

A modern office interior with a high ceiling, exposed pipes, and wooden pendant lights. In the foreground, a woman is sitting at a glass table, working on a laptop. In the background, a man and a woman are standing and talking. The office has a casual, collaborative feel with red chairs, a brown leather sofa, and a patterned rug.

4 WAYS TECHNOLOGY CAN TRANSFORM YOUR BUSINESS

Streamline your business, improve productivity and reduce costs with these technology tips.

INTRODUCTION

"It is not the strongest or the most intelligent who will survive but those who can best manage change."

– Charles Darwin

Starting a business is a big achievement, but maintaining your business is an even greater challenge. Whether your company is a startup or you've been around for a while, there are obstacles along the way to reaching your business goals. To thrive in today's rapidly changing business world, small-to-medium-sized businesses (SMBs) need to trust in technology and put forth practices that transform their business for the better.

When you think of investing in new technologies, you may see dollar signs. After all, the process of replacing outdated equipment with the best, cutting-edge digital tools may sound costly. On top of that, the greatest challenge for small business owners is how they manage the financial aspects of

their business. In fact, financial challenges are so prevalent for SMBs that 20% of business startups fail in the first year. 50% succumb to business failure within five years. And, by year 10, only 33% survive.¹

So, how do you avoid becoming another statistic? Successful companies start by assessing every aspect of their business. They then determine their pain points and shortcomings. After this self-evaluation, they develop a plan that moves them forward – without setting them back financially. In this eBook, we will look closely at ways you can adopt new technologies that provide your employees with a first-class digital experience and help you grow exponentially.



1

REDUCE YOUR OVERHEAD



TAKE THE NEXT STEP

Start with what you have.

Before you change your business for the better, you first must assess your current technology. Ask yourself these questions:

- **Do you have tools in place to help your team connect from anywhere securely?**
- **Can your employees collaborate on projects in real time?**
- **Can they work from any device?**

If the answer to any of these questions is “no,” it’s time to upgrade.

Provide mobile equipment.

If your employees work from home and in the office, it’s time to quit spending on traditional desktops. Laptops, tablets and mobile workstations allow you to seamlessly transition from the office to work-from-home with limited downtime. Increase productivity and flexibility, and provide your team with convenient mobile solutions to do their best work.

Trust in the Cloud.

There is a reason why cloud services are booming. The Cloud helps your business save money, and the technology provides your workforce with the capabilities to thrive. Collaborate anywhere, log in and out of a secure system and access the information you need instantly with endless data storage options. With scalable pricing options, the best part is that you only pay for what you need.

WORK FROM ANYWHERE

Twitter, Facebook, American Express and several other large corporations all have one thing in common right now: They’re downsizing. There is a reason why 68% of big companies plan to reduce their office space.



Renting and maintaining an office can be extremely expensive. When companies pay less for their floorplan, onsite equipment and supplies, they can save quite a bit of capital.

In fact, a company can save around \$11,000 per year for every employee who works from home at least part-time.²

If saving money isn’t intriguing enough, another reason to reduce your overhead is productivity. According to one 2020 survey, 95% of respondents said that their productivity increases (or stays the same) when working from home.³ With fewer interruptions and a quieter, more comfortable workspace, your employees can focus on what really matters – the work. If you want to reduce your overhead while growing your business, you need a technology infrastructure that is reliable and flexible.



2

IMPROVE BUSINESS COMMUNICATION & COLLABORATION



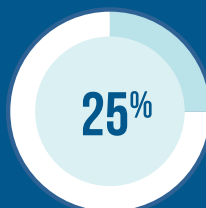


CREATE THE BEST WORK ENVIRONMENT

Whether you're in the office or at home, successful companies focus on how they can improve the way their team communicates and works together. For this reason, your business needs to go the extra mile and set up your team for success with the best digital

tools. When organizations have connected employees, productivity increases by 20-25%.⁴

To make remote work a seamless transition, you need the technology you use to work as easily from home as it does in the office. With the right cloud-based tools, you will see more productivity, more profit and a happier workforce.



Enhanced business communication can help you reach your organizational goals, ensure your core company values are aligned, improve team building, increase trust and loyalty, and help every employee feel that his or her voice is heard.

TAKE THE NEXT STEP

Provide collaboration tools.

Increase productivity and efficiency with a digital toolset that can be used in the office or at home. Set your team up with email, video calling, group chat and synchronized calendars. With the right collaboration tools, you can bring your staff together in one secure location.

Focus on flexibility.

With work from home on the table, focus on your workforce's mobile experience. Can your workers meet the same business goals from their mobile devices as they can from their desktops? If not, you need technology that can match those applications. Invest in tech that can transition projects from desktop to laptop to smartphone with confidence.

Shift your phone service to VoIP.

If you are looking to reduce costly phone bills, it's time to cut the landline connection and move over to Voice over Internet Protocol (VoIP) technology. With VoIP, you can make calls over your internet connection – keeping costs down. Stay in touch with your employees and your clients no matter where they're located.

