SOLUTIONS AND SOFTWARE IN HONG KONG

To drive digital transformation, SMPs and SMEs can adopt two strategic approaches:

- **Centralized digitalization:** This approach establishes a single source of truth on a unified platform, ensuring seamless data consistency, robust governance, and streamlined operations. It is particularly suited for organizations that prioritize security, regulatory compliance, and efficiency through integrated cloud ecosystems.
- **Decentralized digitalization:** This strategy leverages multiple interconnected platforms through blockchain and distributed ledger technologies, providing exceptional flexibility, transparency, and resilience. By enabling peer-to-peer interactions and reducing intermediaries, this approach supports agile integration, empowering businesses in dynamic sectors such as fintech and cross-border trade.

SMPs and SMEs can leverage a diverse range of technology solutions and software available in the local market. The following sections outline key solutions available in the Hong Kong market, categorized by type, core capabilities, and their applications for SMPs and SMEs.

Solution / Software Types	Core functions	Available solutions and examples^	
Accounting and financial management	**Bookkeeping automation:** Automate processes for invoicing and reporting. **Compliance management:** Ensure alignment with tax regulations. **Financial analytics:** Provide insights into cash flow and profitability. **Cloud-Based access:** Secure real-time data access.	- ABSS (formerly known as MYOB) - FlexSystem - Kingdee KIS - NetSuite ERP	- QuickBooks Online - Xero - Yonyou - Zoho Books
Auditing	**Audit management software:** Streamline the auditing process from planning to reporting. **Risk assessment tools:** Identify and evaluate risks to improve audit efficiency. **Compliance tools:** Ensure adherence to regulatory standards. **Data analytics for audits:** Utilize data analytics to enhance audit accuracy and insights.	- Alteryx - Datasnipper - Hyperproof - IDEA by CaseWare	- MetricStream - Weaver - Wolters Kluwer
Inventory and supply chain management	**Inventory tracking:** Real-time monitoring of stock levels. **Order management:** Automate processing for omnichannel sales. **Logistics optimization:** Improve supply chain visibility. **Data analytics:** Evaluate turnover rates and demand forecasts.	- Eastop - Finale Inventory - inFlow Inventory - NetSuite ERP	- Odoo ERP - SAP Integrated - Shopify - Zoho Inventory
Digital payment	**Electronic payment processing:** Secure acceptance via mobile apps, QR codes, credit cards, and contactless methods. **Transaction automation:** Streamline workflows and integrate with accounting systems. **Sales data analytics:** Generate actionable reports. **Multi-currency and multilingual support:** Handle various currencies and languages.	- Airwallex - Alipay (HK & PRC) - Aspire - Faster Payment System (FPS) - Global Payments - HitPay - HKT Smart POS	- Octopus - Payme Business - PayPal - PhotonPay - Statrys - Stripe - UnionPay - WeChat Pay (HK & PRC)

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Customer management and loyalty	• **Customer Relationship Management (CRM):** Centralize customer data. • **Loyalty programs:** Implement electronic memberships and rewards systems. • **Customer support automation:** Use AI for efficient query resolution. • **Analytics and reporting:** Generate in-depth reports on customer behavior.	• HubSpot • Mshop • Oracle CrowTwist	• Salesforce • WeCom (Tencent) • Zoho CRM
Online promotion	• **Website and social media development:** Build professional online presences. • **Search Engine Optimization (SEO):** Enhance visibility through keyword optimization. • **Social media marketing:** Execute targeted campaigns. • **Content management:** Simplify updates to digital content.	• Baidu • Buffer • Eastop • Elevate Digital	• Fimmick • Google Analytics • Weixin • Wix
Cloud computing and collaboration	• **Remote work enablement:** Platforms for file sharing and collaboration. • **Data storage and security:** Ensure encrypted, compliant storage. • **Scalability:** Flexible resource allocation for growth. • **Virtual desktop solutions:** Device-agnostic access to applications.	• Alibaba Cloud • Amazon Web Services (AWS) • Baidu AI Cloud • Google Workspace	• HKT Enterprise Cloud • Huawei Cloud • IBM Cloud • Microsoft 365 • Tencent Cloud
Cybersecurity	• **System vulnerability assessment:** Conduct audits to identify IT risks. • **Data Protection:** Implement encryption and access controls, protect sensitive information from threats • **Compliance support:** Align with regulations like PDPO. • **Real-time monitoring:** Instant detection and response to incidents.	• Check Point • CrowdStrike • Fortinet • HKIRC Cybersecurity Programme	• HKT's Security Health Audit • ManageEngine Log360 • Nexusguard • Palo Alto Networks • Qi An Xin
E-Commerce and online sales platforms	• **Online store creation:** Customizable shops with integrated payments. • **Cross-border sales support:** Facilitate global expansions. • **Mobile app development:** User-friendly apps for browsing and purchasing. • **Analytics integration:** Monitor sales and marketing effectiveness.	• Adobe Commerce (Magento) • BigCommerce • Eastop • HKTVmall • Mshop • Lazada	• Pinduoduo • SHOPAGE • Shopify • SHOPLINE • Taobao • Wix • WooCommerce
Artificial Intelligence (AI) and data analytics	• **Process automation:** Use AI for tasks like data entry and forecasting. • **Business intelligence:** Analyze datasets for market insights. • **Predictive analytics:** Anticipate sales and inventory needs. • **AI-driven innovation:** Enable customization via machine learning.	• Fano Labs • Google Cloud AI Platform • GrowthLoop • IBM Watson Analytics	• Microsoft tools (e.g., Power BI, Azure AI) • SenseTime • Tableau

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Enterprise Resource Planning (ERP) Systems	• **Integrated business management:** Unify accounting, inventory, HR, and CRM. • **Workflow automation:** Optimize processes across functions. • **Real-time reporting:** Dashboards for performance monitoring. • **Scalability:** Add modules as businesses grow.	• Kingdee • Microsoft Dynamics 365 • NetSuite ERP • Odoo • Sage	• SAP Business One • TecE ERP • Yonyou • YOOV
Project management tools	• **Project planning and scheduling:** Visualize project timelines and milestones. • **Task management:** Assign tasks, monitor progress, and prioritize tasks. • **Collaboration:** Facilitate team communication, file sharing and updates • **Reporting and analytics:** Generate project status reports, timelines, and performance metrics.	• Asana • ClickUp • Microsoft Project	• Monday.com • Teambition • Trello
Checklist-based tools	• **Checklist creation:** Design customizable checklists for processes, tasks, and compliance. • **Progress monitoring:** Track item completion and assign responsibilities. • **Automation and reminders:** Set up recurring checklists and notifications for deadlines. • **Compliance and quality assurance:** Analyse completion rates and generate compliance reports.	• Checklist.com • Checkvist • Process Street	• Smartsheet • Tallyfy • Tencent Docs
Others	• **Other support:** Useful tools/ services related to business information, funding schemes information and advisory services in the market.	• HKPC Digital DIY Platform • HKTDC Transformation Sandbox (T-box) • SME ReachOut Free Consultation on Funding Schemes • Support and Consultation Centre for SMEs	

* The above list of software and solutions is provided for informational purposes only and is not comprehensive of all options available in Hong Kong. The Institute does not endorse, recommend, or accredit any of the solutions listed. Organizations are encouraged to conduct their own research and due diligence to assess the suitability of these solutions for their specific requirements.

^ Solutions and examples are listing in alphabetical order.