

The Next 2 Years: Your Technology

Top Technologies Your Business Will Need To Grow Through
2018



With

GENE MARKS

Of

The Marks Group, P.C.

The
Washington
Post

Forbes

THE HUFFINGTON POST



Inc.

Entrepreneur
MAGAZINE

1. ERP is going to the cloud

9 Technology Trends Every Distributor
and Manufacturer Should Know

Microsoft GP

Sage X3

Large customer base

Significant resources

Microsoft technology

Many integrations

Older architecture

Strong reseller channel

ERP/Accounting Is Going to the Cloud

Epicor Prophet 21

Large user base

Epicor trading network

Cloud/on-premise

Distribution One

8,000 users

On-premise

Smaller, customer service oriented

ERP/Accounting Is Going to the Cloud

Infor
Oracle

Cloud and on-premise
Higher cost
Enterprise focus
Strong reseller channel
High name recognition
Significant customizability
Multiple module offerings

ERP/Accounting Is Going to the Cloud

Plex Systems

NetSuite

BizSlate

Fully cloud based

Plex – recent fundings

Netsuite – long history

Stand alone modules

Newer architecture

ERP/Accounting Is Going to the Cloud

Highjump

Fully cloud based
Focus on warehouse
management
14,000 customers

Handshake

Fully mobile
Order entry and inventory
management
SMB focused

ERP/Accounting Is Going to the Cloud

Find Accounting Software

Capterra

ERP/Accounting Is Going to the Cloud

**Focus on the
company first**

**Have a good
partner**

**Flexible, modular
and open**

**Prioritize
business
intelligence**

Get referrals

5 Tips When Researching

- 1. ERP is going to the cloud**
- 2. IoT/Wearables will gain steam**

**9 Technology Trends Every Distributor
and Manufacturer Should Know**

Google Glass for the factory:

- report data**
- hands free/safety**

DAQRI Smart Helmet:

- Built-in thermal sensors and 360-degree cameras**
- "Don't touch that until it cools down"**
- "Watch out for that beam behind you"**
- Security guards would scan factory equipment for excessive heat or out-of-bounds behavior while they do their nightly rounds.**

IoT/Wearables are gaining steam

Parker Hannifin Automation Group - Vibration sensors

- Determines that the vibration signal has moved outside of the control range, indicating that the gearbox should be replaced.
- Sourcing then orders the gearbox and maintenance schedules the repair.
- Saves on inventory and supply chain efficiency.
- Scheduled maintenance instead of down time.

IoT/Wearables are gaining steam

ThyssenKrupp's - Elevator reliability

- Microsoft Azure Machine Learning

- IoT-connected elevators also provide condition reports that alert engineers to potential issues.

- Preventive maintenance system that lets engineers access real-time data to prevent elevator breakdowns.

IoT/Wearables are gaining steam

Kuka (industrial robots and automation products)

- Microsoft Azure IoT platform**

- Robotic hands thread a tube into a small hole in the back of a dishwasher.**

- Movement data from the robot is streamed to the Azure cloud where workers can monitor progress and receive status reports from the factory.**

- Assembly errors can be addressed in real time through Windows tablets, making the automated process faster and easier.**

IoT/Wearables are gaining steam

Other Benefits:

- Perform tasks from one location**
- Catching the issue before equipment breaks down can save any unnecessary downtime or a complete machine replacement**
- Analysis of systems to fine-tune and tweak the performance of equipment, increasing machine life expectancy and ramping up production capability.**
- Reporting tools that help with performance, budgeting, and documentation (injury or breakdown)**

IoT/Wearables are gaining steam

- 1. ERP is going to the cloud**
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- 3. Business intelligence is everywhere, anytime**

9 Technology Trends Every Distributor and Manufacturer Should Know

Domo

Microsoft Power BI

Clear Analytics

SAP BI

Real-time data

Cloud based

Mobile friendly

Self service

Auto-delivery

Visualization

Platform independent

Dynamic refresh

Spreadsheet integration

Business Intelligence

KnowledgeSync

Platform agnostic
Primarily e-mail alerts
Small company, long history
Examples....

SQL Triggers

Custom programming
required by SQL expert

Alerting

IFFT

If This Then That

Connects software and hardware

Thousands of “recipes”

Examples:

- Security

- Electrical

- Spreadsheet

- Email/Social media updates

Alerting

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- 4. Your community is a valuable asset**

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Your Community/CRM

ACT!

