



Why Sage ERP X3 Version 7: Responsiveness

July 9, 2014 Sage ERP X3, Sage Products By Julie Downey

Our 7 Cents: Why Sage ERP X3 V7? (Series)—

The Power of Responsiveness

“Nope. No response. He said he’d get back to me when he had the quote, but it’s been two days. The new company’s rep gave me numbers right away. I’ve liked our relationship with the long-time vendor, but they are just too slow. We won’t remain profitable at that pace. We’re going to have to take our business elsewhere.”

This could be a sad but true tale for businesses that can’t keep up with the competition. Even your most communicative sales person is only as effective as the timeliness of his or her responses to requests. Access to data on the spot is simply a necessity, and we think Sage X3 version 7 is just the tool to be the early bird who gets that worm instead of the one starving on the fringes of dropped crumbs.

The ability to be responsive and forward thinking consultants leverages not only [intelligence](#), but also relies on other features that we’ve highlighted in previous blogs,

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specifically [usability](#) and [mobility](#).

As we mentioned in the [usability](#) blog, the upgrades to X3 were designed with an interface that is easy to use for people in your company with various levels of responsibility. This means Joe in purchasing doesn't have to wait for his boss Jane to get back into town to view the database to check on pricing.

[Mobility](#), another point we have celebrated earlier—can also help support your ability to be responsive to your customers. If you can reach information quickly on the road you're one step ahead of those who have to return to their offices or plug in a computer to retrieve purchase history or inventory availability.

How efficient is your information retrieval process?

The story of the hypothetical company that lost the client because they were too slow to find the needed numbers reminds me of when I went to the Newberry Library in Chicago with my Great Uncle Don, the unofficial family historian. He wanted to learn about our relationship with the Huguenots, who migrated from France to Canada before ending up in the Upper Peninsula of Michigan.

Anxious to uncover clues to our ancestry, we weren't allowed to thumb through bookshelves. The bound documents were too fragile, too old. We had to wait. We only had access to catalogs, which were a bit unwieldy and required a lot of cross-referencing. Then we had to research the names of the books or articles and write them down on specific forms, and hand them to a librarian. We watched her disappear down a narrow hallway bordered with stacks of files, floor-to-ceiling, lined with ladders and step stools.

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While she searched for the items we had requested, we sat quietly, patiently waiting for her to return with newspaper articles from the 1800s. After awhile, she handed us the binders full of yellowing pages, which we still had to search for names and places, hoping for tales and faces. They allowed us to make photocopies to bring home and review and share with our family. There were no digital databases populated with scanned images

The retrieval process was slow. Our access was limited. We were forced to wait in an adjacent room while the trained specialist retrieved what we needed. We were unable to immediately share our findings with those outside of the room. We didn't mind because our data needs had no urgency, and no one's bottom line was at stake, but this antiquated process would not have been acceptable in business. It's crucial to use an ERP that allows the quick information retrieval offered by Sage ERP X3 version 7.

Are you able to anticipate changes and act fast?



The value of responsiveness came to mind while watching the 2014 World Cup semifinal upset of Germany over Brazil.

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Eleven minutes into the game, Germany's Thomas Müller knocked the ball past Brazil's goalkeeper Júlio César without any opposition. Brazil's players moved slowly and offered no defense before the ball reached the net. The team with the faster reflexes won that battle. It's a lot like business.

Never think you have time to kick back, either. Take your eye off the ball and your competition could annihilate you in no time. I turned my attention from the game for less than five minutes, and looked up to see that Germany had knocked four more goals into the net. Seems Brazil's defense was focusing on something other than the game, too. They let in seven goals in a historically devastating 7-1 loss—in their home country, filled with passionate fans who openly wept, green and blue painted faces dripping onto yellow shirts, their disappointment displayed on television screens, computers and mobile devices around the globe.

As one football fan said, shaking his head at the Brazilian players, "It's the most important game of your life and you have no energy, no inspiration, no fight?" The whole world was watching, and their entire country was counting on them, but the team mentally and physically checked out.

When you're the client waiting to proceed on a project, you and your company are relying on vendors you've hired and expect processes to move quickly. You can't tolerate slow reaction times, and must feel confident that the systems in place and a dedicated team of employees are working together to protect your customers' interests. Also, to be a trusted business, you need to know what the heck is happening always, so when you are trying to move product and need to access data from your ERP quickly, you need to work with an efficient process and not wonder if it's being held up in a historical library's stacks or its managers are on a field picking daisies.

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Back
Up
Data
Now or
Deal
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About the Series—

Our 7 Cents: Why Sage ERP X3 V7?

When Sage ERP X3 Version 7 was first introduced, MicroAccounting made sure to become acquainted with the update. We liked it so much we devoted a blog to each of the top seven reasons we recommend the solution to our mid-market clients. [Series Overview](#)

7 Reasons:

[Usability](#). [Mobility](#). [Control](#). [Intelligence](#). [Responsiveness](#). [Profitability](#). [Expansion](#).

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Julie writes articles for our blogs, and gathers relevant material from ERP and mobile app experts, and edits contributors' stories. She brings her experience as an adjunct media arts professor and long-time teaching artist into our content development process, inspiring others to express ideas. In addition to bloggizing content, Julie manages several of our social media accounts.

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