

Beat the Labor Shortage and Build a Better Future

An eBook for Growing Companies Seeking to Strengthen their Workforce

GET PROVEN TECHNIQUES FOR ATTRACTING AND RETAINING TALENT

Understaffing jeopardizes the profitability of today's businesses, impeding growth and the ability to deliver quality services. In the United States alone, more than 11 million job openings remain unfilled, which means the number of open positions surpasses the number of unemployed workers by 2.2 million, according to the Bureau of Labor Statistics.¹

The Great Resignation ignited this looming shortage when 4.5 million Americans quit their jobs in 2021. Many left for better opportunities while others retired or chose alternate work-life options. In addition, recent events fanned simmering employee dissatisfaction. Now 25 percent of workers are considering changing jobs² while thousands of baby boomers leave the workforce every month.

However, changing jobs did not bring the satisfaction many people sought. A significant proportion continues to job hop. According to a LinkedIn study, the number of new hires who resign in less than a year rose by 6.5%.³ Companies turned to aggressive hiring and loyalty campaigns to counter teetering productivity and service quality. However, HR measures alone cannot counter widespread employee departures. Adding new employees without addressing turnover's root causes provides a false sense of security and compromises long-term profitability. Growth-minded companies must leverage the shortage as an opportunity to reimagine core business practices and establish an engaging, collaborative culture.

Strategic use of technology can attack the labor crisis from multiple fronts. For example, IT can stimulate growth, improve quality, and streamline operations. It can also help hire and retain qualified employees. Acumatica delivers a robust and connected business management suite that optimizes operations and fosters the collaborative, transparent culture employees desire. The modern cloud-based ERP system eliminates the bottlenecks that frustrate workers and diminish productivity while empowering them with award-winning usability and end-to-end transparency.

This eBook examines proven solutions for combatting the labor crisis and improving productivity.

REIMAGINE THE FUTURE WITH AN EMPOWERED WORKFORCE



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¹ US Bureau of Labor Statistics, May 2022

² Prudential's *Pulse of American Worker Survey*

³ Bloomberg, *US Job Jumpers Reconsider and Quit Again Soon After*



THE COSTS BEHIND THE CRISIS

Recognize What the Labor Shortage Costs

American companies face the most significant labor shortage since World War II. A record-high 11.4 million openings drag down productivity, disproportionately hurting manufacturers, distributors, retailers, and construction firms. As a result, companies devote more resources to hiring and retention than ever. Year-over-year compensation costs rose to their highest in 20 years, averaging a 4.5% raise for salaried workers and a 5.7% to 6.9% spike for hourly workers, according to the Bureau of Labor Statistics.⁴ However, rising pay accounts for only a fraction of companies' costs as productivity lags and dissatisfaction grows.

“Over 4 million Americans quit their jobs for the sixth month in a row. It’s forcing businesses to throw more and more money at trying to entice workers to join or even stay at their companies.”⁵

– FORTUNE MAGAZINE

LOSS OF REVENUE

Many businesses cut hours and services due to understaffing, especially restaurants and brick-and-mortar stores. Some even shuttered. The labor shortage thwarts economic growth across business sectors, according to 90% of the local chamber of commerce leaders.⁶ Loss of technical expertise amplifies losses. Overall, U.S. companies stand to lose \$160 billion in annual revenue.⁷

RISING OPERATING COSTS

Employee salaries and benefits constitute the largest operating expense. Rising employee turnover drains operating expenses and forces companies to spend an average of six to nine months of the exiting employee's salary to hire and train their replacement.⁸ In addition, turnover stresses remaining employees, leaving nearly half (43%) contemplating a job change.⁹

LACK OF SKILLED WORKERS

The Great Resignation combined with rising baby boomer retirements, often called the ‘Silver Tsunami,’ leaves many workplaces devoid of skilled labor. Filling the gap with unskilled personnel hinders productivity and increases risk, such as workplace injury and costly mistakes. As a result, the manufacturing skills gap could lead to millions of unfilled jobs by 2030. This labor crisis affects all roles, especially experienced machinists and welders.

Acumatica connects tasks, workflows, and data from across the global enterprise to provide employees with 360-degree views of the operation and one source of truth.

SUPPLY CHAIN ISSUES

Research blames the labor shortage for supply chain delays and poor customer experience. Lack of factory labor delays production, while understaffed warehouses prolong distribution. In addition, trucking and shipping shortages extend delivery times. Meanwhile, erratic spikes in demand exasperate the problem, causing employers to scramble to meet short-term needs and fail to devote time to developing long-term solutions.

