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TECHNOLOGY Solutions



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A Critical Foundation for Business Success

Why do a majority of business leaders point to an upgrade or replatforming of their ERP or CRM business systems when asked about the critical foundation components of their success?

What methodology allowed them to move from dysfunction and risk to growth and success?

If you recognize that your business systems are holding back your company's success but are concerned about resistance to change, how do you build a business case for replatforming your business systems?

The advantage of having a solid business case is that you formalize your ideas, gain alignment on them from key stakeholders, and move them past the objections that usually end in no decision due to undefined risk/reward concerns. The fact is, as many as 72 percent of ERP implementations fail, and one of the key reasons is a lack of effective planning and a solid business case. For 34 years Blytheco has helped business leaders successfully develop a business case for growth and success and we want to this experience with you.

What Is a Business Case?

A business case is a **physical document** that gets your ideas on paper in a formalized, structured way so everyone can understand the impacts. And it's important to note that learning how to create a business case applies across initiatives; you can utilize this skill for other projects in your company, not just ERP transition.

Creating the business case document helps you:

- ▶ Formalize the idea. Getting ideas on paper helps define the problem and potential solutions.
- ▶ Support it with data. Developing evidence for the problem at hand creates urgency around solving it.
- ▶ Outline the justification for the project. Illustrating the costs and benefits of the project with facts and numbers paints a clear picture of the needs.
- ▶ Provide a common language. Getting your teams talking about the problems and solutions in a common way solidifies your argument and builds momentum for your project.
- ▶ Can easily be updated as new information is gathered. Once your foundational document is created, it becomes living, breathing documentation for your project.

What Are the Important Elements in a Business Case?

Executive Summary

This section should provide general information on the issues surrounding the business problem and the proposed project or initiative created to address it. The executive summary captures only the essential elements of the business case being presented. Usually, this section is completed last after all other sections of the business case have been written. This is because the executive summary is exactly that, a summary of the detail that is provided in subsequent sections of the document.

Business Case Analysis Team

This section describes the roles of the team members who developed the business case. It is imperative that participants and roles are clearly defined for the business case as well as throughout the life of the project. They are responsible for the analysis and creation of the project business case.

Problem Definition

This section should briefly describe the business problem that the proposed project will address. This section should not describe how the problem will be addressed; only what the problem is.

Project Overview

This section is really the meat of the document, and describes high-level

information about the project to include a description, goals and objectives, performance criteria, assumptions, constraints, and milestones or phases of the project. This section consolidates all project-specific information into one chapter and allows for an easy understanding of the project since the baseline business problem, impacts and recommendations have already been established.

Strategic Alignment

All projects should support the organization's strategy and strategic plans in order to add value and maintain executive and organizational support. This section gives your team an opportunity to connect your project to what has been defined as the business strategy by providing an overview of the organizational strategic plans that are related to the project. This includes the strategic plan, what the plan calls for and how the project supports the strategic plan.

Cost Benefit Analysis

This section quantifies the financial benefits of the project as much as possible, illustrating the costs of the project and comparing them with the benefits and savings to determine if the project is worth pursuing.

Alternatives Analysis

All business problems may be addressed by any number of alternative projects. While the business case is the result of having selected one such option, a brief summary of considered alternatives should also be included—one of which should be the status quo, or doing nothing. The reasons for not selecting the alternatives should also be included.

Approvals

The business case is a document with which approval is granted or denied to move forward with the creation of a project. Therefore, the document should receive approval or disapproval from its executive review board.

Build Your Own Business Case

Some of the most important work we do here at Blytheco is help companies transition to a new ERP/CRM system. And now we are sharing our best practices and resources for success with you in a free webinar series designed to enhance your knowledge of how to guide your company through such a transition. In six 30-minute webinars, you will gain an understanding of the steps needed to get ready to move to a new ERP and get access to the resources that you can use throughout the process.

Resources for building your own business case are available on our blog at <http://bit.ly/blybizcase>, including:

- ▶ A Word-based business case template to get you started.
- ▶ The Business Case Team Worksheet, to help you define the players on your project team.
- ▶ The "7 Steps for Building a Business Case" Whitepaper, with more background on developing effective business cases.
- ▶ The Slideshare presentation from our "How to Build a Business Case" webinar.
- ▶ Additional articles and podcasts for learning more about business cases.
- ▶ Registration link for the rest of our web series "Are You Ready for Replatforming?"

