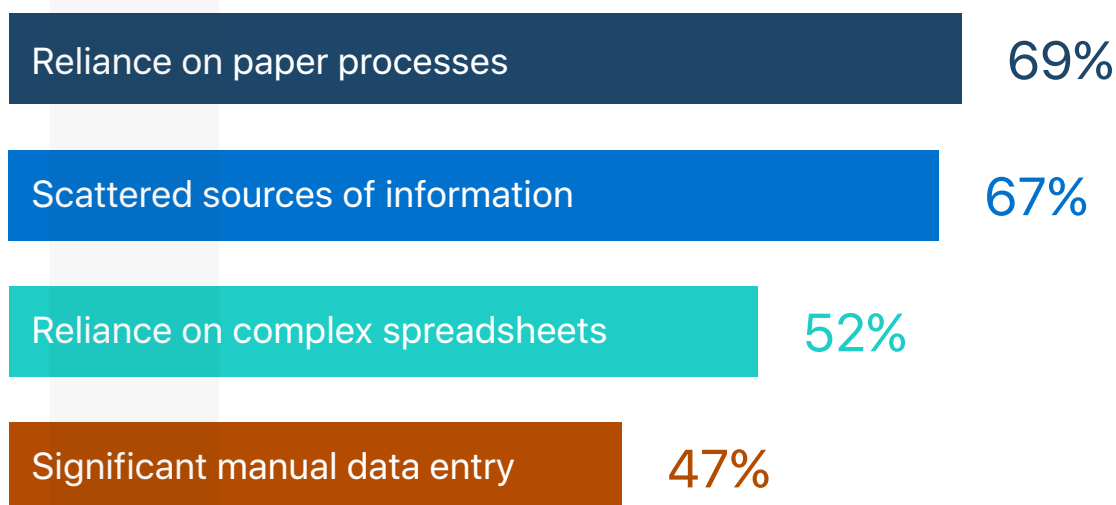
1. [Escape the work rut](#)
2. [Bridge the gap between appliance apps and enterprise systems](#)
3. [Unleash your ideas and expertise](#)
4. [Go fully paperless](#)
5. [Move to mobility](#)

# 1. Escape the work rut

It's a familiar feeling. You'd like nothing more than to focus your time and energy on growing your business. But you are consumed with manual processes and managing spreadsheets, disconnected systems, and administrative tasks. It feels like every time you take two steps forward you end up taking one step back. If you or your business has fallen into this frustrating loop of repetitive tasks, you might be in a work rut.

This is where a Workplace Innovation Platform can help. It allows you to build custom apps that can eliminate paper processes, scattered sources of information, and significant manual data entry — freeing your full attention for business-critical, strategic projects.

