

Future Proofing Your Business

SMB Quick Reference Series

Breaking Free of the Technology Trap

Ever feel like you just can't get off the technology treadmill? That the latest new processor, operating system, or application requires you to purchase it or you'll be left at a disadvantage? It's a common problem and one that is especially acute for small and medium businesses.

The concept of 'future proofing' a business isn't new. In fact, it has been around as long as there has been, well, the 'future.' The idea is that no one can predict the future with accuracy and circumstances will occur that have a direct impact on the business. Future proofing is about mitigating or eliminating the impact future events may have on the business. It is this concept that is one of the main reasons why businesses carry insurance. Right?

Using technology, is it possible to 'future proof' your business? To protect your capital and critical business data through reducing or eliminating the impact of future 'events'? The short answer is yes.

Today, most business information is kept within information systems. Computers, servers, networks, applications, databases, and mobile devices have all become an integral part of the business. Such technology has been procured over time, as the business has grown, to meet new challenges or business requirements. Unfortunately, though, each has 'locked in' the business to upgrade, maintenance, and management – all costly and distracting to the business.

A business can eliminate these upgrade, maintenance, and management costs and challenges by thinking differently. By taking a 'future proof' perspective to technology. By evaluating solutions that eliminate the need for the business to have technology 'in-house', and adopting options that provide required functionality without the capital investment, maintenance, upgrade, or management.

Today, there is a new suite of services offerings that 'future proof' your business. These solutions allow you to break free of the 'technology trap' without compromising on the power, functionality, and benefit you need to run the business. Offered under the banner of "Software as a Service", or SaaS, a business can have ready, secure, and fast access to the applications and functionality they need, at the time they need it, without direct capital investment and the need to upgrade and manage the technology. SaaS 'future proofs' the business – it's that simple.

How does SaaS 'future proof' your business? In five distinct ways:

1. **Cost Control:** Your business never has to spend precious capital and time to upgrade to the newest hardware, operating system, or application platforms. This is done automatically for you. You put your capital to work growing your business.
2. **Safety and Security:** Your business applications, processes, and information are always backed up and kept secure from theft, natural disaster, or virus damage.
3. **Business Continuity:** Your business can quickly recover from any physical disaster, protecting revenue, keeping cash flowing, and keeping customers from going to your competitor.
4. **Flexibility:** Your business has nearly instant access to new applications and functionality to meet new customer or business requirements, allowing your business to be more responsive than ever.
5. **No More Distraction:** You are able to focus on those things that drive revenue, create customer satisfaction and loyalty, and eliminate the competition. Energy is pointed toward what makes you successful, not on underlying technology issues or challenges.

Break free of the technology treadmill today. Stop spending dollars on equipment that doesn't directly create revenue. Instead, evaluate and adopt new SaaS solution offerings to drive your business forward, create new advantage, and free up capital to invest in revenue producing areas of your business.

Want to know more? Future proof your business with the SMB Suite. A full solution set bringing you all the financial, productivity, collaboration, and technology management benefit – without having to buy any technology. You can get back to running your business and taking care of your customers. The SMB Suite is your answer to eliminating future technology risk, lowering your business costs, and creating new advantage. Visit: <http://www.getsmb.com> or call 1-800-525-6398.

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