



**BUSINESS TECHNOLOGY:
4 ELEMENTS EVERY GREAT
COMPANY HAS**



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The accuracy, speed and precision of IT systems means the difference between winning or losing customers, keeping supply chains profitable, and solidly translating new concepts into revenue-producing products and services. The world's best-run services businesses have customer-driven IT as part of their DNA; it is very much who these companies are internally." - Forbes

Progressive. Chase. Kaiser Permanente. Target. These are the companies that are winning every day. They're liked; they're preferred, and ultimately, [they're chosen](#).

But why?

These companies don't have some innovative take on a checking account. They don't offer a free five-star meal every time a patient sees the doctor. And they don't sell golden-laced jeans at a 50% discount. They sell the same products, services, and solutions every other business sells.

So what's the difference?

Technology.

These companies are admired and preferred for their near-natural ability to use technology as a means to achieve a greater customer experience. They design their infrastructures in a way that builds up their employees, supports long-term strategic planning, and maintains internal processes. Here's what this looks like.

ANYWHERE, ANYTIME ACCESS

You probably hear this phrase all day long: anywhere, anytime access. Every business needs it, no business has it, and all businesses want it.

But that's hardly the case.

Improved communication and collaboration through social technologies could raise productivity levels as much as by

20-25%

— McKinsey & Company



Anywhere, anytime access means something a little different to every business, and at the end of the day, not every business needs it. This being said, while every business doesn't exactly need anywhere, anytime access to grow their business, it does help. It speeds up processes; it improves customer service, and it maximizes productivity.

Companies gain an extra

240HOURS

of work per year from employees due to mobile working.

— Fiplet

With the ability to access data and mission-critical business applications from multiple devices or from any location, a building with four walls and a roof no longer restricts you or your staff. This means, you can work outside the office without sacrificing capabilities, access, or tools.

EFFORTLESS COLLABORATION

Henry Ford once said, “Coming together is a beginning, staying together is progress, and working together is success.” And that’s even more true now than it was when he said it. You can’t build a great business unless you have a great team, and you can’t build a great team unless you have a group of individuals moving and shaking things up together.

However, collaboration works best for an organization when it’s seamless, simple, and integrated with other aspects of the business. And that’s where technology comes into play.

With the right technology, your business can test the limits of collaboration through capabilities such as co-authoring, file-sharing, workflow automation, and project management. These are the integrations that will keep everyone on the same page and focused on the same goals, without hindering creativity or idea generation in the process.

LAYERED COMMUNICATION

Collaborative technologies are only as good as the communication platforms that support them. And yes... platforms... as in multiple layers of communication.

To embrace modern communication, you must embrace the idea that conversations travel



from one platform to the next. Depending on the subject matter and people involved, a conversation could potentially start inside an email, jump to an instant message, and finish on a video call. While this process can appear chaotic and counterproductive, it's not.

In fact, jumping from one platform to the next is a natural flow that only works to promote individual workflows and improve efficiency. For example, who wants to ask yes or no questions over the phone or through an email? That'll take way too much time. Sure, the question might directly relate to an ongoing email thread; however, an instant message will get the ball rolling much more quickly.

PROACTIVE IT SOLUTIONS

Great companies don't sit around waiting for issues to fall onto their laps. Instead, they strategically plan to avoid potential issues. This planning includes anything from business growth and information security to software upgrades and hardware maintenance.

Typically, this means companies either partner with a Managed Services Provider (MSP) or they start the process of building up an internal IT department. Either way, these resources work



to provide a company with "proactive" technology solutions that manage the flow of data, patch known vulnerabilities, reduce bottlenecks, and monitor network performance. All of this allows a company to avoid downtime and maintain productivity for longer periods of time.

HOW CAN WE HELP YOU?

At Netrix IT, we provide Professional Consulting services to businesses of all shapes and sizes. We help these companies build up their infrastructures, and we help them implement best-fit technology solutions. If you'd like to learn more about our services or if you simply want to know more about the ins and outs of business technology, then give us a call today. You can also [send us a message](#) or [visit our site](#).



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