



# Closing the Gap: Becoming a More Digitally Mature Business



## What’s Getting in the Way?

Your customers expect speed, quality and consistency—every time. But when your teams are held back by fragmented systems, siloed data and manual workarounds, your customer experience suffers.

Late shipments. Quality issues. Missed insights. Slower decisions. They’re holding your business back.

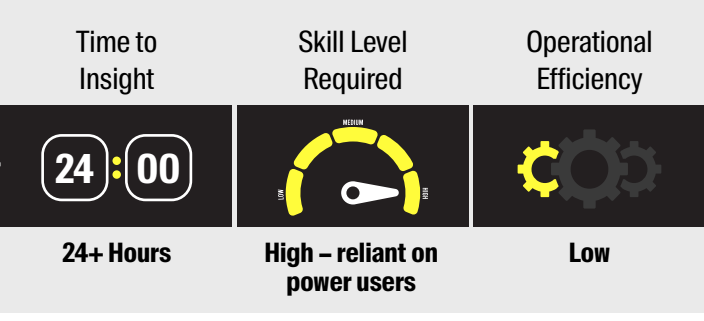
Business leaders know that to stay competitive, operations must become a strategic advantage. **Leading businesses are closing the gap between internal complexity and customer expectations.**

Taking the next step first requires finding out how digitally mature your business is.

### Stage 1:

Spreadsheets & Workarounds

## Disconnected & Manual



Disconnected systems and manual processes lead to delays, duplicated effort and inconsistent decisions.

**Key Traits:**

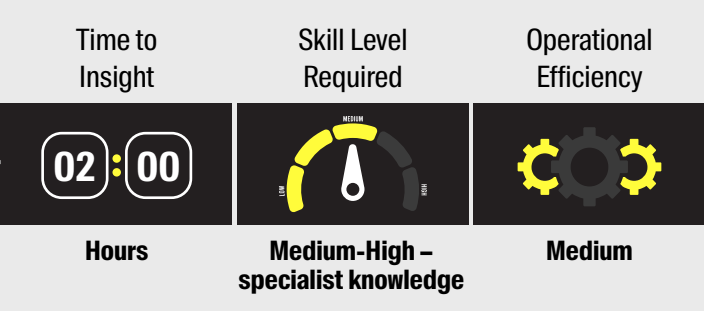
- › Manual data entry and paper-based tracking
- › Departments operate in silos
- › No single source of truth
- › Decision-making based on tribal knowledge
- › Time wasted on duplicate data and fixing errors



### Stage 2:

Traditional ERP

## Structured but Expert-Dependent



Enterprise systems bring structure and visibility, but insight still depends on a few expert users.

**Key Traits:**

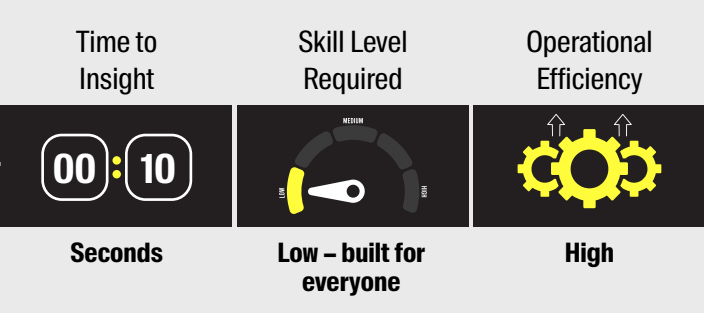
- › Core processes digitised
- › Centralised system of record improves data accuracy
- › Reporting and optimisation require expert users or IT
- › Time to insight limited by training and technical skills
- › Value gated behind super users



### Stage 3:

ERP + AppCentral

## Connected & Intelligent



AppCentral adds intelligence and accessibility to your operations, helping everyone act faster with confidence.

**Key Traits:**

- › Pre-connected, industry-specific apps
- › Embedded AI provides instant, contextual insight
- › Natural language queries for ease-of-use
- › 90% faster access to data and answers
- › One consistent, intuitive platform
- › Everyone empowered, no more bottlenecks



## AppCentral

One Platform to Unify Your Aptean Experience

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