DECLINING CUSTOMER SERVICE

As service delays increase, customer patience wanes, worsening turnover. Consequently, workers in customer-facing roles quit at even higher rates than in non-customer-facing jobs, often citing rude shoppers as the reason. The delays also affect online purchases, customer service centers, utilities, car repair, and household services, such as plumbing and maintenance.

DWINDLING INNOVATION

Forcing employees to take on more work to compensate for understaffing overburdens staff and forces them to work outside their core competencies. As a result, innovation rates plummet. In a PwC survey, 55% of respondents said that the biggest impact of this skills shortage on business is the “inability to innovate effectively.”¹⁰ The Aberdeen Group uncovered similar results, reporting that 62% of participating companies claim the shortage hampers their ability to design and deliver new products.¹¹

Acumatica streamlines routine operations and alleviates error-prone manual tasks, so employees can collaborate freely and focus on strategic work.

⁴ Bureau of Labor Statistics

⁵ Fortune Magazine, *Worker shortages just forced employers to give out the biggest raises in 20 years*

⁶ US Chamber of Commerce, *The America Works Report*

⁷ Korn-Ferry, *The \$8.5 Trillion Talent Shortage*

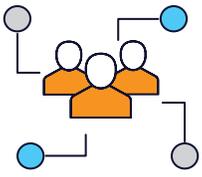
⁸ Forbes, *The Labor Shortage is Why Supply Chains are Disrupted*

⁹ CNBC, *Half of all workers say their companies are understaffed as labor shortage takes a toll on those still employed*

¹⁰ PwC, *22nd Annual Global CEO Survey*

¹¹ The Aberdeen Group, *Navigating the Engineering Staffing Shortage*





EMPOWER EMPLOYEES

Understand What Attracts and Keeps Employees

Salary and benefits traditionally attracted employees. Lucrative compensation alone can no longer persuade many promising candidates to switch jobs. The COVID-19 pandemic dramatically changed how millions of people work. Many remain unwilling to forgo their newfound freedom for better pay. As a result, progressive businesses must evaluate what makes different roles and individuals thrive and foster workplaces that empower people to do their best work in their preferred lifestyle. For example, nearly 40% of surveyed individuals prioritize remote work, flexibility, and career advancements in employment decisions.¹²

“Instead of searching for people to fill the staffing shortage, SMBs need to invest in the people—and the resources—they already have. Additional training, flexible schedules, and management support are great ways to help team members handle their responsibilities and ensure continuity as gaps in the workforce occur with the mass exodus.”

– MARTHA LUCIA GROULX, CHIEF PEOPLE OFFICER, ACUMATICA

FLEXIBILITY

Today’s employees, especially knowledge workers, demand flexible work-life options, including hours, work-life balance, and location. They’re less willing to tolerate long commutes and miss family events—and more than half promise to leave inflexible employers. Millennials are currently twice as likely to quit than baby boomers.¹²

According to an EY survey, 54% of employees want flexible work hours, while 40% desire flexible locations.¹³ Hybrid onsite and remote options appeal to many. Others insist on remote work. However, the vast majority, 67%, believe productivity can be measured anywhere.¹⁴

CULTURE

The pandemic caused a seismic culture shift in many organizations. Culture traditionally revolved around in-person experiences and could be nurtured with team activities, perks, and face-to-face collaboration. However, research indicates that strong onsite culture cannot persuade many employees to return to the office full-time. As a result, companies must create a new culture that stimulates hybrid and remote workers. To do so, they must consistently evaluate perceptions, employee experience, and productivity.

Acumatica engages employees with a modern ERP application that is easy to use, easy to learn, and adaptable to their specific roles.

PURPOSE AND OPPORTUNITY

Employers crave purpose and want their work to matter. They also want the chance to learn and grow their impact. Gen Zers especially seek employers with a socially-responsible culture and mission.

Acumatica’s cloud-based ERP system empowers clear, multi-channel communication by integrating diverse business and collaboration applications on one centralized platform.