Alicia Anderson

Alicia Anderson is with Blytheco LLC. Blytheco works to help companies meet their business goals with award-winning software products, tailored solutions, and professional services. Blytheco has been serving a select clientele with their business software needs since 1980. Follow @AliciaKAnderson and @BlythecoLLC on Twitter, and visit www.blytheco.com.



Work with an Expert

When you are ready to engage with a consulting partner to start designing a solution, consider a partnership with Blytheco. Based in Orange County for over 34 years, with a nationwide team of over 100 solution experts, Blytheco offers clients a tailored process for evaluating and designing the perfect solution based on their specific business goals. The company then works with clients throughout

their business lifecycle to provide implementation, training, technical support and process reviews to ensure that systems stay tuned to changing business realities. Blytheco is the premier business software implementer for market-leading products like Sage and NetSuite. Representing a diverse set of products (over 100) means that Blytheco is uniquely positioned to help clients objectively evaluate the right solution for their specific needs.

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IP Centrex is an advanced hosted telephone system, delivered over a dedicated high bandwidth connection.

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Local Expert Service and Support

IP Centrex is backed 24/7 by local technicians in your area with years of experience.

Unparalleled Convenience

With the flexibility to power your phone through an Ethernet cable to save precious outlet space, IP Centrex allows you to change the location of your desk by simply moving the phone and plugging it back into an Ethernet cable with no change to service.

Reliability When It Matters Most

Since IP Centrex is hosted, your phone service can keep you connected if disaster strikes.

Let's Talk.

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coxbusiness.com



Coastline Community College Champions Professional Development and Employee Retention Through Technical Education

Coastline Community College is one of the best kept secrets in Orange County for career development and retention, and now corporations are starting to take notice and partner with this cutting-edge academic institution.

Organizations such as the Ben Hudnall Memorial Trust have partnered with Coastline Community College to provide quality, innovative and flexible educational pathways for Kaiser Permanente employees. The Transportation Security Administration (TSA) has also taken advantage of Coastline's contract education services to enhance the professional development of their employees.

Since it was founded in 1976, Coastline Community College established its cutting-edge reputation for providing the professional development resources and programs that industry employees need to stay successful in their careers. Coastline is accredited by the Accrediting Commission for Community and Junior Colleges (ACCJC) of the Western Association of Schools and Colleges, and offers more than 250 online courses for employees to pursue an online degree, while working full-time.

These partnerships are designed to ensure employee success through the use of Coastline's academic advisors, counselors and wide variety of technical training resources that help professionals achieve their career goals.

Organizations also partner with Coastline Community College to take advantage of their contract education programs for military personnel. Military employees who are interested in pursuing an A.A. or A.S. degree can enroll in online or on-site courses, whether they are in the Air Force, Navy, Army, Marine Corps, Coast Guard or the Army National Guard. Coastline recognizes the maximum credit awarded for military training and experience, and



delivers college-credit courses that help military service men and women attain their degrees on the fast track.

Coastline Community College also offers organizations the opportunity for their employees to receive the very latest technical education and training leading to a specialized certification in the high-demand fields of Computer Security and Networking, Computer Information Systems, Management and Supervision, Building Codes Technology, Emergency Management and Process Technology.

Coastline's Computer Networking (Computer Services Technology: CST) and Cybersecurity Programs are some of the highly recognized programs offered. The Computer Networking Program has joined CyberWatch West and will begin teaching an expanded schedule of security classes. Courses range from Principles of Security to Forensics where students learn to prevent identity theft, secure internet activities and set up internet security for their employers. The Computer Networking Program specializes in delivering networking technologies, such as Cisco CCNA, CCNP and Cisco Security; CompTia certifications including: A+, Network+, Security+, Linux+, CASP; Microsoft MCSE, MCSA, MTA; and VMware.

Corporations and government agencies partner with Coastline Community College because of its flexible and cost-effective services that work for their employees' schedule. The employees advance their careers, while organizations build retention—it's a win-win!



Improve the professional development of your organization's employees and management staff today. Contact Nhadira Johnson, M.P.A. at 714.241.6186 for more information or visit our website at www.Coastline.edu/programs. Our centers are located in Newport Beach, Garden Grove, Westminster, Fountain Valley and online.

