



5 Reasons to Consider a Software Partner for Your Business

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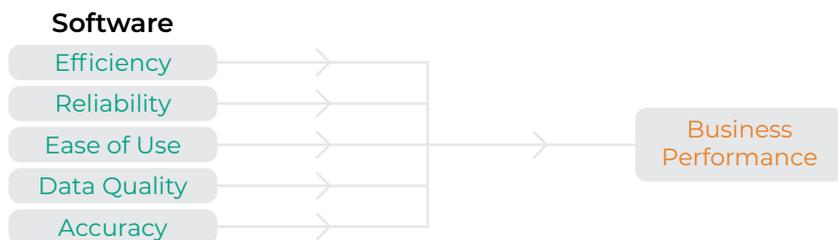
As your egg and poultry business grows, it becomes increasingly evident that running your business on spreadsheets with manual processes is not as efficient as it could be. Keeping track of all facets of the business in such a manner is tedious, time consuming, and error-prone, not to mention it can prove difficult to access data when you need it most. Multiple studies on the use of spreadsheets have been conducted over the last decade and have shown that 88 percent of spreadsheets contain errors, and 50 percent of spreadsheets contain material defects.

The solution to these problems is partnering with a software provider dedicated specifically to your unique industry. Harnessing technology to enable smart agriculture has emerged to provide agribusinesses and farmers with the tools they need to serve a 30% larger population in the future. Vertical software partners, such as Aeros, answer that call for egg and poultry industry.

Here are five reasons it is time to consider a software partner for your business:

1. Improved Efficiency

When a software program is built for your industry and configured specifically for the way you run your business, it will not only improve efficiency but the overall user experience as well. An intuitive solution validates and persists detailed information to support the multi-faceted needs of your egg and poultry business. Automation can actually increase efficiency and free up your time because access to real-time data (as well as minimizing errors and data loss) allows you to make informed decisions that have lasting effects on your business processes.



2. Increased Productivity

Efficiency and productivity often coincide with one another. Some of the prominent trends that the market is witnessing include increasing demand for egg and poultry meat products, growth in the egg and poultry meat industries, and increase in the number of health-conscious people. This means more efficient time and resources are needed to become more productive. A software partner with extensive industry knowledge understands the flow of your business and what tools you need to be more productive with your time. Leveraging an integrated system means less time is spent gathering data or performing manual tasks that may lead to errors and more time spent on the most critical areas of your business.

3. Complete Visibility of Your Operations

Egg and poultry producers utilize a wide variety of processes for accounting, flock record keeping, logistics, production, and packaging to manage their day to day operations. Having the ability to easily access this data from any combination of sources—and also to visualize the data—is a powerful tool.

On average, companies with fewer than 1,000 employees run around 22 custom applications. A little over one-third of those applications are consumed by customers, partners, and suppliers. An integrated software program can give a complete and concise view of operations, allowing you to control over how the information is presented.



4. Streamlined Processes

When a business uses a variety of processes, whether spreadsheets or manual, data is collected in different formats then re-entered into another solution. Access to this data proves difficult but reporting or visualizing the information is even more tedious and time consuming. A well tuned and streamlined process provides an audit trail while empowering you to collect and report on real time data.

5. Platform for Growth

Making the decision to invest in a software partner will provide a platform for significant and sustainable growth based on the optimization and alignment of business processes. The global egg and poultry market is expected to grow from \$329.1 billion in 2020 to \$406.9 billion by 2023 at a compound annual growth rate (CAGR) of 8%. Companies with visibility to their operations and the ability to monitor and control their data will inevitably grow faster, and embracing technology and understanding the benefits of finding the right software partner will set your business on the right course towards growth.

The Bottom Line

Finding the right software partner for your unique business increases efficiency and productivity, while enabling your egg and poultry business to grow. If making the decision to implement new software sounds right for your organization, please contact Monica Lizar at monica.lizar@culturatech.com to learn more.

Resources

[LORA Alliance Smart Agriculture](#)

[TIME Business](#)

[Global Poultry Feed Market Analysis & Trends – Industry Forecast to 2028](#)

[Hello Rindle](#)

[Shidler College of Business](#)

[Poultry Global Market Report 2020-30: COVID- 19 Impact and Recovery](#)

[McAfee – Every Company is a Software Company](#)

About Aeros

Aeros is the leading market provider of integrated software solutions for egg and poultry financial and flock management. Aeros is a part of the Cultura Technologies family, who is owned by Constellation Software, Inc. (CSI), an international vertical market software specialist.

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