

Bridging the IT Gap

News

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Information Technology tools and systems are now such a fundamental component of modern life, we can scarcely imagine being without them. The importance of IT to businesses, and their economic success, in particular should not be underestimated. However many small to medium sized enterprises find the task of taking the 'technology investment plunge' and then keeping their systems up to date a daunting prospect. Faced with IT sales forces operating in a hugely competitive market, and amongst a barrage of technical jargon, it is no surprise that it can be difficult to obtain, and then maintain the right IT solutions for a business. We are constantly bombarded with messages about the latest 'must have' technological development that claims to be the fastest, cheapest or most secure. The heavy technical descriptions that accompany new product launches can create confusion, even amongst the most technically aware people. For businesses, though, this information overload is particularly problematic simply because the person procuring IT is often not an expert. Indeed, for many small to medium sized businesses it is often the case that major IT decisions are taken by someone whose primary role is elsewhere in the business or simply, in a lot of cases, the owner of the company. It is not surprising therefore that many companies end up with over-complicated or unsuitable IT systems that they do not have the expertise to manage nor understand how to maximise the benefits of these systems. Furthermore, many businesses may believe that systems they currently have in place are the best they can be - that they are 'fit for purpose' for their business. In reality, such is the pace of change in technology, that many businesses are likely to have what can often be a significant 'gap' between their current IT systems and the optimum infrastructure for the business. Previous bad experiences may have led to a distrust of the IT industry as a whole, leaving the small to medium sized business owner increasingly unsure of where to go for help. But the simple fact is, to realise a return on investment (ROI) from technology, businesses need to plan. Effective planning and implementation of appropriate technology can really transform an organisation, making it measurably more productive, agile and competitive. To maximise the potential that IT can provide, businesses of all sizes need practical guidance not only on the appropriateness of their existing IT, but also about the best potential solutions and best to approach a project - whether a business decides to embrace a wholesale change or a more gradual step-by-step migration. Integrous has recognised this - and has recently introduced a genuinely impartial and without obligation service called iTGap Analysis. In discussion with relevant personnel, we analyse how your business works and where technology opportunities exist to make it more customer-centric, more efficient and more profitable. For more information about the FREE iTGap Analysis service, please follow this link: [iTGap Analysis](#) [Back to main News Archive](#)