

### Message from 4most

Welcome to the **July 2019** Newsletter.

In this month's newsletter we take a look at the **Experience Economy** and the effects it has on business. Experiences fall into many categories within a business, such as customer experience, product or service experience, brand experience and employee experience. Thriving in the experience economy hinges on a customer - centric run business; focusing on serving customers better, providing customers with an experience that they would not ordinarily get elsewhere.

Having the right technology to support your experience management is key especially when increasing or maintaining market competitiveness. The use of your consolidated data will give insight into customer trends and enable better customer engagement, sustainability and overall growth.

**What's in store for you in this month's newsletter:**

1. Why Experience Matters.
2. The Customer-Centric Organization: Boost Experiences And Revenues.
3. Experience (Not Size) Matters In Today's Economy.
4. SAP Business One Certification Training.
5. 4most's Client Care Centre, Custom Development and Hosting.

4most truly partners with our clients from the very beginning. We seek to fully understand their business and daily operational processes, we then address their requirements whilst sharing our knowledge and expertise and best advise them of industry standards and best practices. We remain with our clients as they grow and help them to define their future business.

Our clients testify as to their relationship with 4most and their success since selecting SAP Business One as a central business management solution. To read what our clients have to say about us click on the button below.

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### Why Experience Matters



An old saying goes, it's wiser to spend your money on "experiences" rather than on "things," as things are easily forgotten, but experiences live on in your memories, for good or bad.

Through experiences, we tell our stories, we shape our personalities, and build our perception of life as we know it.

Certain life experiences bring out our true emotions, ones that quickly bring our thoughts to the surface. For instance, our first moments in a country we've never visited before or waking up to a surprisingly snowy morning.

This phenomenon is also seen in business. There are experiences that businesses can count on to shape their future, be it bright or dim. Those generally fall within certain categories, such as customer experience, which is the most popular, as well as product experience, brand experience, and employee experience.

*By Mashhour Bedaiwi. Courtesy of SAP Digitalist Magazine.*

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## The Customer-Centric Organization: Boost Experiences And Revenues

Customer experience is a key driver behind increasing revenue, customer trust, maintaining market competitiveness, and a slew of other business benefits. Research from Walker predicted that by 2020, customer experience will overtake price and product as the main brand differentiator. Advancing technologies such as machine learning and Big Data have given us new ways to uncover what organizations need to increase positive experiences at scale and in real time.



With so much information available to us around the wants and needs of our customers, many companies are turning an eye towards making their strategy and business more customer-centric to drive growth. Here, we look at three best practices of a customer-centric organization in elevating experiences and revenues.

1. Making customer commitment part of the customer journey
2. Reimagining your approach to customer experience
3. Reducing friction along the path to purchase

*By Bertram Schulte. Courtesy of SAP Digitalist Magazine.*

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## SAP Business One Certification Training

We can help you equip your talent with the goal of improving their capability, capacity, productivity and performance with knowledge that relates to specific practical skills and competencies as well as business specific processes.

We facilitate SAP Business One training and certification. This certification is globally recognised.

Our next SAP Business One 9.3. training course is scheduled to start on 12 August 2019.



[Find out more](#)



## Custom Development

4most offers a wide range of Custom Development Services. We aim to optimally tailor and increase the business value of your SAP ERP solution. We are able to achieve this by using the latest software development platforms and tools, complemented by standardised project management techniques and software engineering practices. We have outstanding experience in custom database development, desktop and distributed application design, system integration and business automation tools as well as various custom software components and web-project programming.

[Visit our Website](#)



## Hosting with 4most

We offer the option of hosting your SAP Business One Solution in our Data Centre. This means that essentially your software solution would be hosted off premise and accessed through a public or private internet connection. In addition, we right size the infrastructure for the real business requirements, while aligning with existing data centre standards in terms of infrastructure, tools, operational processes and existing skillsets. It's all about achieving a standardisation of IT principles.

[Visit our Website](#)



4most Systems provides world-class, individually tailored and innovative business solutions for small, medium and large enterprises across industries and sectors. Established as an SAP Partner in 2004, we deliver ERP solutions utilising SAP Business One at the core. With offices in South Africa, Botswana and Namibia as well as a growing economic footprint in the DRC, Kenya, Zambia, Malawi and Tanzania, the company has a strong base, being the first and only partner to establish all-round SAP competency, offering over 30 years of experience and skills.

[Contact us](#)

121 Sovereign Drive  
Block B De Goedehoop Close Office Park  
Route 21 Corporate Park Nelmapius Drive  
Irene, Centurion  
Gauteng  
Telephone: +27 (0)12 345 2505 FAX: +27 (0)86 224 9042  
E-mail: [info@4most.co.za](mailto:info@4most.co.za)  
Website: <http://www.4most.co.za/4most/>

