

7 Ways to leverage technology to **scale up** your business



**You have a great company.
Now leverage the power of the latest technology
to take your business to the next level...**

Business can be done today in ways that the founders who have gone before us could only dream of. Streamlined dashboards, live access to financial information, direct access to your target market through digital channels. Business management in 2018 is a new ball game.

In a tough economy, leveraging the latest technology suite can give you the edge over other players in the market. It can also free up founder time and head space to focus on what really matters in the company's growth phase.

Top tech and innovation entrepreneurs take advantage of the time we are living in when scaling up their businesses. Let's unpack seven of the most important ways in which

technology can be used to build a great company:

1. Automate your finance function

Finance is at the heart of every business. If the numbers don't add up, the company fails. Exciting cloud accounting tools have taken this core function out of the hands of an old school accountant on desktop software and has put it in the hands of the founder. Bank integration means live access to financial information. Digital invoicing means live access to income for the month and debtor figures. Managing profitability and company finance has never been this easy. Get into the cloud with tools like Xero to have access to the right financial information at the right time for decision-making.