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How Cloud Voice Can Improve Your Business in 2014

In many ways, the responsibility of managing your small business has become much more complicated in the last several years: Consumers have become savvier, competition has tightened and organizing marketing efforts has grown more complicated. The days of small mom-and-pop establishments operating in a local landscape are over, as the age of an international playing field has dawned.

Of course, this has caused some frustrating growing pains for many small businesses, who wonder how they can compete on a global stage without bottomless reservoirs of funding and an extensive workforce. Fortunately, several tools have emerged that can help even the youngest companies build top-shelf business operations, and many of them are cloud based.



Cloud-based voice systems like IP Centrex from Cox Business eliminate these risks. Because they are managed through professional firms and carried out over the internet, cloud voice systems are much more reliable than traditional phone lines. Furthermore, because an archive of all voice messages is kept and organized automatically, permanently losing that all-important message is a worry of the past.

► Save Money

With such important capabilities and features, you'd think that a cloud-based telephone system would be prohibitively expensive for most small businesses. However, with no special hardware required and few, if any, upfront costs, that is not the case. IP Centrex from Cox Business has a single monthly fee and multiple packages, which makes them perfect for cost-conscious small businesses.

Down from the Cloud

In a few short years, the cloud has grown into one of the most useful and dynamic tools for small businesses. It has allowed companies to store documents off-site, capitalize on costly software and create an extensive catalogue of all incoming and outgoing emails.

One new cloud capability, however, may turn out to be more important than all of those other features. Cloud voice systems have become essential for companies that want to control costs, increase stability and improve productivity. With a wealth of capabilities — and the list is growing each day — these cloud-based systems make it possible for small businesses to have the most cutting-edge tools at their fingertips, often without any additional hardware or prohibitive upfront costs.

Leveling the Field

In the past, small businesses often had a ceiling that kept them from getting too big or more efficient. Without an infusion of capital or a stroke of unprecedented luck, most businesses were constrained by their circumstances. However, inexpensive and easy-to-use technology has changed this, and the cloud is the latest example.

The cloud has become a necessary component in most businesses' strategies. Cloud-based telephone systems, which offer a bounty of features and greater convenience and stability than traditional phone systems, are the latest in this line of improvements. Since their inception, cloud voice systems have become essential components of tens of thousands of businesses. However, the question remains: How do you know if cloud voice is right for your business?

IP Centrex from Cox Business is an advanced cloud-based hosted VoIP phone system that delivers business-grade voice service over Cox's private network. It's the right answer for businesses looking for flexibility in their communications platform. Here are some features that will show how cloud voice systems like IP Centrex can optimize businesses in 2014:

► Never Lose Information

Losing an essential voice mail and experiencing a disruption in phone service are two of the biggest fears of many businesspeople. These potential snags can have serious repercussions for a business' bottom line and client relations.

Cloud-based systems in general, and cloud voice in particular, are great ways for businesses to reduce overhead and save money. Because of this, almost every aspect of business operation is likely to migrate to the cloud sooner rather than later.

► Become more Efficient

In addition to saving money, cloud-based phone systems like IP Centrex can also help companies become more efficient. The role of business telephones has changed radically over the past few years, which meant that phone systems have had to become more complicated and difficult to use. Remotely accessible voicemail, elaborate conference calls and call-forwarding technology are all essential for businesses, which has often led to unwieldy, overly complicated phone systems. Cloud voice systems alleviate many of these problems by creating a streamlined, professionally hosted infrastructure that is much more easily managed than outdated phone systems.

► Become more Flexible

It's not only phone systems that are changing, however. Most companies, especially small ones, are operating in fundamentally different ways than their forebears. This is especially evident in the growing number of off-site and freelance workers. While this situation has helped companies operate on a more global, decentralized level, this has also made inter-team communication more difficult.

This, too, can be solved with cloud-based phone systems. Regardless of where employees are conducting business, they can use these phone systems to redirect phone calls, convert voice mails into emails, use simple extensions and share numbers. For executives, the impact of cloud voice systems on managing a remote workforce cannot be overstated.

As business in the 21st century continues to evolve, tools like IP Centrex from Cox Business can help small businesses stay up to speed and at the forefront of the changes.

Will your business migrate to a cloud-based voice system in 2014? Talk to a Cox Business Solutions Consultant to learn how IP Centrex can help improve your business. Call 866.906.9738 or visit www.coxbusiness.com.

