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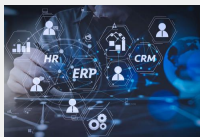
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Gray, Gray & Gray, LLP's News

Service Spotlight: Technology Integrations Consulting

Gray, Gray & Gray's suite of service offerings is based on our clients' needs and in alignment with our mission of being your complete and trusted business advisor. It is important to us that you are aware of all the services available to you, particularly as your business evolves and your needs change. With this in mind, we are pleased to introduce our latest **"Service Spotlight" – Technology Integrations Consulting!**



Streamlining Business Processes Through ERP and CRM Integration

By: [Ashton Vigueras-LaRochelle](#), Senior Integrations Consultant

As a consultant who has guided dozens of organizations through complex software integrations, there is often an initial uncertainty on which applications or business processes to address first. One of the first integrations that I often bring up is connecting Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) systems. I've seen firsthand how these types of integrations can transform business operations and introduce organizations to the power of automations. Today's competitive landscape demands seamless data flow and process automation, making integration not just beneficial but essential for sustainable growth and operational excellence. Read more [HERE](#).

[Full Article](#)

Family Business

Ask the Right Questions When Growing the Family Business



Growing pains. They're common among family businesses. The key is choosing and carrying out strategic plans that safely grow the company without overextending its cash flow or burning out (or simply confusing) employees. This article provides a handy checklist of important questions to ask as a family business goes about an ambitious undertaking such as an expansion, merger or acquisition.

[Full Article](#)

Human Resources

Save Time and Money: Pre-Screen Recruits With 5 Questions



A job interview is a stressful undertaking for both parties. Naturally, applicants should be thoroughly prepared. But employers do too! One way to learn about job candidates *before* the initial interview is to ask them five simple questions over the phone. This article provides those questions. A sidebar points out that applicants should know just as much about you as you know about them.

[Full Article](#)

Benefits Administration

6 Common COBRA Mistakes Made by Employers



Regardless of their level of experience, HR professionals would all likely agree that COBRA is a complex, labor-intensive area of benefits administration. That's why it's important for employers to regularly review what's required. To help you stay on top of these tasks and avoid some of the pitfalls, here's a list of six common mistakes associated with COBRA benefits.

[Full Article](#)

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