

# **B U S I N E S S   T E C H N O L O G Y** **P L A N N I N G   G U I D E**



10 SHOCKING BUSINESS  
TECHNOLOGY STATS  
YOU NEED TO KNOW

# 2021

## EDITION



The Swenson Group  
*People · Passion · Purpose*

# YOU KNEW YOUR BUSINESS TECHNOLOGY WAS IMPORTANT BEFORE THE PANDEMIC.

**THE LANDSCAPE HAS CHANGED. NOW IT'S A MATTER OF SURVIVAL.**



## CORPORATE OFFICE

Whether your people have returned to the office or they work remotely, the new normal continues to be everything but normal.



## REMOTE WORKPLACES

To help you navigate, we have selected 10 shocking business technology stats you need to know with suggestions you can use to manage 5 key areas of your current technology infrastructure.

# IS YOUR IT INFRASTRUCTURE READY FOR 2021 AND BEYOND?

**71%** of businesses don't have a holistic technology roadmap.

Office Tech Insider

**TOP 2** outsourced services in SMB sector are Accounting and IT.

Fortunly



For the same reasons people engage a certified accountant to prepare their tax returns, business leaders are realizing the complexity of managing their business technology infrastructure has become daunting. Seldom do all the required skills and resources exist in house to create and manage a holistic technology roadmap.

For this reason, most small to medium size businesses are sourcing 3rd party expertise to assess their current state and provide data driven insights to validate or recreate their path forward.

## WHY PLAN?

Today's IT Infrastructure is becoming increasingly complex and requires a holistic approach to control costs, boost productivity and secure confidential data.

## SUGGESTION:

Compare your current technology infrastructure and capabilities to those provided by a professional technology services provider to identify collaboration opportunities. You may be surprised how affordable it is to add resources you don't have in house.

Need  
help?

**ASK US ABOUT OUR FULL STACK  
OF IT SERVICES**

# HAVING TROUBLE MERGING HARDCOPY & DIGITAL CONTENT?

**81%** of remote workers need access to corporate documents.

Office Tech Insider

**92%** of professionals collaborate on and review documents via email.

Office Tech Insider



Your business runs on information.

Often that information requires hardcopy and digital documents to communicate, collaborate and move business forward.

But are your documents keeping up with you? Chances are that you too have knowledge workers spending half their time working with documents that are too often difficult to find, the wrong version or simply missing the information needed.

## WHY PLAN?

Today's document management systems are now affordable, scalable, secure and simple enough that even non-technical people find them easy to use.

## SUGGESTION:

Consider replacing traditional paper documents and manual tasks with digital documents and automated workflows to keep your people productive wherever they work.

If you're supporting remote workplaces, merging hardcopy and digital content will drive huge productivity gains.

Need  
help?

**ASK US ABOUT DOCUMENT  
MANAGEMENT SERVICES**



# IS YOUR CONFIDENTIAL DATA SECURE?

**97%** of people cannot identify a phishing email.

Digital Guardian

**55%** of companies don't know what steps to take in the event of a data breach.

Varonis



The surge in remote workers has created unprecedented exposure and risk associated with malware and Ransomware attacks. Without an effective data protection strategy, it is highly likely that your confidential information and your business may be at risk.

Even with the appropriate technologies in place, it's estimated that 25% of data breaches are caused by human error because most people have no idea how to detect a threat.

## WHY PLAN?

Data security breaches threaten the existence of any business. Beyond the financial repercussions, it's the damage done to customers and reputation that hurt the most.

## SUGGESTION:

Ask a Data Security Services provider to benchmark your current ability to detect a threat, prevent a breach and recover your data if the business information you need to operate was compromised.

Need  
help?

**ASK US ABOUT DATA  
SECURITY SERVICES**

# STILL USING PRE-COVID PHONE AND COMMUNICATION SYSTEMS?

**90%** of IT leaders will cease purchasing on-premise communication tools by the end of 2021

Industry Today

**TOP 3** VoIP productivity solutions for small businesses are:

1. Find Me/Follow Me (77%)
2. Conference calling (65%)
3. Mobile IP PBX (58%)

- Industry Today



Running a business requires reliable communication between team members. While many offices use landlines to communicate, cell phones have become the more popular choice to speak with both coworkers, and clients. With the increase in remote workplaces, many businesses must upgrade their calling systems.

Voice over IP (VoIP) technology enables users to make and receive calls over the internet. This technology converts sound into digital packets and transmits it over the web like other types of data such as email.

## WHY PLAN?

As knowledge workers migrate to remote workplaces, businesses communications systems need to provide to flexible solutions that enable employees to communicate effectively with workers and customers from wherever they are.

## SUGGESTION:

VoIP can be very cost-effective, secure, feature rich and customized to your needs. Consider a VoIP solution to avoid missed calls, standardize disparate phone systems and control your communications expenses.

Need  
help?

**ASK US ABOUT UNIFIED  
COMMUNICATIONS (VoIP)**



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# IS IT TIME TO RETHINK YOUR PRINT STRATEGY?

**90%** of businesses have no formal print strategy.

Office Tech Insider

**60%** of companies surveyed had a data breach involving printers.

Ponemon Institute



The demand for copying and printing monochrome and color documents has evolved, but the overspending and lack of employee accountability in most businesses has not. Often described as “the last bastion of unaudited business expense”, managing print still represents a huge opportunity for most organizations to save BIG.

Beyond cost, printers and MFPs tend to be a source of frustration often requiring more service than any other technologies due to the amount of moving parts and heat required to produce a printed page.

Plus, printed pages left in the output tray are now a leading source of data security breaches exposing confidential information such as employee records, financial information, and customer data to name a few.

## WHY PLAN?

Office printing is a common area of uncontrolled usage and overspending. Network enabled devices also require service and security protection which makes them an underrated area of opportunity for any business.

## SUGGESTION:

Request a print assessment to inventory all your print devices and collect fact-based data on your actual print volumes and costs to determine areas to improve.

Need  
help?

**ASK US ABOUT MANAGED  
PRINT SERVICES**



## ABOUT US

The Swenson Group is an award winning, privately owned Managed Service Provider that provides IT Services, Document Management and Office Equipment at a low predictable monthly expense.



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## ASSESSMENT SERVICES

Creating a holistic technology plan often starts with some form of assessment.

Business technology assessments are non-intrusive and provide you with data driven insights and industry benchmarking metrics you can use to make intelligent, informed decisions to maximize the value of your overall technology spend and performance.

**Engage Us to Learn More;**

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