3

AVOID COSTLY MISTAKES WITH PROACTIVE SECURITY



TAKE THE NEXT STEP

Perform a risk assessment.

A successful risk assessment will help you identify threats, determine inherent risks and predict the potential impact the risks would have on your organization. The goal of a risk assessment is to protect business assets through a thorough assessment and save you money in the process.

Invest in comprehensive protection.

Every business needs a cybersecurity strategy that features cloud security, network security, VPNs, firewalls, data backup and mobile device protection. With cyberattacks on the rise, SMBs must adopt proactive cybersecurity solutions that protect data regardless of where employees work.

Mobile device protection.

Because mobile devices are more susceptible to security threats than most common office applications, every business needs a plan for protecting these popular applications. With mobile device security, you can protect your data from hackers, unauthorized access, user error, and data loss when these devices are lost or stolen.

Don't overlook cybersecurity training.

Did you know that 95% of security breaches occur due to human error?⁷ Businesses should never underestimate the importance of time spent training their employees. Teach them common cyberattack schemes, and educate them on best practices for security. Remember, a single breach is costly, so make cybersecurity part of your company's culture.

KEEP SECURITY TOP OF MIND

Did you know that the average cost of a data breach is roughly \$3.92 million?⁵ And stolen data and compliance fines aren't the only big expenses you want to avoid. There's also the price of IT downtime. According to Gartner, one minute of downtime costs a company \$5,600 per minute, on average.⁶ Whether it's human error, network failure, a power outage, natural disaster or cybercrime, no company can afford to pay that premium.

Cyberattacks are preventable, but you will never eliminate them entirely. For this reason, businesses need to be proactive about their security moving forward. It makes sense to invest upfront and greatly mitigate the chances of a security breach hurting your business and breaking the bank.

\$3.92 MILLION



4

INVEST IN A
SCALABLE,
AFFORDABLE PLAN





HOW TO MANAGE YOUR IT BUDGET

Spending on technology is always a balancing act. On the one hand, you must manage your budget. On the other, you need to constantly stay a step ahead of technology to ensure you aren't left behind by your competition. IT spending needs to be determined on a case-by-case basis that addresses your unique business needs.

With that said, you do need to be mindful of what companies are investing in their infrastructure. Worldwide IT spending is projected to total \$3.9 trillion in 2021, an increase of 6.2% from 2020.⁸ Every business needs an IT budget. To determine your budget, you will need to set budget goals and strategies that align your IT priorities with business priorities. Speak with your team to learn more about their needs. You may also want to consult a technology expert who can help you make difficult budget choices.

TAKE THE NEXT STEP

Quit buying on a piecemeal basis.

Never spend money on equipment and features you don't need. Instead, invest in less costly devices with plenty of storage space. Also, only buy compatible software that offers long-term upgrades and future discounts. With flexible solutions, you save a lot of money, free up office space and incorporate a future-proof strategy to grow your business.

Get an affordable monthly IT plan.

If you are concerned about overpaying on technology, start with an affordable IT plan covering your basic support needs. This way, you only pay for what you use and can easily scale up or downgrade your plan when business needs change. With a subscription-based plan, you get scalable, flexible IT solutions that allow you to reserve your business funds for other needs.

Gain insight from technology experts.

When you're busy handling the day-to-day challenges that arise, you may struggle to see the big picture. When you partner with a team of technology experts, they learn about your business goals and recommend solutions that meet your needs. A technology expert can help you make smart, confident technology decisions that maximize your IT budget.

\$3.9 TRILLION

CONCLUSION

Are you ready to grow your business?

We operate in a world where the most innovative and agile businesses thrive. Identifying the need for technology upgrades is only half the battle. You must implement best practices and empower your team by creating a work environment that embraces change. Once you put these technology transformation strategies into action, you will see your business streamlined, with improved productivity and reduced costs.

When you deploy a forward-thinking technology plan, you're not just saving money in the long run. You're helping your team collaborate. You're reaching your business goals. You're retaining top talent. You're improving your company culture. When you partner with technology experts like us, you'll receive ongoing support, up-to-date insights and the tools you need to set your business up for success. We can implement productive, flexible, secure IT solutions that save you money and help you grow your business.

Now is the time to transform your business. We can help you work faster, smarter and better from anywhere.

Schedule your free strategy assessment now!

Sources:

¹According to data from the U.S. Bureau of Labor Statistics

²From Global Workplace Analytics' Global Work-from-Home Experience Survey

³From Flexjobs Survey: Productivity, Work-Life Balance Improves During Pandemic

⁴From McKinsey & Company's eBook, The Social Economy

⁵From IBM's Cost of a Data Breach Report 2020

⁶Gartner Research, The Cost of Downtime

⁷From IBM's Security Services 2014 Cyber Security Intelligence Index report

⁸According to Gartner's Market Databook, 4Q20 Update