

### LOCALLY DEVELOPED SOLUTION GOES BEYOND THE CLOUD

In this digital age, apps have introduced cost-effective and user-friendly solutions to workflow challenges. Whether aiming to increase sales, eliminate document waste or record important financial information, cloud-, mobile-, or on-premise-based business applications offer unique packages to provide a common end result: enhance a business' overall success.

Jami Henry, principal at Lee's Summit-based Bellewether, works to increase profitability for the business management design firm's clients using tools and services that encompass Bellewether's four "Ps": practice, people, process and performance. The firm recently rolled out AE Advisor, an online platform geared specifically toward small businesses.

In 2010, Henry joined Laural Albus, president of Center Point ECM to create AE Advisor, an app with a goal to improve organizational structure, reduce risk and improve accessibility of information for small businesses. Bellewether provides expertise in the area of business design and management while Center Point ECM brings the technology and content management experience.

The kicker for small businesses is that AE Advisor requires no investment in hardware, software or maintenance. Some of the platform's key benefits, as seen by Bellewether, include:

- Anyone in the organization may access business metrics and critical documents from anywhere and at any time using only an Internet browser.
- Companies reduce the risk of information and document loss thanks to daily backup and dedicated redundancy and security.

- All employees can better organize and share documents in a business-oriented structure, which allows for easy searching and indexing.

- Firms can more easily meet federal and state standards for storing and managing HR data such as employee records.

- Productivity can be tracked more consistently with the ability to update daily sales activity and progress through a sales funnel and forecast tracking tool.

- The app records hard assets and serial numbers for insurance and tax depreciation purposes.

- All employees can track internal meetings, team calendar items and deadlines.

Unlike Google's open-cloud solutions that mine and even own the data on those servers, AE Advisor users can access the app through a membership organization on a private cloud. AE Advisor is housed in a data center with Department of Defense-level security, remaining a secure and private platform.

"Together, we have redefined how small businesses can go beyond a remote server or open cloud and thrive with a portal that speaks to small-business needs and provides a way for business owners to see all aspects of what's going on in their business every day," Henry says. —Erin Donaldson

