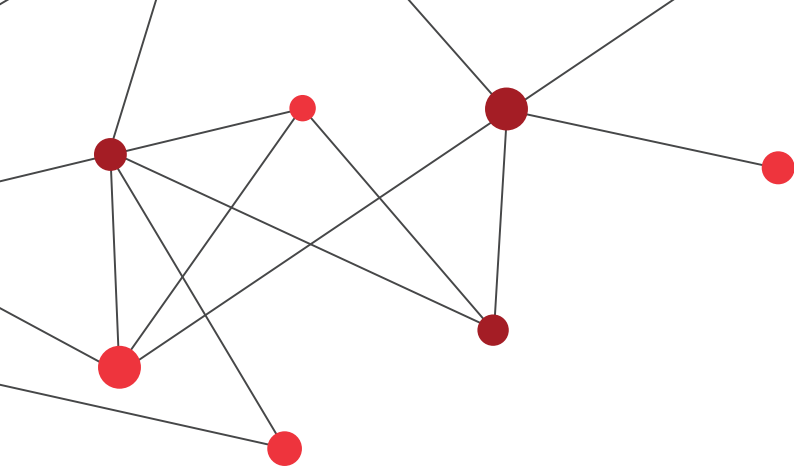CompuVision
Manage · Protect · Accelerate

How Technology Can Accelerate Your Business

How technology use cases in businesses can mitigate risk, save you money and make your employees more productive

Contents

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Introduction

Technology has never been more important for business. The way that technology works for companies and organizations right now is something completely new – the fourth industrial revolution, perhaps – and represents a massive disruption in the way business needs to look at investment in technology.

In the past, technology within organizations tended to be seen as a cost. A necessary element of doing business, of ensuring customer satisfaction, and staying up to speed with the competition, but a cost nonetheless.

This is no longer entirely true. From data and analytics to artificial intelligence (AI) to machine learning, technology offers a range of new ways to improve business processes and make organizations more efficient, productive, and cost-effective. Investment in various technology areas can now be seen as precisely that – investment – and a way to find new value and drive growth.

Investing in technology and innovation can accelerate your business. It can streamline processes, mitigate risk, and make your employees more productive. It can also take care of a whole host of tasks through automation, freeing up human beings to be more creative and ingenious.

We live in a time of economic uncertainty, sure. But rather than being something that urges caution, this is all the more reason to invest in technology and transform your business. What businesses do now will define how they fare in less troubled times. Digital transformation offers the best way to make the most of existing processes and functions, ensure competitiveness and cost-effectiveness, and use data to make more accurate predictions for the future.

Over the last year, digital technology has moved from something that enabled businesses to grow into something they could not survive without. Moving forward, digital technology will take on both of these roles, simultaneously a fundamental part of any successful business and the means by which they can achieve future success.

So how far can technology take your business? What can it do to really shake things up and send your bottom line soaring? How can it open up new ways of doing business, help you to provide better products and solutions, and drive continually improving customer service?

When harnessed correctly, digital technology has enormous potential as a way of turbocharging your organization's success. This whitepaper explores a range of technology use cases and how they can accelerate your business.

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Strategic Advances

IT has moved decisively from an extra business cost to a fundamental part of ongoing organizational strategy. IT conversations are no longer just the preserve of the IT team but rather something that can, and should, be taking place throughout an organization.

Technology can play a massive role in the direction of travel for any modern company. The world of work is digital, and technology is a central part of day-to-day life, growth, and business success. But despite its increasingly prominent role, IT sometimes remains an afterthought at the very highest level.

But far from being just infrastructure, technology can have a fundamental and hugely beneficial impact on organizational strategy with the right plan or roadmap.

Good IT is a part of every single department and aspect of a business. As a result, investment in IT shapes a business and drives its overall direction far more than ever before. Digital transformation isn't just about keeping computers working; it builds better communication, lead generation, remote working, collaboration, and the fundamental operation of a business.

Technology, therefore, has the potential to be fundamental to good strategy. Having a solid strategy to manage change and implementation is important, but just as important is integrating technology and technological decisions into the strategy itself.

Good IT strategic planning begins with an informed boardroom and an overall business strategy that integrates IT into its thinking.

IT leaders in an organization need to have input into overall strategy and direction and be involved in planning from the very beginning. Essentially, technology discussions need to be had at an executive level. Making decisions about where you want to be in 3-5 years without including IT could be a costly mistake.

