

Business Advice Involves More Than Just Technology Advice

Business Technology Advisors are many things: they can resolve ongoing business-related issues, they can streamline processes and eliminate redundancies, and they can improve business infrastructure to keep your business aligned and productive. Business technology advisors can also keep your company on the cutting-edge, ensuring that you and your team members are using the latest and greatest that technology has to offer.

So what happens when the latest and greatest clashes with the streamlining and productivity of your business? It's important to remember that not every solution requires technology. There is no advantage to spending the time and money on a new technology when a sticky note will do the same job. This is the advantage to using a business technology advisor. Your business comes first, and recognizing your unique needs and hurdles is key. The advisor primarily focuses on your business, and recommends and assists in implementing new technologies when those new technologies are actually necessary or beneficial.

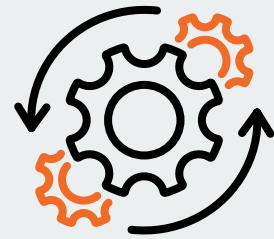
How to Obtain the Best Tech Solution



Assess existing business processes and solutions



Innovate to improve processes and realize potential



Maintain new processes and infrastructure

Supplement your existing technology solutions provider.

Technology exists to improve your business's bottom line. Technology solutions are typically handed to internal staff, such as a chief information or chief technology officer, or is outsourced to another group. Larger organizations devote resources to planning and maintaining strategic business technology alignment with current and future business needs through a chief technology officer. A proper BTA is an extension of your staff that helps ensure things are not missed or brushed under the rug. A proper BTA should also work with your team to execute needed projects while helping to maintain your IT budget. Often, managed services do not include projects that are needed for your business. As a result, those projects either do not get done or become an unexpected financial burden to your bottom line. Consider these four services as part the offerings from a proper BTA:

- ✔ Perform comprehensive analyses of your current business procedures, processes and practices, providing visibility and understanding of exactly how things are being done in the current system and how well your business is doing based on this.
- ✔ Present innovative recommendations for performance process improvements that can help your business realize its highest possible potential, increase its efficiency, productivity, and its bottom line.
- ✔ Analyze your existing technologies including hardware, infrastructure, and software solutions so your management has a clear understanding of its current state and how business processes are currently being accommodated.
- ✔ Make recommendations to eliminate or replace outdated and inefficient technology solutions and replace them with newer, modern technologies. The objective of this step is not for the latest shiny toys, but to ensure solutions provide the greatest efficiency, longevity, and growth.