

## Technology and Your Bottom Line

*Vertex Consulting Group, Billings' premier technology managed services provider, is please to present this four part series designed to help Billings Chamber of Commerce member businesses maximize their existing technology, and plan for the future.*

### **Part One: Technological Revolution**

Much like the way the industrial revolution changed the way the world mass-produced tangible goods, we are now in the midst of a technological revolution. The combination of the internet, mobile technology, software and available computing power is creating technological growth at a pace never seen before. This rapid growth has opened doors for business owners that can simultaneously be intriguing and frightening. Don't let the fear of the unknown cause your business to fall behind...and your competition to gain advantage.

"Business Technology" can be defined as breakthroughs in science and design that allow for better or more automated business solutions. While the most obvious benefit of technology in small business is increased productivity--which translates into lower cost and higher revenue--there are many other benefits that can help the bottom line as well, such as improved speed; ease of accessing, sharing and storing information; mobility; and a decrease in human error through automation. These can all add up to a reduction in costs and an increase in revenue and efficiency.

New advances in technology are creating opportunities to establish a mobile, nimble and productive workforce with access to critical information, regardless of where they are. Automation and cutting edge management tools allows your technology to be professionally maintained and managed, eliminating down time while establishing a predictable and affordable fixed monthly cost. Creating dependability and stability in your technology network also allows your people to stay focused on the goal: your bottom line.

Over the next few months, we'll explore some simple ways that today's business owner can maximize the technology they already have and capitalize on some of the ways technology can create competitive advantage for your business. Be on the lookout for our next article in [month: TBD]'s issue of iNSiGHT.



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