TECHNOLOGY

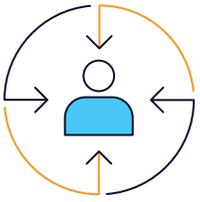
Now more than ever, technology affects employee satisfaction and productivity. In addition, poor systems can frustrate workers, bottleneck production, and motivate staff to pursue greener pastures. Employees want access to the same capabilities at home that are available onsite. Forcing workers to configure and troubleshoot home-office systems stirs discontent. Meanwhile, failing to provide technology that automates manual tasks and connects related workflows can send some running for the door. As a result, millennials and Gen Zers will not tolerate sluggish software and processes. For example, manufacturing and construction workers expect to use digital technology to access tasks and transfer knowledge via mobile devices and onsite equipment.

According to an EY survey, 64% of respondents want better technology in the office, and 48% want employers to upgrade their home-based equipment.¹³ Therefore, companies must improve the remote experience, which can require providing multiple monitors, high-speed printers, headsets, and Wi-Fi.

¹² CNBC, *Great Resignation 55% are Looking to Change Jobs*

¹³ EY, *How employers and employees are envisioning the reimagined workplace*

¹⁴ CBSNews, *US has 500,000 job openings in cyber security*



IMPROVE THE WORKPLACE

Reimagine Workplace Culture



Combatting the labor shortage requires creating a workplace that entices job seekers with top-notch benefits, an engaging culture, work-life balance, modern technology, and meaningful development opportunities. Remember, 40% of employees prioritize flexibility, remote work, and career advancement.¹² As a result, leaders must focus their collective creative energies on improving the culture and empowering employees. Equip workers to focus on critical priorities and minimize wasted efforts. Examine each role and the experience it generates. Invest in the practices and technology that improve the employee experience and deliver the flexibility individuals need to do their best work. For example, enabling people to work around personal responsibilities and preferences instills loyalty.

“Acumatica has been really transformative for our business. It made our team joyful about how they were working, not stressed or worried . . . If you’re looking for a cloud-based solution that is flexible for your current and future business needs, I highly recommend considering Acumatica.”

– CHRIS WILLIAMS, DIRECTOR OF BUSINESS OPERATIONS
INTERACTION ASSOCIATES

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IDENTIFY AND RESOLVE BOTTLENECKS

For many SMBs, vital information resides in one place—the minds of the experienced workers. Document and evaluate the processes used to perform each function, especially in high production environments, like manufacturing. Look for gaps that would emerge if key workers leave.

Ask experienced staff to share their knowledge with others and record everything. Allow staff to iterate on ideal processes and workflows. Develop training around the best practices you uncover. Then look for technology to support these practices and automate manual efforts. Acting on employee input gives individuals a renewed sense of purpose while addressing their pain points and production delays.

Evaluate the systems used to create, manage, and execute workflows. Digitalize the steps and make them accessible via mobile applications and PCs so workers can review and move tasks along anytime. Documented workflows also improve training and reduce turnover.

Acumatica provides centralized document management and wikis for intuitive, accessible learning. Automated tasks and reporting eliminate bottlenecks and keep all uses informed.

PRIORITIZE COLLABORATION

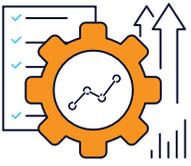
Effective recruitment starts with a solid internal culture and a stellar reputation. Remember, job candidates use online review sites, like Glassdoor, to influence their decisions. Create the culture workers desire. Start with collaboration. Use technology to connect people and processes. In other words, technology must remove information siloes that prevent users from connecting functions and provide transparency across operations. For example, sales associates should have immediate access to customer account data from payments to inform their interactions.

Acumatica’s ERP platform puts all users on a collaborative playing field. It integrates general business and specialized functions. The solution also automates data entry across all functions and centralizes information access. In addition, personalized dashboards deliver real-time KPIs and alerts to promote progress.

Acumatica supports unlimited users with consumption-based licensing that facilitates collaboration between all users and partners.

**Calculate your Return on Investment (ROI) to Discover
The Total Economic Impact of Acumatica**

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LEVERAGE TECHNOLOGY

How Technology Compensates for Understaffing

Numerous factors contribute to the labor crisis. Addressing each one can overwhelm beleaguered HR professionals. Instead, organizations can use technology to mitigate the impact of understaffing. For example, the right technology can help companies anticipate labor needs and plan for shortfalls. In addition, ERP solutions can reduce hiring needs by streamlining operations and eliminating resource-intensive tasks. Technology can enable employees to get more done with fewer people and make hiring quicker and easier.

