The Logical Advantage

TeamLogicIT®
Your Technology Advisor

4 Strategies for Optimizing IT in 2024

Digital Investments Support Growth

Technology remains a high priority for business leaders now and for years to come, per a recent study by management consulting firm PwC.

PwC polled more than 600 senior U.S. executives. Three in 5 reported that they plan to invest in new technologies next year and beyond. Four in 5 of those same execs also consider deployment costs for new digital tools to be a "hurdle" for their organization.

While the PwC survey involved large companies, these findings also apply to leaders of small to medium-sized businesses (SMBs.) Why? Because digital tech increasingly enables small firms to compete at enterprise scale.

How can SMB leaders best prepare to optimize technology investments during 2024 and the years that follow? We advocate four strategies in sequence:

1. Assess Existing Infrastructure – The proper IT equipment improves processes, increases efficiency and boosts productivity. Which current systems need updates/upgrades? What new systems are needed? And which should be prioritized when?

2. Identify System Vulnerabilities – Where are gaps in hardware and/or software that could compromise cybersecurity or hinder business operations?

3. Reduce Cybersecurity Exposure – What information do we have that cybercrooks desire most? Develop an "anti-hack" plan for new and existing IT that secures your operating perimeter and mission-critical data.

4. Enable a Hybrid Workforce – Optimized IT is the backbone of efficient, effective, secure organizational communication and collaboration – in or out of the office.

We have helped thousands of businesses achieve their IT objectives on schedule and within budget. Call us for a consultation.

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Viewpoint

How to Manage "DX" Expectations in 2024

Research confirms that digital transformation (DX) initiatives will remain a business priority indefinitely.

Procuring, deploying and securing technologies for communicating and collaborating through an array of devices at any time from any place will continue to determine success or failure on multiple operational fronts for organizations of all types and sizes.

Yet, those same surveys indicate that less than half the business leaders pursuing DX programs are satisfied with the outcomes so far. One study showed a third of executives believe their DX efforts failed to achieve desired outcomes. Another study revealed more than 40% of execs feel DX results disappoint.

How can you and your team avoid this DX disillusionment? We recommend managing expectations this way:.

- **Let go of past IT** – The dizzying pace of change across the spectrum of technologies means what worked yesterday may not work so well tomorrow. In a figurative sense, an adaptive mindset that's open to continual improvement facilitates success. And accepting a routine of repetitive refinement is a literal advantage – especially in an era of relentless cybersecurity threats.

- **Remain calm and carry on** – Disruptive technologies emerge in waves that will wash over your entire tech infrastructure eventually. Are you prepared, for example, for every way generative AI will impact IT operations? Probably not. But you can manage them as they come, nonetheless.

- **Empower your people** – Humans are the pivotal factor in DX performance. Build systems around them.

We've been helping companies manage DX for more than a decade. Call us to help yours.

IT Strategy

Transform with Co-Managed IT Services

Studies show 9 of 10 organizations pursued "digital-first" operating strategies in 2023, a trend that increasingly defines business leadership to a large degree as technology leadership. Leaders need not have tech in their job descriptions to be managing a lot of their company's IT through policies and practices.

Why? Because the speed of today's digital business lays heavy demands on your technology across departments from frontline operations to the executive suite. Your IT staff must exert maximum effort to keep pace with the status quo, not to mention delivering special initiatives necessary for successful digital transformation (DX).

These challenges can loom large for companies of all sizes. That's why we advocate a common-sense outsourcing strategy known as co-managed IT services that fill gaps in your systems, skills and expertise. Here are the key elements:

- Remote monitoring and management for desktops and servers
- Cybersecurity essentials, endpoint protection and employee security awareness training
- Backup and disaster recovery routines for critical systems
- 24/7/365 help desk coverage

To support this strategy, we can serve as a Virtual Chief Information Officer (vCIO) that helps you:

- Craft a technology roadmap
- Assess tech risks
- Chart deployment plans
- Refine vendor management
- Prioritize and streamline budgets
- Secure hybrid working environments
- Establish a business continuity plan that includes disaster recovery measures

Call us to learn more about co-managed IT.