Growing and developing a business in today's digital world requires growth and development in an organization's IT structures and processes, and therefore a solid strategy for IT is also essential.

Of course, strategizing innovation and identifying technology opportunities is one thing, but carrying out large-scale change while maintaining systems and networks can be challenging. Technology is changeable, constantly driven by innovation and disruption, and things can change overnight.

As a result, co-managed IT – pairing in-house IT departments with external managed services providers – can help scale an organization's technology needs and keep a handle on standard requirements. An MSP builds in innovation preparedness, and new developments in tech don't come as a shock. Essentially, when technology is a conversation you are having at the executive level, the time, expertise, and project work provided by an MSP can go a long way towards lightening the load.

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85%
of employees
are disengaged

Productivity Increases

Productivity is key to every successful organization. Getting the best out of your employees is key to almost everything in business, from growth to customer satisfaction. Utilizing the full capacity of your human resources opens up huge potential for organizations, reducing costs and maximizing revenues.

But ensuring productivity is not always an easy task. Overly complicated or redundant processes, unnecessary work stages, and employee disengagement can all contribute to a lack of efficiency. A **recent report** concluded that a staggering 85% of employees are not fully engaged or actively disengaged in their work. And this results in lost time, clients, and profit.

Technological innovation is one of the best ways to deal with productivity. There are so many ways that new technology is making workforces around the world more productive, from automation, AI, and machine learning, to further collaboration, project management, and communication tools and software.

Productivity tools and software have become commonplace as companies begin to redefine what the world of work has to look like. As dispersed, remote, and flexible teams become commonplace, tools like Office 365 allow hassle-free collaboration, seamless communication, better project management, and a smoother workflow across continents as well as throughout an organization.

Investing in tech can give your employees better tools to work with, but it can also change the way the entire organization runs and functions, smoothing pain points and streamlining operations to make everything it does more efficient and effective.

Automation of rote, repetitive tasks allows humans to take care of more creative core work requiring inspiration and judgement calls. AI and machine learning can take care of a vast range of mundane, day-to-day tasks which free up resources, make your processes function better and faster, and leave you with more and better data and insights for the future.

Embracing technology and innovation in the way we do business helps your employees be more productive and makes your organization work more efficiently and effectively. It greases the wheels of your standard workflows and processes, allows you to reallocate resources more effectively, and helps keep your staff engaged and switched on, as well.

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Marketing with a Tech Lens

In almost every sector and industry, a considerable proportion of marketing has moved online. Digital marketing is cheaper, easier, and has a far wider reach than traditional print or physical marketing, and it offers far more in the form of analytics and data as well.

Digital marketing is a constantly evolving discipline, continually learning, tweaking, and adapting in order to optimize its impact.

As a result, a robust digital presence is not only beneficial but vital to the overall success of your organization. In fact, a failure to take advantage of digital marketing can often be a death knell for smaller organizations.

50%
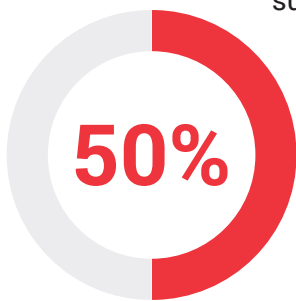
A poor digital presence is thought to be part of why around **50% of SMEs fail within their first five years**. When dealing with smaller budgets than the larger, more established players, smaller companies need to think carefully about where they spend their money for maximum ROI.

Digital marketing tools offer cost-effective, easy-to-use ways to reach a large audience and provide invaluable insights and data about customer behaviour, demographics, and decision-making.

This means that digital marketing can fulfil a dual role – not just bringing in new business but helping an organization optimize everything from its processes to its products.

When it comes to digital marketing, there are plenty of areas where automation, new technology, and innovation in things like artificial intelligence can make a significant difference.

With email marketing, you can automatically collect contact details of leads and potential customers from the very first touch, send personalized messages, collate and analyze demographic data, and develop far more interactive, immersive, and bespoke communication.

Using AI in social media allows you to be far more responsive, creating better customer service, a more active and engaging presence, and building an organic and engaged audience faster and more effectively than before. Various social media tools can schedule posts and collect vast amounts of data allowing you to track engagements and optimize content more productively.

You can also leverage new technology to be far more targeted and successful with online advertising. Automated tools can make PPC and SEM campaigns significantly more valuable, as they analyze the competition as well as user behaviour and make real-time adjustments throughout the campaign.

