



## **Social Media: Increasing Adoption By Businesses**

On the personal front, users are performing a variety of daily tasks with social media such as communicating with and keeping in touch with friends and family, reaching out to others with similar likes/ dislikes, placing grocery orders, lodging complaints, reviewing apartment rentals, Whatsapp pictures of garbage or traffic violations etc. Social media has already become a way of life and the roll-out of inexpensive 4G telecom networks is making it accessible to the masses.

Over the years we have seen that new technologies are first adopted by individuals resulting in significant changes in their personal lifestyles. Normally, it has taken years for technologies to start getting adopted by businesses as a way of life.

However, we are seeing this pace of technology adoption increasing significantly in the case of Social Media. With so many consumers turning to social media, it has become imperative for businesses, even SMEs, to start adopting and leveraging social media for operations including marketing, sales, procurement and HR.

Affordable Business Solutions understands the unique challenges and issues that are faced by Small Businesses. We offer a suite of Industry-specific ERP/CRM/ Business Intelligence solutions called ABS Baadal. Additionally, ABS offers Business Management consulting in how SMEs could leverage Social Media integrated with ERP/ CRM solutions in order to improve your business processes.

Affordable Business Solutions has enabled component manufacturers to address business challenges for over 12 years. Our strong understanding of the component manufacturing business has been embedded in ABS Baadal - an Industry Vertical Solutions for Component Manufacturers that includes a suite of pre-configured ERP/ CRM/ Business Analytics solutions offered on the Cloud Computing model for Component Manufacturers including Fabrication, Precision Machining, Foundry, Forging, Plastics, and Rubber. ABS also offers business consulting to enable you to embrace LEAN/ Global Manufacturing Excellence practices, which can help you implement programs to increase the value added per employee. ABS Baadal provides the IT solutions which can help monitor, track and increase the overall productivity and efficiency of your organization

Do let us know your thoughts and responses at ABS Linked-In. If you would like to explore how you could leverage ABS Baadal and our business consulting services, please connect with us at [absbaadal@abs.in](mailto:absbaadal@abs.in)

