



LOTUS INNOVATIONS

Shared Services

Everyday business functions can quickly become a distraction for smaller companies who should be focusing on product development, service offerings and other items essential to developing traction in the marketplace. Lotus Innovations' Share Services Group, S2, provides the necessary relief through two levels of service: Revenue Acceleration, including Marketing and Business Development, and Traditional Business Services such as Finance, HR, Legal and IT. We have the right teams in place and ready to engage...let us help you grow your business by focusing on what's important.

Revenue Acceleration



BUSINESS DEVELOPMENT

Creation and Delivery of Enterprise-Grade Leads

The primary goal of Business Development is to deliver high quality leads into your sales funnel allowing your company to scale at a faster pace. Our motto in Lotus Business Development is to "Never Stop Prospecting!". We prospect everyday for each of our clients delivering qualified leads for your sales team. Think of what prospecting you want your salespeople to be doing everyday, that is what we do!

MARKETING

Building Brand Value with Innovative Marketing

Marketing techniques and technology have changed dramatically in the past 5-10 years and continues to evolve on pace with the tech industry as a whole. From digital marketing, to content marketing, website design, CRM, and marketing automation, it takes a rich talent pool to get your company's message to market and keep it there. Our Marketing Services organization provides a broad and deep spectrum of services and support for small and mid-size companies. The most important transformation for companies aside from the products and services they provide is marketing; or how they communicate their brand to the marketplace.



Business Services



FINANCE

Accounting and Finance with Tech Industry Prowess

As a business grows, so grows its need for fiscal management and reporting. The Lotus Innovations Finance team knows what it takes to create a set of processes and procedures to help a company scale up; particularly high-tech software and services companies. From day one of our engagement, the Lotus Innovations Finance team begins working with your company and remains an integral part of your business. We take the worry, and the distraction out of the equation so your senior management can focus on growth.



HUMAN RESOURCES

Recruit and Retain Top Talent for Growth

Dedicated human resource professionals become critically important as a company expands and begins to hire outside of their intimate professional network. The Lotus Innovations HR team, one of the pillars of our Shared Services model, not only helps your company scale up for growth, but helps you create a dynamic employee culture and offer better benefits. Our Shared Services clients engage with us for Hiring, Benefits, Culture Building, Compliance and more.



LEGAL

Access to the Best Counsel for Growth

A growing company needs to be sure they are protecting their own interests and those of their customers, partners and employees. The Lotus Innovations Shared Services legal team provides hands-on support services to your company. From help writing and reviewing contracts to filing intellectual property notifications, to business compliance, patents & copyrights, etc. our legal team can take the worry out of the equation so you can focus on growth.



INFORMATION TECHNOLOGY

Technology Infrastructure and Support that Grows with You

Technology can either be a tremendous productivity enhancer or an epic battle of man vs. machine for lean companies focused on growth. Lotus Innovations Shared Services IT team addresses one of the biggest challenges facing growing businesses IT infrastructure. And because our team not only knows technology but has an intimate knowledge of IT Software and Services companies, our Shared Services clients can reap the rewards of a solid, business-building, technology back-bone.