“Acumatica has definitely cut down on the time it takes to look up orders within our system, the status of an order, and in looking up inventory. No more being shuffled around to different members of our team who may or may not have the information needed. That’s been a huge value add in efficiency. As we integrate more of our systems into Acumatica, we’ll only continue to see more efficiencies.”

– GODWIN PECK, ASSOCIATE DIRECTOR, Miir

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FORECAST LABOR NEEDS

Identifying labor needs and anticipating shortages can help organizations minimize disruption to services and production. Proper planning also alleviates employee stress by allowing them to focus on their work without scrambling to cover gaps created by understaffing. Managers need instant access to accurate, up-to-date project and operational data to forecast shortages and proactively adjust resources. Therefore, their technology must continually pull real-time data from hardware and software systems across the enterprise and analyze it against operational and project needs. Then they can spot trends, predict gaps, and reallocate resources.

Acumatica automatically aggregates historical and real-time data across global enterprises and converts it into personalized reports that identify resource needs. The ERP platform helps companies anticipate, schedule, and monitor labor needs. As a result, managers can look across the enterprise, identify operational gaps, and proactively address them.

REALLOCATE RESOURCES

Put resources where you need them. Acumatica’s unified platform and 360-degree views provide end-to-end visibility into the workforce and projects. In addition, real-time reporting and alerts keep KPIs front and center so you can quickly reallocate resources based on priorities and stop problems from escalating.

INCREASE PRODUCTIVITY

Companies cannot afford to operate the same way they always have. They must continually streamline operations and reduce time-consuming manual tasks, which, in turn, reduces labor demands. For example, many workers waste several hours a week searching and validating data across different systems. Acumatica eliminates these information siloes by connecting disparate hardware and systems and automatically pulling real-time data from each into its centralized solution. Therefore, employees can make smarter decisions faster.

In addition, the platform integrates related workflows. Artificial intelligence with machine learning further boosts productivity by streamlining processes and eliminating data entry.

CONNECT DISPARATE SYSTEMS

Companies can configure Acumatica to support their environment, using the open APIs and no-code/low-code tools to integrate external systems with minimal or no programming. In addition, seamless integrations between applications (such as connecting financial reporting with eCommerce) eliminate the need to switch from one application to another.

Acumatica delivers robust accounting and financial management capabilities that manage daily back offices and business-specific operations on one centralized system.



INDUSTRY-BASED SOLUTIONS

Targeted Industry Solutions Drive Results

The labor shortage affects economies and organizations around the world. However, its implications vary significantly among industries. Therefore, organizations need a labor-management strategy targeting their specific industry and unique business needs. The approach must encompass workforce dynamics, required skills, and downstream impacts from vendors and partners. For example, consider how the supply chain crisis hurts all retailers and distributors. Then think about how a lack of raw materials can bottleneck operations at manufacturers and construction firms. Industry-specific solutions can help companies mitigate risk by efficiently managing essential resources, critical functions, and labor. The right solution can also predict material needs by project and troubleshoot shortfalls.

“Bridging the labor gap is about helping a limited workforce through cloud-based applications and services, including enterprise resource planning (ERP) and IT management. By taking advantage of the resources and services that can perform tasks and automated business functions with cloud technologies, organizations can alleviate the impact of labor shortages and focus on what they do best—run their business.”¹⁵

– FORBES

CONSTRUCTION

The labor shortage threatens multiple aspects of the construction business. Firms face prolonged delays and price hikes trying to acquire building materials. The lack of skilled labor causes an exponential increase in risk. As employees take on more responsibility to cover the shortages, they sustain more injuries and make more mistakes. Technology can help workers stay on top of projects and managers identify risks.



Acumatica Construction Edition arms construction companies with real-time information through role-based dashboards, business intelligence, flexible reporting, and inquiry capabilities. Construction firms can connect to top-tier construction management and estimating programs for best-in-class functionality in a single, cohesive platform configured to meet their evolving needs. They can also automate routine tasks and improve data processing for accounts payable and other business operations with native artificial intelligence and machine learning. Optimize project material controls and eliminate inventory and purchase order management delays, including drop-shipping directly to the job site. Connect field, office, and remote workers in real-time with cloud and mobile construction and accounting software. Use business triggers with drill-down capabilities to expose changes in project scopes, labor, materials, and equipment. The user-friendly platform includes compliance management, sub-contracting management, AIA-compliant reporting, milestone-based billing, project accounting, change management, payroll, inventory, and field service modules.

