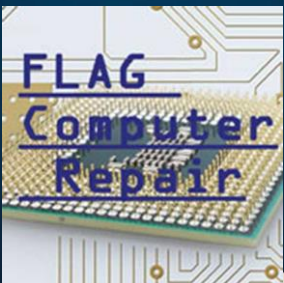


# 4 TECH QUESTIONS

**BUSINESS OWNERS SHOULD  
ASK THEMSELVES**





## Summary

*Asking the right questions can make the difference between business success or bust. An information technology (IT) backbone supports your everyday efforts. Yet you may not fully understand all that your business tech does. You need answers about disaster recovery, upgrading tech, cloud computing, and enabling collaboration. This ebook can help.*





You might design and sell luxury apparel or offer real estate consulting. Maybe your company offers nutritional supplements or produces the world's foremost widgets. Your focus is on improving process, innovating, driving revenue, and exceeding customer expectation. Yet you also need to take time to understand your technology backbone. This may not be your area of expertise. So, we've pulled together four top questions for owners to ask about their business tech.







# **#1 Could my business survive an IT disaster?**

Business tech helps us work better than ever before. The best IT infrastructure helps your business:

- Save time
- Tailor customer contacts
- Increase productivity
- Automate manual tasks
- Access data to drive action, gather insights
- Predict trends
- Exceed customer expectations.

And so much more. Yet all this business tech is generating huge amounts of data your people come to rely upon. What happens if an IT disaster strikes?





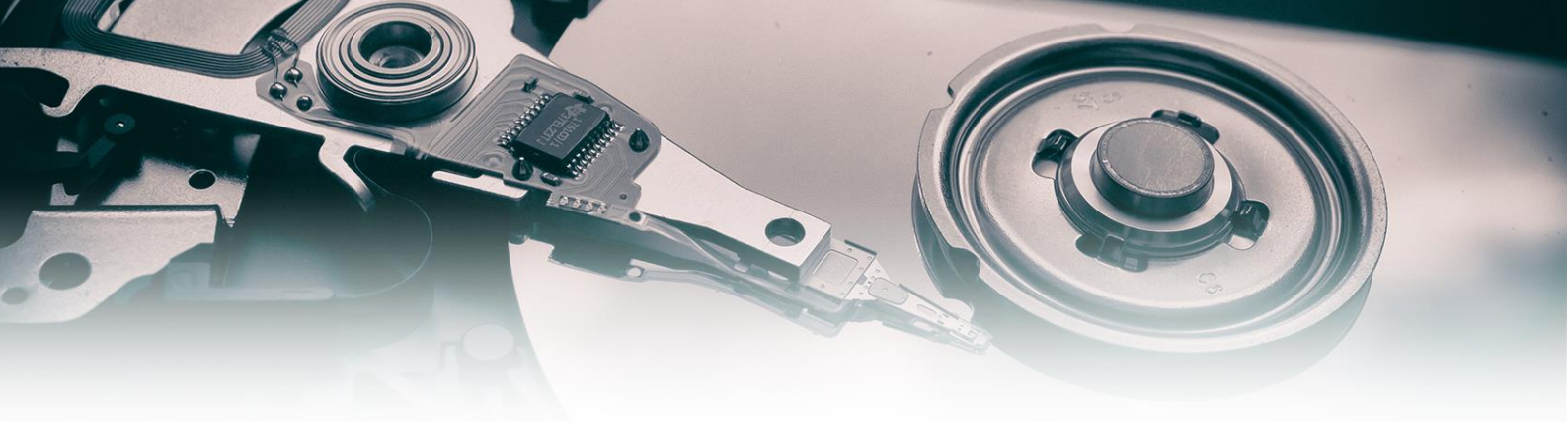
STRATEGY =

Do you have a business continuity plan in place? A strategy for disaster recovery? Be proactive. Develop a strategy for how your business will continue in the event of something going wrong. This might include:

- Your main computer not starting up (ack! it holds all your project work, financial records, and important emails.
- An employee downloading a file infected with malicious software.
- A tropical cyclone touching down and devastating your office.

