

Technology and Your Bottom Line

Vertex Consulting Group, Billings' premier technology managed services provider, is pleased 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 Three: Creating Efficiencies

One of the primary benefits of a business technology program is providing access to data, or information, that your company needs to be successful. Unfortunately, most businesses don't utilize the capacity of their existing technology to truly gain a competitive advantage. For example, your business may have an extensive database of customer contacts available to your sales force, but it's only available when they're in the office and at their workstation. Imagine the productivity increases that could be achieved if your sales force could access the same data in the field that they can in their office.

More and more software providers now offer their products in a "cloud-hosted" version, as opposed to a local version in your office. That's not as complicated as it might sound! "Cloud-hosted" simply means that instead of a software application residing on a physical server in your office, it resides on a server in a redundant data center and is accessed through the internet.

Additionally, file and document storage can easily be facilitated so that this information is available in a cloud-based solution as well. Sales forms, inventory, catalogs, and documents for signature can all be delivered to your staff, regardless of their location at the time. Giving your staff the ability to propose and close sales or service opportunities on the spot means more closed sales, and more revenue for your business!

For a significant strategic change like this to be successful, it's imperative that you're partnered with a qualified and experienced technology partner. By working with a qualified technology provider, you can develop a strategy to migrate your data to cloud-hosted solutions in a way that makes sense for your individual business. Including an additional strategic component to begin adding mobility devices, such as tablets, to your existing technology hardware can provide your staff with a portable, yet robust, solution for accessing data while in the field. Make sure that such challenges as staff training, data security, and policy development are included in your strategic plan.

In the upcoming fourth and final installment of this series, we'll discuss choosing a technology provider, and some of the specific services and strategies available that can dramatically improve dependability and decrease technology costs.



For more information about the managed services offered by Vertex Consulting Group, please visit our website at www.vertexcg.com, or call us at 406.545.7303.