DISTRIBUTION

Technology takes on a rapidly growing role for distributors desperate for labor and the means to increase process efficiency and accuracy. Beleaguered supply chains face escalating shipping demands and need workers who can quickly learn new systems regardless of technical savvy. Consequently, distributors need a robust and intuitive ERP solution proven to drive efficiency in every operation. For example, warehouse automation technology, robotics, RFID, and other modern systems enable distributors to accomplish more with less staff but require training.



Acumatica Distribution Edition integrates disparate hardware and software systems into its centralized platform, connecting workflows and illuminating processes. Native and connected applications mean warehouse, shipping, and transportation workers can manage daily tasks without leaving Acumatica. For example, users can receive live orders from multiple sales channels and view inventory across locations. Acumatica's native warehouse management system can also connect to mobile applications for flexible access. Every order flows into Acumatica for consolidation and fulfillment, enabling distributors to track the status and eliminate errors quickly. Advanced replenishment helps balance supply and demand with min/max stocking levels and safety stock. Distributors can also manage physical inventory and warehouse transfers, create pick lists for workers, and process packaging. In addition, Acumatica supports omnichannel sales, returns, and exchange processing for wholesale distribution businesses.

¹⁵ Forbes, [Can Cloud-Based Technologies Help Bridge The Labor Gap](#)

MANUFACTURING



American manufacturers stand to lose 25% of their skilled labor within the next decade due to retirements alone. According to the Department of Labor, nearly 900,000 manufacturing jobs remain open. This could reach 2.2 million by 2030.¹⁶ Meanwhile, production demands increase as more manufacturers expand North American operations. Manufacturers must attack the crisis from multiple angles and deploy technology for each. They must automate manual processes to reduce labor needs and gain visibility across all operations to allocate resources proactively. Intuitive technology can maximize available resources (human and material) while increasing employee engagement and skills.

Acumatica Manufacturing Edition helps manufacturers monitor labor and material requirements to improve productivity and profitability. The end-to-end ERP solution delivers embedded and connected functionality for all parts of the manufacturing business that enables manufacturers to eliminate wasted efforts and engage employees by synchronizing demand with purchasing and production. They can also maximize resources, reduce production times, and improve product quality with integrated systems and processes.

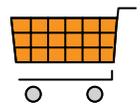
Acumatica's modern ERP system manages and analyzes production order details, costs, and resources with manufacturing data collection via mobile devices for clock-in and clock-out of jobs, material issues, and real-time job costing. Manufacturers can rely on advanced scheduling algorithms and demand forecasts. In addition, they can perform (CTP) calculations to harmonize material plans with advanced planning and scheduling (APS) to ensure timely material purchases, optimized stocking levels, and maximized resources.

“We were running blind before. Now, we can see volume, location, type of product, and managers can prepare and put new orders into the production schedule. If a system is easy to use, then it will get used, and that, ultimately, is what we want as a business. I am still amazed to think I can be sitting in a Starbucks drinking a coffee while looking at our ERP solution, but that is the flexibility and usability that all companies should expect nowadays.”

– TIM PATTON, ICT DIRECTOR, SAM

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RETAIL-COMMERCE



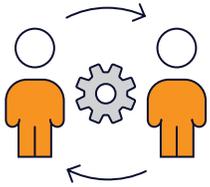
Every day retail workers juggle multiple responsibilities to compensate for the labor shortage, often while dealing with disgruntled customers unhappy about long wait times. In addition, retailers need technology that automates employee tasks and connects frontline workers with back-office operations.

Acumatica Retail-Commerce Edition provides end-to-end support for retailers that require tight connectivity between their front-end sales engine and back-end ERP system.

Acumatica supports orders from the web, mail orders, telesales, and in-store purchases and ensures that financials, inventory, product descriptions, and sales data are up to date. Companies can improve customer support with embedded CRM, including case management. They can track order information, handle returns across channels, and offer customer-specific pricing and loyalty programs. In addition, Acumatica integrates seamlessly with eCommerce platforms such as BigCommerce, Shopify, and Magento and pulls in orders directly from point-of-sale (POS) devices.

Retail-commerce executives can access real-time information anytime, anywhere, on any device to stay on top of issues, take strategic actions, manage operations, improve product quality, and contain costs. For example, with powerful business analytics, managers can immediately respond to late inventory receipts, identify vendor quality issues, and spot online buying trends.

