



WHITEPAPER

ISO

Don't Be Complacent with Your IT: Top 6 IT Pitfalls to Avoid



Quick Facts:

Year Founded: 1992
Market Segment: IT Services
Locations: Washington & Oregon
Staff: 45+ Certified Experts

Not knowing what the industry best practices are for assessing and implementing IT projects will cost you time and money, and can even put your entire business at risk.

If your business has been like many others, during the current economic downturn you've cut down on IT spending, including ongoing maintenance and long-term planning. But this economic downturn will not last forever. When the economy rebounds will your IT systems be ready to help you capitalize on expanded business opportunities?

If you have shied away from making IT decisions because of the economy, now's the time to make sure your IT infrastructure is ready to support an uptick in business. Companies that let their IT systems fall behind place their business at a strategic disadvantage. Don't be overcome by that mistake. Get a step ahead of your competition, by acting to avoid the common pitfalls below. Your business will be able to respond more rapidly to changes in the business demand, while reducing risk and overall operational costs.

1. Not Knowing Your IT Vulnerabilities

A network security breach can cost your business financially and put your customers and suppliers at risk. Unfortunately, many small and medium sized organizations simply do not have the technology expertise or tools to actually know where, how or why their IT infrastructure is vulnerable. Engaging an IT consulting company to conduct a vulnerability assessment can be your best defense against network attacks, worms, viruses, malware, spyware and phishing. A good partner will conduct a free assessment and provide a report and recommendations about how you can proactively address network vulnerabilities to protect your business data and reduce risk.

2. Lack of Proper Planning to Align IT with Business Goals

Too many businesses take a "when it's broke fix it approach" to their IT infrastructure — especially when times are tight. While this may seem like a good way to control costs, this lack of planning may cost you more in the long-run. It may also put you at a competitive disadvantage because you will lack the infrastructure needed to adapt easily to changing business demands. Instead of being reactive when things break, be proactive and strategic about IT planning. This may mean you need to hire in a CIO-level expert or consulting company for assistance. They have the expertise to conduct an unbiased assessment of your IT systems and business landscape and can help you plan, budget and prioritize the infrastructure investments you should make to meet your short and long-term business goals.



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About ISOutsource

ISOutsource is a premier IT support services and technology consulting company for small and medium businesses in the Northwest. ISOutsource helps clients maximize business performance by delivering unparalleled experience, superior customer service and the highest level of technical expertise at an affordable price. Clients trust ISOutsource to provide the reliable and responsive IT support service and thoughtful consulting needed to gain the greatest business value from their technology investments.

3. Old or Insufficient Technology

Just like everything else, technology has a life cycle. It gets old, slows down, becomes unreliable or completely breaks down. These old and antiquated systems can be a real drain on productivity and responsiveness, leaving your business in a precarious position. Don't let your success be held back by inadequate IT systems that are out of synch with your business. Instead get a professional technology assessment to see how your current systems meet your business needs today and for the future. An experienced IT expert or consulting company can conduct a systems audit and analysis. They should make technology recommendations and help you align your IT infrastructure with your business goals.

4. Not Knowing How to Get the Most Out of the Systems You Already Have

Chances are you already have a variety of IT tools that could be working harder to improve your business performance. They are just underutilized. What's lacking is the technology expertise and breadth of experience to understand how to effectively utilize your existing resources to deliver maximum results and a greater return on investment. An IT consulting company can determine how your business can get the most out of your existing IT investments. Because of their in-depth knowledge of a variety of technologies, they will be able to show you how, with some small changes, your IT systems could be working more efficiently and effectively for your business.

5. Lack of Bandwidth and Support

So many small and medium businesses either have no IT staff at all, or a small and overworked IT staff that has little time or budget for ongoing training. The results? Your internal team doesn't have the time, specialized training or resources to support your daily IT needs — not to mention planning or implementing new or complex IT projects. You can fill the gaps in IT by using an IT consulting company to supplement your existing staff or to act as your IT support team. The right IT consulting company can provide specialized skills, free up your internal staff for other activities, and provide the added resources for projects on-demand or as part of your team.

6. Not Knowing Best Practices or Having Expertise Implementing IT Projects

Not knowing what the industry best practices are for assessing and implementing IT projects will cost you time and money, and can even put your entire business at risk. An IT consulting company experienced in implementing IT projects for small and medium sized businesses will have the tools, technologies and methodologies to minimize your total cost of ownership, improve control and maximize your return on investment.

It is critical that your IT expert or consulting firm take an unbiased approach to when developing your IT plan. It is critical that your systems be sustainable and align with your overall business goals.

Are you ready for sustainable business success? Call ISOutsource, the Pacific Northwest's premier IT service provider and schedule a technology assessment today!