

2022 Case



This document was prepared solely for the MYOB Digital Challenge. All data in this case has been obtained from publicly available sources and MYOB. This is not intended to serve as an endorsement, a source of primary data, or an illustration of effective or ineffective management.



MYOB is a leading business management platform with a purpose of helping more businesses in Australia and New Zealand start, survive and succeed.

From soloists, SMEs to mid-market enterprise businesses, MYOB delivers business management tools and accounting solutions to fit their ambitions, direct to businesses as well as through a network of accountants, bookkeepers, consultants and strategic partners.

Good Digitisation

Digitisation is critical to success for businesses of all sizes, from sole operators to larger enterprises. Research has shown that small and medium sized enterprises (SMEs) with advanced levels of digitisation are 50% more likely to grow revenue, eight times more likely to create jobs and seven times more likely to scale.

Digitisation can also be a significant contributor to our economy. Modelling forecasts a \$10.5 billion gain for the Australian economy and creation of NZ\$46.6 billion in annual economic value if SMEs embrace greater use of digital technologies. That is why MYOB has advocated for greater support for the one in five businesses with very low or no levels of digitisation, so we can close the digital gap and help more businesses start, survive and succeed.



There are six main business processes that when digitised, make a phenomenal difference to a businesses chance of survival and success.

They are:

- Managing **jobs** - quoting, scheduling, tracking, document management
- Managing **staff** - payroll, workforce management
- Managing **suppliers** - inventory management
- Managing **banking** and **cashflow** - invoicing, payments
- Managing **finances** and **compliance** - tax, core accounting
- Generating **revenue** and **profit** - CRM, point of sale (POS) integrations

At MYOB, we are continually transforming our business management platform to offer smart, deeply integrated services across these six business processes to deliver valuable, seamless experiences for businesses across Australia and New Zealand.

[Click to read MYOB's The Digital Disconnection Challenge Report 2022 here.](#)



The Challenge

We want you to pick **ONE** of the above six business processes, identify a specific activity, challenge, problem, or pain-point that businesses owners are experiencing with that process, and then provide a solution which helps to solve it.

You can provide a solution to help small & medium enterprises **OR** large enterprises.

The solution you create will be pitched to MYOB to acquire.

We'll be looking for the following:

Customer focus:

- What is the problem you are solving?
- What is the customer segment you are targeting?
- How does your solution solve the problem?
- How impactful is solving this problem to your customer segment?
- Will they exchange value for a solution?

Uniqueness:

- We don't want to reinvent the wheel:
- Is there already a solution in market which solves the problem?
- How is your solution different?

Innovation:

- We love to see new ways of thinking, and fresh approaches
- Show us what you've got!

Below are the minimum requirements for a successful solution:

- The solution must identify and address **ONE** business process and the activity/ challenge/problem/pain-point for today's businesses with that process.
- Your solution needs to be a **cloud solution** hosted on a service such as Amazon AWS, and available to access from a web, mobile web, or native mobile app.
- Your solution **DOES NOT** have to integrate with MYOB's current Business Management Platform.



Deliverables

You must submit a 5-10 minutes video and a one-page executive summary that includes:

- A tech solution in a conceptual state outlining its purpose, features and how it can be used, with an architectural plan for how it will be built.
- A working prototype is **NOT** required for the preliminary regional round, but **WILL** be required if you qualify for the Trans-Tasman Final.
- The Business Case, Financial Plan, and Marketing Strategy.
- You can create the video using your phone, Zoom or whatever tools you want.
- The video can be as simple or fancy as you like - the choice is yours!

Overall, we are looking for innovative solutions that align with the objectives of MYOB to take the burden off and work on creating better digitised businesses across Australia and New Zealand. The teams that perform the best are the ones that consider both the business and technological aspects of their solution. The attached information in this case provides some background information about MYOB and the industry it operates in to help guide the development of your solution

Submission

Please submit your entry by uploading your video to a file transfer platform (Dropbox, Google Drive or WeTransfer) and email the link and your one-page summary to: itchallenge.uoacaseclub@gmail.com

- Please use the format "Team_name - MYOB Digital Challenge 2022 Submission"
- Please include all team members' names and university in your one-page summary.

Submissions are due no later than 9.59pm AEST/ 11.59pm NZST on 18 July 2022

We look forward to your submissions!