## Customers cited the following challenges for needing a custom app

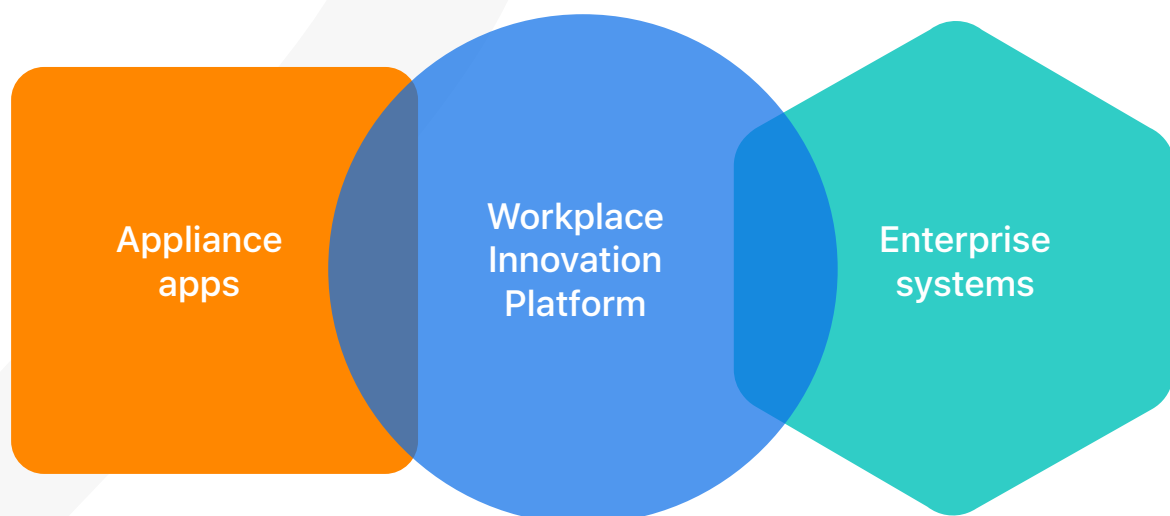


## 2. Bridge the gap between appliance apps and enterprise systems

You likely use an ad-hoc mix of appliance apps such as off-the-shelf accounting, email, and file sharing systems to help run the core aspects of your business. They are useful but don't talk to one another, resulting in siloed information.

You may also use enterprise systems like ERP or CRM which can be effective for resourcing and customer relations, but don't meet the custom needs of your business. Appliance apps are limited and enterprise systems are focused elsewhere.

A Workplace Innovation Platform bridges this gap, acting as an intermediary between the two. No matter how your business evolves, the platform is fully customizable to support it.



### 3. Unleash your ideas and expertise

One of the biggest frustrations in business is to be stopped in your tracks by administrative tasks. You want to be able to turn your innovative ideas into reality and share them with others.

With a Workplace Innovation Platform, you can build a custom app yourself or with the help of a trusted advisor. Either way, the innovation will always belong to you and your business will quickly see the benefits.

#### Benefits of a custom app



93%

Saw a reduction in inefficient tasks

91%

Saw an increase in team productivity

77%

Saw a reduction in data entry

76%

Reported ROI

## 4. Go fully paperless

Relying on paper processes is a top struggle of most businesses. Working with paper can stagnate workflow: forms can get lost, errors can arise due to manual data entry, and business efficiency can drop while waiting for manual processing.

Going paperless gives your business a competitive edge. From the outset, it reduces space and costs so you can keep your resources focused on what matters most. No one likes spending time filling out or processing paper forms, so going digital can increase both productivity and morale. Custom apps give access to information to anyone instantly, regardless of location, so momentum can stay high.

“

Our salespeople have more and better information at their fingertips. We're also getting quicker responses on order corrections when a mistake is made. Fewer calls to the purchasing department gives us more sales time. And the feedback we're getting helps us build better products and increase productivity.

**Martin Clapp**

Director, Wood Fruitticher

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## 5. Move to mobility

Mobile technology is transforming the world. In the business sector, 68% of businesses see mobility as important to their organization. Mobile-based management systems allow employees 24/7 access to the information they need to improve customer service.

What's more, being able to pass data back and forth in real time with your employees can improve overall team productivity.

Being able to connect better with your employees will help you understand what is happening with your business at any time.

“Our people are around town, in meetings, and filming on location. From Portland to London, Los Angeles to Banff, our custom app allows us to keep an up-to-date view of what's going on onsite via laptop or mobile.”

**Alexander Court**

Production Executive, Kung Fu Monkey Productions

64%

Saw an increase in their mobile teams productivity after adapting their custom app in the field

70%

saw an increase in customer satisfaction



# FileMaker®

An Apple Subsidiary

## About FileMaker

A Workplace Innovation Platform like FileMaker allows you to build custom apps to match the unique needs of your business and help to better connect your systems, processes and employees. Most importantly, it will help you free up your time and resources to get out of your own work rut and focus on growing your business instead.

To learn more about escaping your work rut, visit [www.filemaker.com](http://www.filemaker.com)

Or contact one of our many trusted partners throughout the world:

**AUTOMATION USA**

800.515.3795 • [info@automationusa.net](mailto:info@automationusa.net)  
[automationusa.net/custom-app-development](http://automationusa.net/custom-app-development)