¹⁶ Deloitte, *Creating Pathways for Tomorrow's Workforce*



ENHANCE HIRING

Techniques that Improve Hiring and Onboarding



Just a few years ago, recruiters received hundreds of applicants for every job they posted on an Internet job board, like Indeed, Glassdoor, and LinkedIn—often within the first couple of days. The wellspring of applicants has diminished. As a result, recruiters often turn to manual searches to find qualified candidates.

Meanwhile, the need for new employees continues to escalate, limiting the time recruiters can dedicate to each open position. Technology delivers a glimmer of hope. The right solutions can streamline recruiting, hiring, and onboarding processes. Then, HR teams can focus more on building strategic relationships than sorting through resumes and setting up interviews.

“With Acumatica, I’m giving employees an ultra-efficient tool they need to do their jobs correctly and allowing them to do things easier. I’m handing them a smartphone versus a rotary phone. They are more well-equipped to do their jobs, which produces good outcomes for customers and helps us build the business.”

– MATTHEW SHAMP, EXECUTIVE DIRECTOR, CARLSON-LAVINE INC.

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REIMAGINE THE IDEAL CANDIDATE

Before creating job postings, hiring managers must consider today’s limited labor pool. Instead of pursuing the perfect candidate with an ideal blend of experience and education, they should define the skills needed to do the job. Then they should consider candidates who demonstrate an aptitude for the skills even if they lack proven expertise. Too often, holding out for the ideal candidate causes companies to miss out on high-potential employees and exacerbates understaffing issues.

STREAMLINE HIRING

Applicant tracking software can help find qualified candidates fast by automatically posting openings on job boards like Indeed and LinkedIn. The right solution can also prescreen candidates by skills, location, and experience and recommend qualified candidates for an interview. Some systems will also send replies and schedule interviews without manual intervention.

STRENGTHEN ONBOARDING

Making a good first impression with new hires improves employee retention and productivity. Use technology to minimize HR paperwork and clarify expectations. Holistic HR systems provide employees with one contact point for HR tasks. In addition, they enable new hires to enter data once and automatically transfers it to payroll systems and other related applications while securing confidential information.

Acumatica’s open APIs and native integrations enable companies to connect their HRMS and ERP applications.

CROSS-TRAIN NEW HIRES

Companies should re-evaluate training programs and train new hires based on priorities. They should teach workers about projects and priorities that intersect with their roles while helping them learn processes and tools. When companies help new hires connect the dots between functions and provide cross-training, they boost engagement and equip workers to prioritize their time better and move projects along despite workforce gaps.

DEPLOY COLLABORATIVE SYSTEMS

ERP systems and integrated workflows enable new hires to see the connection between their task and the larger operation. Acumatica empowers collaboration by delivering end-to-end visibility and unlimited user access. For example, new staff can quickly access customer account history, warranty information, and even outstanding payments.

Users can connect easily via the ERP and integrated collaboration applications, like Microsoft Teams. Customers can check account status and submit requests with the customer portal.

The modern ERP platform also connects to specialized third-party applications, such as HRMS, to provide full transparency into operations and the ability to collaborate across different functions. In addition, Acumatica’s rolebased security and user authentication keep confidential data private.

Acumatica integrates with leading HR applications, including Arcoro HR, Criterion HCM, HR, LightWork Time, and PeopleHR.



PROVEN WAYS TO REDUCE TURNOVER

Best Ways to Engage and Retain Employees



Every time an employee resigns, the average company spends six to nine months trying to replace them and loses thousands of dollars in productivity. In addition, the turnover causes remaining staff to re-evaluate their future with the company. Therefore, organizations must work to retain and address factors that fuel turnover. Improving employee retention and engagement requires:

- Instilling a sense of purpose among workers
- Ensuring direct managers lead with empathy and support
- Providing flexibility and work-life balance
- Fostering open communication
- Offering professional development and career planning

According to SMB research, 90% of businesses that implemented new measures to promote flexibility reported they helped them better attract and retain talent. The right technology empowers employee engagement by facilitating collaboration, driving transparency, and enabling employees to work efficiently.¹⁷

REAL-TIME DATA DRIVES PRODUCTIVITY

With Acumatica, employees can automatically retrieve the information they need to thrive. Acumatica combines the power of its award-winning ERP system with a customizable reporting engine and business intelligence to present personalized KPIs on each user's homepage.