Digital technologies in marketing can accelerate growth and business success in almost every industry. Organizations can gain access to far larger, broader audiences and take advantage of new tools and innovations to develop stronger, more stable relationships with clients and customers. Digital marketing helps a company build a creditable, trustworthy, and engaging brand with far less hassle than ever before.

Improved Customer Relationships

Building a brand isn't all about marketing and attracting new business. Developing a solid relationship with existing customers is a hugely important aspect of brand development and something all companies need to take seriously.

Managing and maintaining good customer service can be a challenge, primarily because it comes with multiple strands and many different activities that need to be undertaken. Customer relationship management (CRM) software can lighten the load, helping businesses keep track of their relationships, acquire and retain customers more effectively, improve communication, and generally increase the level of customer service they can offer.

Modern CRM software provides benefits to organizations and their clients alike, while AI allows faster, more responsive responses to initial queries. CRM and professional services automation (PSA) integrate with all of an organization's communication channels, offering up incredible levels of insight and understanding into common queries and customer issues.

Not only does this allow a business to find solutions for their clients faster, but it helps promote a higher level of first contact conversion, which improves ROI.

Contact management software keeps customer details in order, giving companies the ability to manage relationships more easily and effectively.

Communication and education can be more targeted, greetings and reminders can be effectively segmented not to appear spammy, and the entire process can seem smoother and more personal.

Customer relationship technologies can also help drive sales and revenue.

CRM software tracks visitors in real-time and allows you to predict behaviour and analyze activity to compare your approach and assumptions with actual, real-world results.

This data can be invaluable for improving sales and conversion tactics as well as customer service strategies.

Heightened Security

With digital transformation comes new security risks, and cybersecurity should be a high priority for all organizations. As more business processes move online and sensitive information is increasingly digitized, staying safe online and ensuring that your networks are secure is more important than ever.

Most businesses are now fully immersed in the digital world. As digital business grows and the world of work continues to migrate online, the risk of cyber-attack increases exponentially. **88% of companies worldwide** experienced a spearphishing attack in 2019, and **68% of business leaders** feel that their cybersecurity risks are increasing.

As the stakes get higher, cybercriminals are using increasingly sophisticated methods to breach security. Bad actors use the latest innovations in technology to gain an advantage, which means that most traditional forms of online security just don't cut it anymore.

If cybercriminals use the most up-to-date tech to breach your defences, the only way to go is to fight fire with fire. Utilizing new technologies like AI allows you to be proactive, rather than reactive, in your cybersecurity measures and prevent attacks before they occur rather than just cleaning up the mess after.

Traditional cybersecurity approaches tend only to be able to deal with known threats. Cybersecurity used just to involve creating and monitoring a perimeter fence and stopping attacks by knowing what they look like based on experience. This approach not only fails to keep up with advances in cybercrime but also leaves an organization vulnerable if an attacker does get past that first line of defence.

AI and machine learning level the playing field. They give security systems the ability to spot unusual behaviour and predict threats based on millions of everyday actions in a way that is just not possible for human workers. AI systems learn, reason, and draw insights from everything that happens on a network, looking at impossible numbers of events and identifying aberrant behaviour immediately.

The system becomes proactive rather than reactive, and attacks can be cut off before they have even begun.

Technology can even provide solutions to one of the most common yet hard-to-solve aspects of cybersecurity – human error.

People rarely take all the precautions necessary when it comes to things like password protection, which can lead to vulnerabilities that have nothing whatsoever to do with technology. But technology can still provide an answer, with things like multi-factor authentication and biometric logins preventing weak passwords or poor management from being an issue at all.

A **Capgemini report** in 2019 showed that 61% of businesses felt unable to detect cybersecurity breach attempts without AI, and 69% believed that AI is crucial to preventing future attacks. This shows precisely how vital technology is and will continue to be in preventing breaches, vulnerabilities, and malicious attacks now and in the future.

With more teams than ever before moving to dispersed, remote, and flexible models for working, cybercriminals' attack surfaces are only going to keep growing. Opportunities will continue to present themselves for bad actors to exploit vulnerabilities, and businesses face ongoing risks when it comes to data leaks. Taking advantage of all the technological weapons at your disposal and contracting external experts where necessary is an enormously important part of keeping your business safe in the modern, digital world.

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Streamlined Project Management

Technology and digital tools have given business owners the ability to take control of projects and guide their progress more effectively than ever before.

Cloud-based project management tools like Microsoft Teams help keep projects on track, as well as improving communication and collaboration.