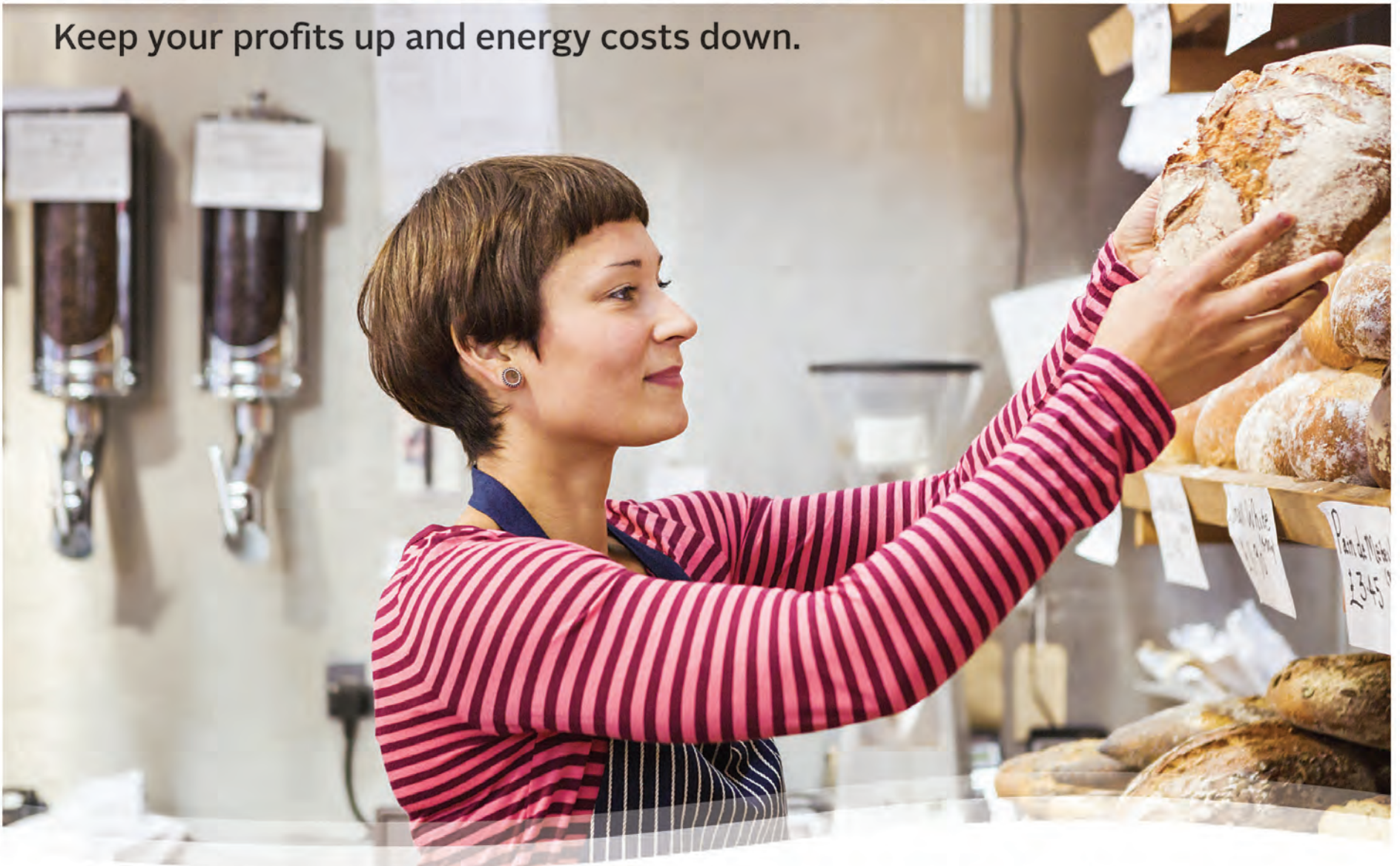
FAST FACTS

Cox Business is a division of Cox Communications, a Fortune 500 company with more than 6 million residential and commercial customers. The company offers high-speed Internet services; switched voice and long-distance services; and dedicated voice, data, TV and transport services for home offices, small, medium and large-sized businesses, school districts and hospitality, government and military properties in 28 markets across the nation.

For more information about the telecommunication solutions offered by Cox Business, visit www.cox.com or please call us at 866.906.9738.

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Cloud: What Is It and How to Use It?