No-code/low-code report development lets users point and click their way to creating personalized dashboards that prioritize time-sensitive tasks and KPIs. For example, sales teams can create dynamic reports, such as bar charts to track sales progress, pivot tables to analyze revenue numbers from different angles, and pie charts to view campaigns. Employees can even use business tiles to understand multiple elements simultaneously. They can rely on dashboards and automated alerts to keep tasks moving. Pulling from a unified database, Acumatica reports put every user on the same page with a single version of organizational truth.

Acumatica empowers partner collaboration by supporting unlimited users and providing role-based access to real-time data and tasks.

MOBILITY PROMOTES FLEXIBILITY

Acumatica enables employees to do their best work anywhere, any time. The mobile framework delivers the same experience on every browser-based device. Users can keep work moving along and respond to creative impulses wherever they are by accessing Acumatica on their mobile devices. For example, they can:

- Approve or reject purchases
- Lift or maintain credit holds
- Identify trends
- Drilldown to analyze problems and make informed decisions

INTUITIVE, USER-FRIENDLY TECH

Acumatica engages users with integrated systems, automated workflows, and an intuitive interface. Its 360-degree views provide transparency into data, while the centralized database facilitates real-time access to role-based data. In addition, integrated business processes eliminate redundancy and inaccuracy.

Acumatica consistently wins customer and analyst awards for usability. In 2022, Acumatica earned top marks from G2 and won Best Usability and Easiest to Use awards.

¹⁷ *SMB Directions for the Future of Work* eBook sponsored by Acumatica, Dell Technologies, and Workday.



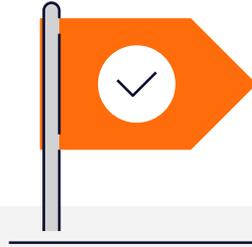
Combat the Labor Shortage with Acumatica

Critical labor shortages plague organizations of every size and type. Many businesses cut hours and services to compensate, while others shut down altogether. Most stepped up recruiting measures, hoping to fill out their ranks. However, today's labor crisis amounts to much more than a numbers game. Sparked by the Great Resignation, rising employee turnover signals a simmering dissatisfaction among the workforce. Employees will not accept working conditions that conflict with their preferences. Salary can no longer keep or even attract many workers. Instead, employees rank flexibility as their top motivator, with company culture, benefits, wages, and responsibilities trailing behind.

Companies need a multi-faceted approach to combat the labor shortage. In addition to attracting qualified candidates with automated hiring solutions, businesses must reinvent their company culture, address employee dissatisfaction, and provide the technological support and flexibility today's workers demand.

Acumatica's modern ERP solution attacks the labor crisis on several fronts. Acumatica can forecast and help plan labor needs and reduce headcount dependency by automating processes. The platform also improves employee engagement with an intuitive, collaborative system. The cloud-based platform delivers transparency across the global enterprise and ensures all users can access the real-time and historical data they need anywhere at any time. Integrated workflows also engage employees by connecting the dots between related functions and demonstrating the value in the user's activities. Meanwhile, artificial intelligence with machine learning automates manual tasks so users can focus on strategic work. Robust dashboards and automated alerts push critical data and activities to users.

Companies can better allocate resources by using Acumatica to streamline operations and labor needs for each project. Acumatica enables managers to look across the enterprise and identify gaps in the operations, both labor, and tasks, and quickly address them. They can connect all employees to Acumatica without additional fees due to consumption-based licensing. Role-based security restricts data access to each employee's needs. Acumatica supports ongoing growth by enabling organizations to easily integrate with new systems via its open architecture, open APIs, and low-code/no-code customization capabilities.



“For me, Acumatica means flexibility in everything single thing we do because that is the only way we're going to grow and ultimately help us with our mission.”

– ALLEN CONNELLY
CHIEF EXECUTIVE OFFICER
MOZAIC

ABOUT ACUMATICA

Acumatica Cloud ERP provides the best business management solution for digitally resilient companies. Built for mobile and telework scenarios and easily integrated with the collaboration tools of your choice, Acumatica delivers flexibility, efficiency, and continuity of operations to growing small and midmarket organizations.

Business Resilience. Delivered.

Learn more about how Acumatica can work in your business by visiting us online at www.acumatica.com.





THE ANSWER COMPANY

About The Answer Co

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