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Office Opens

Exhibitor Press Release

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Star Business Solutions Canberra Office Opens

Star Business Solutions Chief Executive Officer, Trish Hall CA is pleased to announce that effective Monday 2nd February 2009, Star will be expanding it's presence into the Australian Capital Territory. This will compliment existing offices in Melbourne and Sydney.

Most news these days seem to centre around doom and gloom. Major Australian companies as well as their counterparts overseas are announcing almost daily that they will be reducing staff, pulling back on business activity and preparing for the worst. But is this necessary in all cases? If everyone takes the "ostrich approach" by burying their heads in the sand then the economy will be as bad as predicted, if not worse. If however, business continues to take advantage of Australia's fundamentally sound position, then the dip may be less than predicted. A small business employing only 23 people, Star Business Solutions, is taking a positive outlook into 2009.

Star is an award winning, market leading company delivering low-cost high performance business software solutions and consulting for Mid to Large sized organisations. The business has been selling and consulting on Business & Accounting Software since 1995 and has grown to become Australia's leading Business Partner for Greentree Business Software. Their consultants have experience working with private enterprise as well as government bodies and, with a number of Canberra based clients. Star has decided despite the economic downturn to expand its presence and support organisations in Canberra and the ACT.

Trish Hall said " Star is the largest Greentree reseller and consulting firm in Australasia, it is only logical for us to be in our Nations Capital".

Expanded Article "Is it time to Spend Money to Save Money?"

There is an old adage that businesses seem to forget when times are tough, " you have to spend money to make money". If things are going to be tough over the next 12 months or so then innovative ways to make money are needed, this means spending to optimise business processes. The vast majority of businesses either do not have efficient Business Software solutions helping their business, or have the software and do not use it effectively. High quality business software and computerised Accounting, Business Intelligence, CRM and ERP systems are going to be even more important as times become tough. There are many products on the market but they are not all equal. Greentree, is one of the best locally developed integrated business management software packages on the market with complete Financials, Distribution, Job Costing, Manufacturing, Supply Chain Management, CRM, HR/Payroll, eCommerce, Report Writer, Workflow and Business Process Management. An efficient business using such a product can actually reduce costs over time and strengthen their financial position.

With an efficient system a business can have: Improved input speed, accuracy and integrity of the company data which then allows users and management to work efficiently and confidently. By spending on upgrading systems a business can ensure that a positive return on investment is achieved at the earliest opportunity. In the current environment businesses need to maximise their ability to pursue expansion and diversification opportunities going forward, knowing that their Business Software System will be able to accommodate new business initiatives and growth. Enhanced insight into business performance, arising from their systems reporting/analysis capabilities will help a more informed management monitor all aspects of their business more closely.

Particularly now, "Investment Returns" gained from investment in upgraded Business Software Systems need to be maximised to justify this investment in a downturn.

Key areas to look for in software implementations

- Does the software:
- Reduce the cost of existing systems and business processes?
- Reduce dependence on the IT staff and other individuals?
- Provide tools to enhance decision making at all levels of the organisation?
- Improve results?
- Make the organisation more responsive to future change?
- Help the company gain a competitive advantage?
- Reduce risk and liability?

Key benefits a new business solution should provide

- Reduced operating costs (paper, printing, filing, postage and reduce time spent searching for documents)
- Improved customer service and follow ups
- Increased productivity (rapid access to information enables staff to be on top of the business processes)
- Improved collaboration (sharing of the same data and information from a single source)
- Better billing processes
- Rapid document delivery and follow up to outside parties / customers / clients
- Avoid recruitment as the business grows (no need to recruit additional staff for mundane admin duties as the business grows)
- Reduce risk (less reliance on single individuals, staff can share information and work loads, business processes are highlighted and reliant on individuals memories, better approval and alert processes)

Non-tangible Benefits

Non-tangible benefits are more difficult to calculate but still should be considered.

Areas of non-tangible benefit include:

- **Improved business processes to reduce risks**
- **Better work environment, leading to increased morale**
- **Fewer work absences**
- **Ability to plan and cater for staff leave etc**
- **Ease of future training of replacements**
- **Reduced reliance on individuals**
- **Freedom to access and work with all available data in a single source**
- **Standardization of reports and terminology**
- **Ability to identify and report on Key Performance Indicators (KPI's).**

Star Business Solutions can help businesses with their Business Software needs using Greentree and covering: *Financial Management; Supply Chain & Distribution; Job Costing; Manufacturing; Workflow; Customer Relationship Management; Service & Asset; Management; eBusiness; Human Resources; Business Intelligence; Analysis & Reporting and Greentree's newest offering - Mobility & Interoperability.*

Trish Hall can be contacted on 03 8415 8315 for more information. The New Canberra office number is 02 62433611

www.starbusinesssolutions.com.au or www.star.cd



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