All video submissions will be uploaded to YouTube by us by 20th July.

You will be emailed the link for you to share your video on social media - Facebook, LinkedIn, etc.

Please use the hashtag **#myobdigitalchallenge** when sharing.

Engagement on video shared, such as number of likes/comments, will also be considered by the judges in selecting the finalists at their full discretion.



Timeline

Regional Preliminary Round Submission
9.59pm AEST/ 11.59pm NZST on 18 July 2022

Finalists Announced Wednesday 27 July

MYOB Digital Challenge Trans-Tasman Finals Thursday 4 August

Trans-Tasman Final Round

After the preliminary round submissions, we will be inviting the top 3 submissions from each region (6 total) to participate in the MYOB Digital Challenge Trans-Tasman Final.

If, after the Regional Round, you progress through to the Trans-Tasman Final, your goal will be to build out and provide a working solution to your concept from the regional round.

This is your opportunity to refine, enhance and re-present your solution and a working product.

The event will take place on Thursday 4 August

The finalists selected from the regional round will pitch their idea in a ten-minute presentation, followed by ten minutes of questions & answers over Zoom.

Further details will be released after the regional round.

The MYOB Digital Challenge is an opportunity for students to stand out and impress the judges for any graduate or intern positions available



MYOB Mentoring Times

This is a drop-in session with MYOB staff for participants to ask any questions and queries they may have about the case.

Tuesday 12th July 4pm NZT / 2pm AEST

Wednesday 13th July 12.30pm NZT / 10.30am AEST

Wednesday 13th July 3pm NZT / 1pm AEST

Zoom Link is the same for all times:

[https://myob.zoom.us/j/91747643814?](https://myob.zoom.us/j/91747643814?pwd=ck1MaFBBCb0RoSnFQUmV0dzd2dWRrZz09)

[pwd=ck1MaFBBCb0RoSnFQUmV0dzd2dWRrZz09](https://myob.zoom.us/j/91747643814?pwd=ck1MaFBBCb0RoSnFQUmV0dzd2dWRrZz09)

Meeting ID: 917 4764 3814 Passcode: 095649

YouTube Interview Tutorial Videos

Watch previous submissions here: <https://www.youtube.com/channel/UC4KItIEuqxRCclbmVo4ROGg/videos>

With Harry and Ben (MYOB Digital Challenge Finalists 2019) <https://www.youtube.com/watch?v=ranYOFb69Fs>

With Charlie (MYOB Digital Challenge Winner 2019) <https://www.youtube.com/watch?v=J-LoS3Yg5uo>

You can also email the MYOB Team with any queries regarding the challenge: education@myob.com

Feel free to also contact the UACC organising committee: itchallenge.uoacaseclub@gmail.com

Good luck!

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Collaborate

Inspired decisions

myob



Passion

Love your work

myob



Simplify

Make it easy

myob



Innovate

Purposeful curiosity

myob



Impact

Results matter

myob



Customers

Drive our world

Why MYOB?

Because you didn't start a business to do the books.

We're not here to tell you what success should be. Maybe you want a day off every week, or more time to go surfing. Maybe you want a worldwide empire. Whatever you want for your business - we can help you achieve it.

What do we do?

We offer business management solutions. More than 50 of them, to be exact. Everything to help you with accounting, payroll, payments, retail point of sale, CRM and professional tax solutions - and more.

We grow with you

Once you start using our products, you never have to stop. You'll never outgrow us: whether you're a start-up in a garage, or a manufacturing powerhouse. We have solutions for businesses of every size, shape and sector.

Customers drive our world

We're on the phones every single day to provide support, and we have more than 40,000 advisors (bookkeepers and accountants) to help you out.



We employ around 2,000 people and have offices in Melbourne, Sydney, Adelaide, Perth, Brisbane, Auckland, Christchurch, and Hastings.

Over the past 10 years MYOB has undergone a major transformation. Our products have changed and we are focusing on accelerating our development of intelligent, intuitive cloud based software solutions.

At MYOB we help businesses start, survive and succeed and our efforts over the next few years will be focused on creating an unparalleled business management platform which will seamlessly connect businesses of all sizes, their accounting partners and networks to create an eco-system of solutions. The MYOB Platform and the connections it will create will enable MYOB to deliver even more value to our clients, and, ultimately, make every facet of business life easier.

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