Cloud” seems to be the *it* word of 2014, and even though it’s widely used personally and professionally, people have mixed emotions about it that range from both ends of the spectrum. Some believe it to be the best thing since sliced bread, with the flexibility and accessibility it provides the tech savvy people of today, while others see it as a threat to privacy, control and security in today’s day and age of increasing vulnerability to digital piracy.

Many established resources already rely on cloud technology, as it provides universal access. Whether people are using it to simply share family pictures or hold confidential records of a multi-billion dollar enterprise, it’s important to know the advantages of cloud technology so that people are able to optimize the cloud’s capabilities without having their heads in the clouds.

Cloud Usage

Large companies such as Amazon, Google and Microsoft provide several cloud computing resources like servers, software, operating systems, security, storage and programs, which in the past would have been purchased and maintained individually. Shared computing means companies no longer need a large capital investment on expensive technology. With the cloud, businesses are able to utilize other’s computing facilities enabling scalability (having the option to add, remove or change services) and accessibility (having access to services anytime and anywhere with a compatible device).

Cloud Advantage

What does this all mean to you as a business owner? Utilizing the cloud means more capital to leverage due to eliminated upfront costs, ability to upgrade or downgrade systems and services with minimalistic interruption, and virtual access to your business. This means an increase in productivity and a decrease in costs, which is ultimately the formula for success.

Cloud Solution

This virtual option for technology sounds great, but how do you take all this fluffy cloud knowledge and turn it into tangible options that you can actually use? This is where companies like Business Communications Solutions (BCS) grasp the cloud concept and turn it to executable solutions with quality service and dedicated expertise, delivering all the complexities of the cloud into simple plans specific to the needs of each business.

For more information, contact Mariness Didulo at mdidulo@bcscsconsultants.com.



Business Communications Solutions (BCS), based in Irvine, Calif. and founded in 2001, is a technology-driven, single-source solution provider. BCS’s expertise is understanding the correlation between every

voice and data facet to run a business – structured cabling, unified communications, IT solutions, video conferencing, security services and cloud computing. BCS provides complete solutions by combining voice, data and software services with industry leading systems, while maintaining an extensive line of products partnering with industry powerhouses such as Cisco, Toshiba and ShoreTel. These partnerships enable BCS to deliver the most value with the best quality at a competitive price to fit the needs of every type of business at its various stages: new office establishment, relocation, expansion and system upgrade.

“As a company that is required to have flawless performance in daily operations, we expect nothing less than that from the companies that we work with, which is exactly what we found with BCS. They have been an astounding company to work with and are always dependable in completing the job and surpassing any and all of our expectations. BCS provides a first-rate experience for their clients and we value their professionalism.”

—Arthur C. of Cooper McManus

www.bcscsconsultants.com



As BCS always keeps up with the speed of technology, Kumo is currently their most advanced line of solutions, specializing in cloud computing which unifies communication and simplifies technology by elevating businesses in the cloud with KumoPhone, KumoOffice, KumoMail, KumoServer, KumoRecovery and

KumoDesktop. These can be bundled together for a scalable, accessible and secure suite of solutions that is best suited for each company, while offering the stability and security of traditional systems with the features and quality of the next generation.

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MGM Resorts Hits Wi-Fi Jackpot with Mobilitie

by Christos Karmis, President, Mobilitie

MGM Resorts International, one of the world's largest gaming companies, faced an issue that challenges hospitality organizations around the world: they wanted to provide a great wireless experience for visitors. They also wanted to increase engagement with guests and visitors who were using the network during their stay or visit to the property. It would include new, unique options for monetizing this exclusive access, such as providing partners with a customized branded portal or customer analytic capabilities.

This wasn't a small task, even for Mobilitie's experienced team. Mobilitie proposed a comprehensive Wi-Fi network that spanned eight of MGM's properties in Las Vegas (Bellagio, MGM Grand, Mandalay Bay, The Mirage, Monte Carlo, New York-New York, Luxor and Excalibur). The system would become one of the world's largest broadcast Wi-Fi network installations.

Managing the network for eight vast properties is never an easy task. As each venue is different, it was important for the Mobilitie team to understand the needs of each property in order to maximize network functionality. In an effort to do so, Mobilitie met with MGM Resorts to discuss what the network would need for each individual location; then designed a network that would provide the best experience for visitors and guests.

