

Optimizing Your Company's IT Infrastructure to Reach Your Goals

Reap the benefits of optimizing

Increase your business's potential for successes by giving your employees the tools and information they need to make big contributions to your company. An organization's ability to embrace change and opportunities is directly related to how it empowers their employees. Optimizing your IT infrastructure will provide the tools you need to gather, analyze and share information and among your employees and customers.

Factors Driving the Need for Solid IT Infrastructure

Today's technology has opened corporate boundaries to expand as far as the company wishes and expands employee productivity outside the office. Organizations are working with suppliers throughout the U.S. and in countries around the world; employees report in from remote locations far from central offices and service customers outside their local community. This expanded workplace plus the following factors, drive the need to make the most out of your IT systems:

- A. **Customers demand more information more quickly.** Over the last decade, more accessible product information and self-service capabilities have helped increase customer satisfaction and lower the cost of delivering high-quality customer service.
- B. **Customers want good, old fashioned service.** Customers expect responsive, personal service when self-service systems can't meet their unique needs. How your business handles these exceptions is a key differentiator when competing in the marketplace.
- C. **Multiple data sources and systems scattered throughout the company.** The proliferation of data stores and software systems makes it increasingly difficult to analyze information to gain valuable business insight.

The challenge of IT optimization

The goal of IT optimization is to give your employees and customers at all levels the tools to find, prioritize, and use information without getting overburdened by information overload. This means ***finding ways to make it easier for your employees to make a difference*** by:

- giving your employees the tools to work more closely with their colleagues
- providing more secure and unobtrusive access to information, and
- simplifying processes to help them convert raw data into informed, actionable insight

Meeting these challenges will empower your employees to help your company grow and make a positive difference in your employees interact with your customers.

Use technology to make your company stand out

Leverage your existing systems to have employees work together more effectively. Companies frequently look to technology as a tool to help differentiate their businesses from their competition and improve business performance and growth.

Giving your employees the certain capabilities from your IT systems will help them:

- provide excellent customer service and support
- conduct research and development in a collaborative, organized and efficient manner
- communicate sales materials and marketing concepts quickly and effectively
- conduct operations efficiently and easily
- deliver products or services

Your employees need the ability to better manage the content and information that they are inundated with every day and to derive insight from it.

The benefits you get from IT Optimization

Using the right technology meets your needs and enables your employees to reach customers more effectively, harness critical business insight, and work together more productively across time and geographical boundaries. Taking the steps to optimize your IT infrastructure will:

- Simplify how people work together
- Find information and improve business insight
- Help protect and manage content
- Help reduce IT costs and improve security

All of these benefits impact the way you do business and the experience the customers have when working with your company. Implementing solid IT optimization improves the daily work experiences of your employees and how they relate among each other and your customers.

Do you need to optimize your IT infrastructure?

This is a very important question. You don't want to spend resources on something that you don't really need. The answer to this question primarily depends upon if your employees have what they need to

- access information easily
- collaborate and share information inside and outside the company
- be effective when mobile
- connect with customers and others

Questions to consider:

1. Do your employees have access to the right information at the right time to make an intelligent, informed decision every time they need to make one?
2. Can your employees work with groups outside the office and exchange ideas as though they were all in the same room?
3. Can your employees work as efficiently and effectively on the road as they can in the office?
4. Do your people have the visibility into processes so that they can apply their insight to improve operations and reduce costs?

SOHO Solution's Approach to Optimizing your IT Infrastructure

Our goal is to make your business successful by helping you apply technology in a way that improves your business performance. We are a Certified Microsoft Partner and have this philosophy when optimizing your IT infrastructure:

- **We understand that costs need to be cut and that IT needs to focus on adding strategic value.** We are committed to helping you manage complexity and achieve agility by delivering systems that enable computers—not people—to handle more of the management load and free up your staff to focus on adding new value to your company.
- **Business need to keep data secure while sharing it with others.** We understand that businesses need to open their systems to employees, partners, suppliers, and customers while at the same time protecting information in a world of growing security threats. We are committed to delivering solutions to help you protect information and control access.
- **Your best ideas and potentials are in your employees and data.** Your company information stored on paper and electronically can be analyzed to reveal a lot about your company and customers. Unlocking this hidden information can provide you with a holistic view of your company and provide insight of your customer needs. The overall result is gaining a sharper vision of your company and generating ideas to be more successful in the marketplace.
- **We understand that software plays a fundamental role in connecting people.** Software connects your employees with the information and the business processes that they need to make better decisions. We deliver tools and technologies that connect people, processes, and information to ultimately enable your business to respond to new challenges and capitalize on opportunities.

The difference between success and failure often hinges on how productive your employees can be. SOHO Solutions delivers technologies that amplify the impact of your employees and the contributions they make to your company.

Examples of IT Optimization

Infrastructure optimization is centered on using your organization's IT assets to support and help grow your business. We optimize your systems to help you drive down costs as well as improving security and efficiency gains. Some examples of putting IT optimizations to use are:

- Building better customer connections through Customer Relationship Manager (CRM) systems to access people and information from anywhere
- Enable a mobile workforce by using technology to communicate, collaborate and share information on the go
- Finding, using and sharing information to make better decisions and to be more productive by finding information quickly, easily and securely
- Bringing together business processes under one system/platform and integrating them across the company



Optimizing Your Company's IT Infrastructure

Companies are looking to drive down infrastructure costs and want to refine cumbersome business processes that slow their people down. Business owners want to give their employees the software and solutions that will allow them to respond to market conditions and provide good service.

SOHO Solutions understands that our customers are looking for ways to supporting the changing needs of their businesses, both for today and tomorrow. Call us at (718) 261-1353 to learn more on how SOHO Solutions can help you optimize your IT infrastructure to improve the access and availability of your corporate information and how to transform it into new business opportunities.

This whitepaper was developed from Extracted portions from Microsoft Corporation's document - *"January 2007 - Enterprise Resource Guide for Customers"*. SOHO Solutions is a Certified Microsoft Partner and Small Business Specialist.