GoldMine

Nimble

Zoho

Insight.ly

SugarCRM

Dynamics CRM

Salesforce.com

SageCRM

The 3 Most Popular CRM Reports

- The Pipeline
- The Activity
- The Incident

CRM

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- 5. Technology will help educate your community.**

9 Technology Trends Every Distributor and Manufacturer Should Know

Email Marketing

Constant Contact

MailChimp

MyEmma

Print, Voice, Text

VistaPrint, PrintPlace

Voiceshot

Tatango

Video

TalkFusion

Constant Contact

Providing Content

Inbound Marketing

**HubSpot,
InfusionSoft**

**Marketing
Automation**

**Marketo
Click Dimensions
Exact Target
BizConnector**

**Providing Content –
Marketing Automation**

**Communication
Research
Resumes**

LinkedIn

**Communication
Hootsuite**

Twitter

**Hangouts on Air
Periscope**

**Google
Twitter**

**Providing Content – Social
Media**

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6. Search has gone mobile

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Mobilize Your Website: DudaMobile, Go-Daddy

Google My Business (And Yahoo and Bing)

Getting Linked By Others

Meta Tags/Spidering

Your website is out of date

Time for an SEO consultant?

Getting Found

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The Cloud



VISHVAKS L

Amazon Web Services

Google Web Services

Microsoft Azure

Rackspace and Others...

Managing Data

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8. People are collaborating everywhere

9 Technology Trends Every Distributor and Manufacturer Should Know

GoToMyPC/LogMeIn/Remote Desktop

Remote connectivity

Join.me

Screen sharing

Office365/Google Docs

Documents, Spreadsheets

OneDrive/DropBox/Google Docs

Storage

Collaborating

FindMyShift/Toggle

Time and billing

Skype/Oovoo

Video conversations

Freeconferencecall

Conference service

Collaborating

Basecamp/Asana

Inexpensive cloud based project manager

Slack

Internal messaging w/history and search

EchoSign/DocuSign

Doc management, e-signatures and storage

ZenDesk

Tracks issues/problems to resolution

Collaborating

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8. People are collaborating everywhere
9. New tech is changing HR

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ZipRecruiter – mashes up hundreds of recruiting sites and manages candidates

Work4 - drives quality candidates from Facebook, LinkedIn and Twitter (58% of employees are more likely to apply to a company via social media)

InstaWork – you tell position and they send list of qualified candidates and schedule interviews. Founded by 2 Google execs and venture backed.

Intelius or Checkr- will help you review the background of everyone you hire, minimizing the risk of unexpected “surprises” from disrupting your new employer-employee relationships.

New Tools To Find People

Zenefits - 2,000+ companies, 50,000+ employees, \$84m funding
@\$4.5 billion valuation - benefits, payroll, onboarding, time off,
and more.

Gusto (formerly ZenPayroll) – online, “beautiful” payroll, \$26m
funding

New Tools To Manage People

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A Quicker! Better! Wiser! Monthly Report

10 THE PERFECT

Gene Marks' Business Outlook, September 2011

September: A Big Month Ahead

August was quite a month in Washington DC — excessive hot air, earthquakes, a hurricane. And Congress was barely in session.

For the economy, August was not a good month.

Not that there weren't some bright signs. Durable goods orders came in strong. Personal income and expenditures were both up. Consumer delinquency rates fell to pre-crisis levels. Commercial property prices rose. The Baltic Dry Index rallied. WalMart reported higher profits. Leading indicators were up and oil fell to \$81 a barrel.

But the fall in oil, for example, was due to a slowing economy. In fact the Fed revised its estimate of annual GDP growth from an anemic 1.3% to a feeble 1.0%. Inflation, though still low, rose this past month as did the price of gold. The Pulse of Commerce Index remained weak. Small business optimism dipped for the fifth month in a row. Regional Feds in Philadelphia, New York and the Midwest reported contractions in activity. Weekly unemployment claims are holding steady, if not slightly increasing, and activity around the country was just...less. The latest auto traffic and truck tonnage indexes both decreased. The construction industry is on life support: architectural billings, housing starts, and existing home sales are down. Dell cut its forecast. HP got out of the com-

Because as Congress reconvenes after Labor Day, we're looking at a fun filled month of September. And I know at least four things that will happen this month that will impact us all well into 2012.

puter business. Steve Jobs stepped down.

Oh, right, and Standard & Poor's downgraded our national debt, causing wild fluctuations in the stock market. This was after our government's debt "deal" at the beginning of the month, which basically kicked the problem to a politically charged debt "super" committee tasked with either reducing the debt or reducing our national defense. Meanwhile, China builds new ships and missiles and Russia lays claim to pieces of the arctic.

And the best is yet to come.

Because as Congress reconvenes after Labor Day, we're looking at a fun filled month of September. And I know at least four things that will happen this month that will impact us all well into 2012.

1. The Debt Super Committee.

This bi-partisan (but VERY partisan) committee will be meeting to figure out ways to reduce our national deficit. They've been charged to either

SEPTEMBER 2, 2011

Published the first Friday of every month

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agree on a solution or there will be across the board cuts primarily in defense. The expectation is, like it always was, that this "super" committee will not achieve super results. Instead we can expect token gestures of deficit cutting with the rest coming out of our defense budget. Few think that these members will be able to step up to the problem of entitlements which

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Thank You!

THE MANUFACTURER'S BOOK of LISTS

Compiled and Edited by Gene Marks



70+ LISTS
from dozens of
**MANUFACTURING
EXPERTS**
to help you run your business
MORE PROFITABLY

Free Newsletter:
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