Mobilitie developed a network that would be able to easily engage with MGM's guests and visitors. The network was built to provide a seamless experience among properties, meaning it would be easy to roam between different properties such as Bellagio and MGM Grand without the need to sign in to a new network at each venue. Location-based services were included in the design so that visitors could easily find locations at each venue, whether it was a booth during a large convention or the pool for an afternoon swim.

Beyond seamless connectivity, Mobilitie worked with MGM Resorts to deliver unique monetization opportunities. The network was designed to provide additional revenue through advertising or customized, branded portals that sponsors could leverage to reach their audiences. Mobilitie also designed "Ads for Access," where visitors would simply watch a brief sponsored video in order to access the network. The network was also designed in tiers, so that MGM Resorts could control the type of access — such as speed or duration — for each guest or visitor. With location capabilities, MGM Resorts could also provide their guests with information that's specific to their precise location.

Today, Mobilitie manages the Wi-Fi system at the MGM Resorts, constantly refining it to meet the evolving needs of the network on a daily basis. Mobilitie delivered a turnkey solution that enhanced the mobile experience for all visitors to MGM properties in Las Vegas. By understanding how to best serve MGM, Mobilitie designed a Wi-Fi network solution that is the highest performing in the industry, increasing connection speed by 30 percent.



Bellagio



Monte Carlo



New York - New York

About Mobilitie

Mobilitie is the premier wireless infrastructure provider of neutral-host DAS, Small Cell and Wi-Fi networks that enable robust wireless communication. Mobilitie installs and operates wireless infrastructure designed to meet the needs of wireless carriers and venues across all industries, including sporting and entertainment, real estate, hospitality, education, healthcare and government. Mobilitie is headquartered in Newport Beach, CA. For more information please visit www.mobilitie.com.

Christos Karmis

Christos Karmis oversees Mobilitie's major DAS and Wi-Fi installations across some of the largest venues in the United States. Karmis and the Mobilitie team recently set the national record during the 2014 Kentucky Derby for the highest mobile data traffic ever transmitted through a DAS network during an event.

Before joining Mobilitie, Karmis specialized in real estate advisory services and the wireless communications industry with Deloitte Consulting.

Prior to joining Deloitte, Christos was an engineer for Harris Corp. specializing in digital mapping, and holds an MBA from the Warrington School of Business at the University of Florida, a Management Certificate from Harvard University, and a Bachelor of Science in Mechanical Engineering from Clemson University.



The 10 Reasons You Should Partner With Synoptek

Synoptek delivers IT management and support services that enable you to achieve greater business results. Synoptek understands your business and then delivers an integrated IT services solution to maximize your capabilities and ensure that your systems work.

Synoptek Delivers:

1. State of the Art Technology

Keeping up with new technology is time consuming and expensive. Synoptek gives you access to a world class technology organization and over \$1 Million of the newest industry leading technology.

2. Lower Costs

By leveraging our capabilities, your business can save money on costly technology investments and labor needed to maintain and learn those technologies. Our service options deliver higher service levels at lower costs.

3. Senior Level Experienced Talent

When choosing to outsource with Synoptek, you are acquiring IT professionals that meet the right qualifications and have the latest certifications to perform their jobs at an industry leading level. Our employees participate in ongoing training to stay ahead of the next technological advancements.

4. Top Notch Security

As a business executive, it is your responsibility to keep your company's and your customers' sensitive information out of the wrong hands. With Synoptek, you can have peace of mind knowing that your data will be secure.

5. Save Time

You won't have to waste time learning specialized technologies and evaluating



complex technology investment options. Synoptek can provide subject matter experts and advisors that enable you to evaluate your options quickly and make the best decision for your organization.

6. Faster Problem Resolution

Our talented IT operations teams provide ongoing support for your IT systems 24/7. Synoptek can solve employee issues anywhere on the globe through our remote services team or through a visit by our on-site engineers.

7. Proactive Management of Your Technology

The Synoptek team provides risk mitigation services which keep you protected and informed at all times.

We let you know if your systems run the risk of failure, and we take action to remove those risks.

8. Exceptional Technology Service and Support

We have made solid investments in the processes, tools, staff and infrastructure required to provide a completely scalable IT solution for your business. Synoptek can provide a complete outsourced IT management solution or supplemental services to enhance your internal capabilities.

9. Completely Scalable

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Tim Britt
CEO, Synoptek



Is Sharing Information Holding You Back?

When employees start using usb drives or social media to share files, you're headed down a dangerous and potentially liable path.

