

## **Local business App debuts at APICS**

A new perspective on business applications has boosted interest in digital solutions from the enterprise sector. According to Gartner, business priorities have shifted and there is a renewed focus on using technology to compete more effectively, only it's now digital applications and transformation projects. Cassie Lessing, managing director, Strato IT Group, says that since launching StratoPOD, a mobile business application for delivery documentation, interest has grown significantly and he anticipates that there will be several new opportunities to transform processes.

"As a provider of business system solutions, we have seen an increased uptake and interest in business applications that impact the bottom line. It goes beyond simply embracing the digital environment, and is more about finding innovative ways to re-engineer processes with vastly improved business outcomes. StratoPOD is an innovative proof of delivery app that is fully integrated into the complete supply chain and we are confident that it will continue to change the face of business processes," explains Lessing.

He says that the supply chain is a great example of a process that needs modernisation. "Having implemented StratoPOD at Toyota's National Parts Distribution Centre in Gauteng, we have seen first-hand what a digital system and process can do for a previous paper-based environment. By upgrading or utilising innovative technology within your supply chain you not only save time, but also significant budget."

Looking at the bigger picture, Lessing says that Gartner has predicted increased spend within the enterprise application software sector to more than \$201 billion in 2019. He says this is not impossible and anticipates that more vertical sectors will embrace digitisation as they recognise the benefits of business applications.

In a bold move, Lessing says that his business app, StratoPOD, will make its debut in the United States on 25 September at APICS. Taking place in Washington DC, APICS is the premier professional association for supply chain management and the leading provider of research, education and certification programs that elevate supply chain excellence, innovation and resilience.

"We participated in SAPICS and were very satisfied with the feedback

and results. Not only did we win the best single stand, but we created awareness of the app and its capabilities. This has translated into sales and as a first-to-market app, APICS is a perfect opportunity to launch StratoPOD within the United States,” says Lessing.

In support of the US launch, Strato IT has a local team ready to support and grow the user base of this innovative digital application.

APICS takes place from 25 – 27 September in Washington DC. For more information on StratoPOD visit [www.stratopod.co.za](http://www.stratopod.co.za)