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Subject: Scalability from the Get-Go

Most companies grow fast at the start and reach a natural evening out period. Those initial bursts of growth are sustainable and built into the start-up model, but what happens after that? When you outgrow your processes faster than you expected, or stagnation occurs, systems can break down faster than you'd expect.

Growth can happen in many ways. Customers, employees, data – all of it increases at varying rates through unpredictable factors. If you outgrow your processes, or demand plateaus while you're still growing, you could start expending unnecessary resources. This can lead to the dreaded [revenue leakage](#), when you hemorrhage profits due to inefficient operations.

Avoid revenue leakage by building scalability into your business model from the get-go. Less hiccups, lags, and delays when demand changes drastically (in either direction). Whether you're just starting out or well on your way to being a million-dollar enterprise, it's never too late to consider your business's scalability and what you can do to improve it:

- Manual processes are sure to be a [thorn in your side](#), if they're not already. Those processes "got the job done" when you had a few dozen customers. However, when you scale to higher numbers (clients, employees, job sites, etc.), it doesn't translate efficiently. Hiring, training, and payroll all rise as the pressure put on these manual processes intensifies.
- Whether it's in product teams or development areas, [silos](#) are a byproduct of specialization. They're helpful in some ways but can prove detrimental if operations become too insulated from each other. When scaling your business, monitor the natural progression of these silos and consider a more transparent workflow to eliminate the likelihood of dropping the ball.

It's imperative that your digital infrastructure be adaptable to turbulent markets. Even small fluctuations without adapting could cost thousands of dollars in operational expenses. Your tech stack, digital operations, and software architecture should have easy scalability built into them. That way functionality and peak performance are always within reach.

Visibility in an end-to-end workflow helps you achieve scalability across the board. Add in Spearhead, Incyte's latest software product, for extra visibility after a thorough analysis of your existing workflow. Plus, Spearhead alleviates strain on inert manual processes. Resulting in fewer logistical hiccups and the ability to reach even more customers without growing pains.

Reach out to Incyte today for a scalability analysis to better prepare for the future,

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