Any of these can mean unplanned downtime and unexpected costs.





Hardware fails, hackers attack, and disasters happen. So, backing up data is essential — no matter the size or industry of your business. Having data on an external drive, separate from the main system, is a good starting point. But, it won't make a difference if the building burns down or thieves steal your computers and the backup drive.

Back up data on the computer, on an external drive or server, and, additionally, offsite (often in the cloud). That's even safer. Having multiple backups can help you get back to business sooner.





## **#2 Does my current tech support what we do today?**

Back when you were investing in your business tech you did a lot of work to ensure you made the right decision. You weighed different product features against your business's unique needs. But how many years ago did you do that due diligence?

It may have been a while since you took stock of how your technology is supporting the work you do now. Your business may have grown, added mobile workers, or pivoted to match current trends. Yet, your technology is only the best solution for the business you were when you first opened.








You want to stay up-to-date on how your customers and competitors are changing. Take the time also to assess how well your technology is meeting your current needs.

In thinking about whether your tech is the right solution for what you are doing now, you might consider:

- **Workload:** Maybe the work done now is more demanding. E.g. you've added video editing or sprawling spreadsheets overwhelm your team?
- **Portability:** Perhaps your team is more mobile. You're offering a bring your own device (BYOD) work environment. But, you still want to ensure consistency, security, and enable easy integrations.
- **Security:** Cybersecurity threats evolve constantly. Will your business technology upgrades reduce risk of cyber attack?







Gauge your needs and future requirements. You might find your people could benefit from better tools available today.

## **#3 Is the cloud right for my business?**

We're not suggesting you go all Elon Musk on us and figure out a way to launch your business into the atmosphere. Here, we're talking about cloud computing. Working in the cloud means using networked remote servers for computing processes.

You're probably on the cloud already. Do you use an online service to access your email? Stream music or





movies? Store pictures off of your camera (or phone)? Play games with others? That's happening, often, using cloud technology.

Cloud computing reduces resources spent on hardware, software, data centers or servers. Typically, the cloud offers greater speed and efficiency than you could afford otherwise.

Cloud back up files is a smart security measure, but the cloud can be much more than a virtual filing cabinet. Cloud computing also frees up personnel to generate revenue and increase profits rather than handling IT chores.

Plus, people can access cloud data anywhere that has an internet connection. This amps up productivity. Anyone





on the team can access the needed information in the office or offsite — in real time.

Security can also get an upgrade with cloud computing. Cloud providers stake their reputations on providing up-to-date, stringent policies and security controls. Financial, legal, or medical firms, may have additional cloud compliance issues to consider.







## **#4 Could my team use tech to collaborate better?**

Remember when collaboration meant having a Word document on a network share? One person opened and worked on the document. He or she would save changes and close it again before any one else could have access. You may even still be taking this approach today!

With the right software solution, though, you can enable more efficient collaboration. Microsoft's cloud-based Office 365, for example, lets many people work in the same document, presentation, or spreadsheet. In fact, you'd even know that the other people are working because you can see their cursors on your screen. This opens the door to colleagues anywhere collaborating in real-time.





Cloud collaboration brings many advantages:

- Enables everyone to access all data, regardless of location
- Encourages real-time participation wherever colleagues are, whenever they can do the work
- Improves communication by unifying creation, coordination, tracking, monitoring, managing, storing and more
- Avoids frustration of email servers denying large files by providing cloud access.





Don't let attention to your distinct business's finer points distract you. No matter your industry or company size, these are important IT issues to monitor and manage.

Yes, these four areas of IT understanding give business owners a lot to think about. It can be confusing, even overwhelming. We know.

**Don't worry. These are all things I can help with. Call me at 07976151148**





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