With automated processes and AI, you can analyze business data and automatically present it in a clear, straightforward fashion, as well as conclusively demonstrated project success and added value.

Despite often being used by remote and dispersed teams, project management tools actually help by breaking down walls between individuals and improving collaboration and communication.

By decentralizing documents, workflows, budgets, and schedules, these tools provide a simple way to keep everyone connected and ensure sound version control at the same time.

As we've seen before, improvements in communication and collaboration lead to improved growth. Project management technology is, by and large, less high-tech than many other business innovations.

In many ways, it replicates traditional methods that use spreadsheets and emails.

But by making everything easier and faster and automating tasks that don't require complex decision-making, these tools allow project managers to spend more time focusing on quality and opportunities for growth.

Project management technology also offers excellent expense and budget management opportunities and allows project teams and finance teams to work together far more effectively.

With budgets added at the outset, it is far easier to keep track of areas of under- or overspend and nip anything problematic in the bud before it becomes a severe issue.

Big Data

Information is everything in business, and there has never been more data available than there is right now. Collecting data, and most importantly, analyzing and presenting it as usable information, allows organizations to transform their decision-making and prediction capabilities.

Better insights and information help businesses make better decisions and plan better for the future. It helps predict future behaviour, both in terms of the overall direction of an industry and when it comes to customers and users. Data can be a huge asset for building resilience and ensuring an organization is set up for whatever the future holds.

Having access to and understanding data lets companies build better products, optimize processes, and attract more clients with targeted offers, and at the heart of it all makes a big difference to the bottom line.

Technology helps with the vast amount of data in business in two main ways. Firstly, it allows companies to collect more data than ever before, analyzing every touchpoint and interaction that a potential customer has and deriving useful, actionable insights from each one. Secondly, it provides new ways of managing and storing this vast amount of collected information safely and securely.

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When it comes to data collection, there are many ways that technology can generate and analyze new business insights.

Mobile data collection uses digital devices like smartphones to see how people behave, what actions they take, and what factors impact their decision-making.

Crowdsourcing allows real-time data gathering and the collection of authentic views and insights directly from your audience.

New technology makes this possible in a way that traditional market research techniques could not achieve.

As lives are increasingly lived online, analytic tools from social media platforms like Twitter and Facebook and search engines like Google Analytics offer new ways to assess and understand user preferences and behaviour.

Tech can even help refer to the physical world when it comes to data. Geospatial technology uses global positioning systems (GPS), geographical information systems (GIS), and remote sensing (RS) to see how users behave in the real world as well as online.

This data allows organizations to respond directly to their clients, tailor messaging, products, marketing, and service far more accurately, and continuously improve every aspect of their business.

More data collection also requires better data storage and management.

Here, cloud computing comes to the fore, allowing you to access your files from anywhere at any time, automatically backup and protect data, and scale your storage capacity whenever you need to.

MSPs offer a superb way to access and migrate to the cloud and take advantage of the other significant benefits provided by cloud computing. With the global cloud market expected to **rise by 17%** over the coming year, this should be a key part of most organizations' forward planning.

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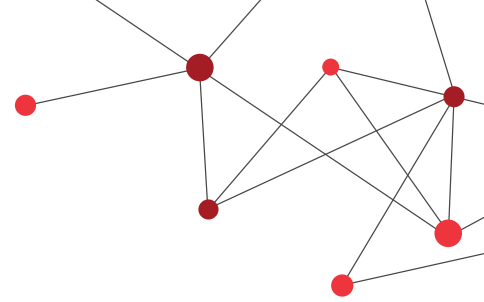
Conclusion

At every stage in world development, technological innovation has been the primary means of accelerating business. From the printing press to the telephone to the invention of the internet, embracing new technologies has been the best way for businesses to grow and succeed throughout history.

The opportunities for growth using technology at the moment are almost endless. There are so many ways that digital tools, new software, and technological advances in areas like artificial intelligence, machine learning, and augmented reality can accelerate businesses and drive success for organizations of all sizes, whether they are long-established or just starting out.

The bottom line is that technology makes the difference between success and failure, mediocrity and excellence, and stagnation and growth. Failing to take advantage of the opportunities offered will only lead to a company being left behind as the wheels of change keep on rolling.

Contact Us

Questions?

Get in touch and let us know how we can help. With offices in Edmonton and Calgary and local representation across Canada and North America, we have someone nearby ready to answer your questions.

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