If you struggle with wasting time while the office emails documents to you, there's a better way to share information. In order to increase business productivity, sharing business information must be both easy to use and secure.

Companies throughout Orange County thrive on being flexible to keep their competitive edge. Would you like to increase that productivity with 24x7 secure access on any device?

We offer private cloud sharing, allowing your mobile workforce access to the right information from anywhere. And, if you collaborate with external business partners, nothing beats the security and ease that our solution offers.

Companies are discovering that mobile devices are some of the most important tools a team uses, so it makes sense to use a product that was designed with the mobile device in mind...not as an afterthought.

If you want a local Orange County partner that can advise you on the right information solutions, we can help you save time and resources with technology that doesn't get in the way of your growth.

For more information, visit Tallega Software at 15635 Alton Parkway, Suite 475, Irvine, CA 92618; 949.367.9860; www.Tallega.com or email derekg@tallega.com.



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Data Accuracy Counts

Make corrections if your inventory data is inaccurate

Using sophisticated inventory management software is supposed to solve the problem of inaccurate counts, but that's not always the case. Delays in order fulfillment and angry customers are inevitable if your warehouse is plagued by erroneous inventory counts.

If your inventory data doesn't match what you physically have in your warehouse, it's time to take corrective action.

Achieve accuracy

Unfortunately, there's rarely a quick fix to inaccurate inventory counts. Most likely you'll need to employ a multipronged solution. First, turn your attention to defining and mapping your work processes. Work with your staff to gain a comprehensive understanding of all steps that affect inventory.

Also chart the *actual* workflow and document how the processes *should* work down to the individual task level for each position involved in the process — from purchasing, receiving and stocking to order processing, fulfillment and shipping. This includes completing and processing paperwork, entering data through automated scanning techniques or manually at workstations, and performing any required monitoring checks for inventory.

Next, ensure your employees are properly trained on all software applications and inventory processes. Set up training sessions for all of your staff to review inventory processes and individual responsibilities. This will help them gain a solid understanding of workflow and how one process affects another.

Consider customizing your training so new employees receive more extensive training while more experienced employees receive periodic refresher courses as processes change. Test your employees on their knowledge of and ability to perform expected tasks, and provide constructive guidance for correcting errors.

The next step is to set realistic goals for minimum inventory accuracy. On a regular basis, such as monthly, identify and report inventory inaccuracies — for example, improper counting, data entry errors, or goods lost to theft, damage or disorganization. Translate what these inaccuracies mean in terms of lost profit.

Finally, continuous improvement is a must. Regularly review your operations and software upgrades with your staff to pinpoint broken process areas and identify solutions for reducing errors. This will allow you to incorporate enhancements or new processes as business needs change.

Try to batch together several process improvements at one time to avoid confusing



CPAs & Business Advisors



Curtis Campbell

employees with multiple process iterations. Then roll out the changes through formal training sessions to ensure everyone is on the same page.

Implement cycle counting

To help you reach your inventory accuracy goal, be sure to include cycle counting. Cycle counting involves taking a physical count of part of your inventory in the warehouse each day.

These physical counts are then compared against the levels shown on your inventory management system. By pinpointing inventory discrepancies, cycle counting helps you identify the source of accuracy problems, so you can implement the right solutions.

To this end, there are two types of cycle counting that distributors need to employ in combination:

1. Control group cycle counting. This type of counting involves selecting a control group made up of a cross-section sample of inventory, including parts and materials, and then counting the control group and comparing it against your inventory management system data. Control groups are rotated according to an established set schedule to ensure that all inventory in the warehouse is counted at least annually. Because control group cycle counting should be performed at least weekly, it can help you timely identify the source of errors.

2. Random cycle counting. After you've implemented control group cycle counting, identified any sources of inventory accuracy problems and put the necessary solutions in place, begin implementing random cycle counting. With this type of counting, take a random mathematical sampling of your inventory to assess conformance against inventory accuracy expectations. An inference of the accuracy is then made relative to the entire inventory.

Cycle counting shouldn't be a one-time event. Conducted frequently, it will ensure continuing improvement in the accuracy of inventory.

Does it add up?

If inaccurate inventory counts are a problem at your company, you need to take corrective steps as soon as possible. Not taking proactive measures may result in a loss of customers and reduced profits. If you need help remedying inventory inaccuracy, contact Curtis Campbell, CPA and Partner at HMWC CPAs & Business Advisors. He will help you ensure your numbers add up.

