



Ecofiling

**Web-based software means
nothing to install**

It's all about productivity, not technicality

Companies around the world are using web-based software to thrive in tough economic times. Recent global events have seen almost all industries implement some kind of belt-tightening to stave off the worsening economic effects of a downturn in the world economy and the new “web app” buzzword has found its way into mainstream business.

There are a number of ways your company might use web-based solutions to innovate to stay ahead. But first, what exactly is web-based software?

Web-based software, or a web-app, is software that runs directly on the internet. There’s no software to install and no need to worry about upgrades, updates and patches. Web apps run on the internet and you access them with standard internet browsers such as Internet Explorer, Safari and Firefox.

Popular examples of Web-based solutions include Hotmail, Internet Banking and airlines ticket booking services. While these examples are “customer” focused there are many ways web apps can be used internally at your business.

Trying times such as these see companies innovate to stay competitive. While now might not be the best time to invest in expensive hardware upgrades and long-term service contracts, nor is it the time to sit on your hands and hope for the best. Business as usual will not win in this instance. Now is the time for your company to increase workplace productivity and maintain cost cutting at the same time.

Innovation is the key and web-based software provides forward-thinking businesses the opportunity to become more productive and results driven than their competitors.

Web-based solutions can help your business by directly:

- motivating and helping to retain staff by simplifying complex and time-consuming procedures
- increasing revenue and customer retention with better communication, faster response times and more focused customer service
- cutting costs by reducing outlays on hardware, licenses and even office supplies

Companies might decide to use web apps because they are:

Less technical, which reduces training time and cuts costs

Sometimes businesses install software only to find it complicated and hard to use. Entire industries have developed to train people how to use technical and complicated software. Web-based solutions are typically much easier to use and the learning curve is generally so small even the novice computer user can be up and running in just minutes. That means the entire company will want to use the software (which increases motivation) and they will use the software (which provides a positive Return On Investment).

Safe so company data isn't left at airports and in taxis

Web-based solutions have a central point of storage. When you use Ecofiling, your company data is all stored on a high-end server in a highly secure data center, via an encrypted internet connection. So if one of your laptops is stolen or someone leaves a thumb-drive at the airport, your company data will be safe and secure on the Ecofiling server. You can read more about Ecofiling's security systems.

Organized so all the information is in one place, continually updated

Because web-based solutions store data in one central place, there's no chance different versions of the same document can be floating around three offices on five different computers. All your files will be stored in one place, accessible from anywhere in the world. You also allocate permissions, ensuring only the right people see the right data.

Automatically backed up to ensure that essential data will always be there

Web-based solutions are typically backed up every day, in multiple locations. The layers of redundancy ensure data loss is minimized and your workflow continues uninterrupted. If there's a server failure the secondary back up can be used.

Highly efficient which keeps employees productive and the company profitable

Web-based solutions require literally no IT input or resources. Because there's no software to install your company can focus on using the software rather than maintaining it. The vendor of the web app will make changes and the next time you log in you might see changes – just like a normal web page.

Web apps don't require special hardware, which keeps costs down

Because web-based solutions run directly off the internet all your company will need is a web browser. There's no need to purchase expensive servers or routers, or any other specialized hardware. If your company has a reasonable broadband connection it will be able to run web-based software, including Ecofiling.

Web-based software solutions are the ideal way for companies to cut costs and become more productive through innovation. With no software to configure and no training required now is the ideal time to implement an effective and efficient web application in your business.

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