Questions? Contact Curtis Campbell, partner, HMWC CPAs & Business Advisors, 714.505.9000 or www.hmwccpa.com.

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From Cost Center to Profit Center

We are in the midst of a shift – where we are looking closer at how our space affects the way we work, collaborate and communicate. Companies are trading in their small, sectioned-off cubicles for the “creative space,” a less formal and more free-form work environment. No longer just an expensive burden, our work spaces have become the catalyst for creativity and, consequently, increased profits. And this is no more evident than in the tech world, where the “creative space” phenomenon has become the standard. Open spaces foster teamwork and connections with co-workers. Careful attention to modern design and natural lighting boosts productivity. This new style is a reflection of the tech sector’s innovative qualities and success, and is often the draw for some of the best and brightest talent. Just as their products and services bring us the next the big thing, this new generation of forward thinkers is taking hold of the corporate world and they certainly want their workplaces to reflect their bright and profitable future.

Kenny Rueter, president of Kajabi, an application software development company, is a believer in the connection between profitability and space design. Kajabi’s Irvine location incorporates many of the major components of today’s creative space. So, we sat down with him to get his perspective on how his space contributes to the firm’s success. Here’s what he had to say:

What captured your interest in the creative space concept as an alternative for your company?

My co-founder, Travis Rosser, and I always knew that we needed a creative office. We had both previously worked in stereotypical “corporate” jobs, complete with cubicles and florescent lighting, and we hated it. Those stale environments have a way of sucking all the creativity out of a person, and make you crave some real sunlight. We believe that our intrinsic value comes from the team who designs and builds our software. They have a great work environment conducive for collaboration and creativity.

How is your current space different from your previous location in terms of layout and design?

Our first office was in a historic building in Old Town Tustin – a loft-style space that had lots of character, but was lacking in natural light and had numerous issues because of its age. Our current space embodies what we had always hoped one day to have. It’s got a clean and modern design, with high ceilings. The floor-to-ceiling windows allow natural light to flood the space. And it’s filled with beautiful textures like polished concrete, reclaimed wood and metal.

In what ways has your creative space been a benefit to your company?

The team absolutely loves showing up at work every day, and a lot of that is due to the space. That kind of positive energy really keeps our momentum throughout the day. And having a unified team in one cohesive energetic space has impacted the quality and speed of our production. Our space is also a great talking point with potential partners. Immediately upon entering the space, they get a feel for what kind of company we are.

Can you recall a significant idea that led to increased profitability that came about as a result of your space design?

The space has been especially conducive for impromptu brainstorming sessions, which often leads to some of the most awesome features of our software. We have an open work area, so these sessions often start with casual conversation while someone is taking a break or tinkering on the guitar, and then others join in. Gradually, ideas are bouncing off each other, being sketched on the chalkboard, and soon something brand new is born.

What is the most popular feature in your space? How does it benefit the company?

The open work area tops the list. Desks are laid out along the windows, and in the center is a large couch area with a TV everyone can use for showing off what they are working on. We have two walls covered with windows that illuminate everything and the entire team cannot imagine working anywhere else.

To what degree do you believe that your creative space helps to retain and recruit good people?

It’s a huge selling point. We even have one team member who commutes from



Kajabi space at 16530 Bake Parkway, Suite 103

San Diego County. When he first showed up to interview, the space layout and design drew him in. I can’t imagine he’d have had the same reaction if he showed up to a more traditional type of office.

How do you handle privacy issues with your open space design?

Privacy hasn’t really been a problem. Whenever a team member wants to concentrate and avoid distraction, they put their headphones on and get into the zone. If they need to make a private phone call, they’ll step out into the lobby or into our soundproof video studio.

What would you change if you had it to do over again?

Right now our customer support is in the interior office, and after seeing how the rest of the team loves the windows, I would provide more windows and natural light. Another great add would be two private “huddle” rooms, where people could take a phone call or have a quick small meeting.

Creative space design has been proven to stimulate creativity, encourage greater collaboration and enhance the overall work experience for employees. It’s an investment in retention and recruitment, offering a place for employees to thrive and grow, and a return in profits that no one can pass up.

To follow our **Transformed Office Space** discussion connect with: Wind Water Realty Advisers on **LinkedIn** or visit our website at: www.windwaterrealty.com.

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