



Technology 101
What Every Developer, Designer, Mason, and Installer
Should Know About Technology In Your Business




A Story...

**Are you a brick layer
or are you building a
cathedral?**



A Little About ThinkTech...

- * Started in 1998
- * Work with businesses from 1 – 100 users
- * Microsoft Small Business Specialist
- * Recognized as fastest growing IT Services Firm by Providence Business News 2 years in a row
- * HP Frontline Partners
- * Performed over 49,000 service tickets



What We'll Cover Today...

- * 5 Critical Technology Components For Business Success
- * How To Choose The Right Device For You
- * Key Questions To Ask Before Hiring Any IT Guy
- * What Computer You Should NEVER Buy & Why
- * New Technology That Can Save You Hundreds
- * Sure-fire Signs Your Business Is Ready For a Server



Stand Up...

- * More than 1 computer?
- * iPad? SmartPhone? Laptop? Home PC?

We depend upon our technology to operate day to day...



Customers Demand Technology...

- * Email Responses
- * Proposals
- * Quick Pricing – Competitive Advantages



5 Critical Tech Elements...

- * Email/Electronic Quotes (Ex: My building had a fire...)
- * Microsoft Office Suite (Office365) & Accounting
- * Backup
- * Maintenance
- * Firewall



Email...

- * Easy To Log-In From Anywhere
- * Ability To Save Archives
- * Need a Good Spam Filter
 - * Junk Mail – Good, but not too restrictive
 - * Postini – via Google
- * Internet Access
 - * Comcast/Verizon
 - * T-1 Service Providers (Note: Voip Systems Can Save Big \$\$\$)



Microsoft Office Suite...

- * Create Proposals, Spreadsheets, Access Email, Etc.
- * Office 365 Versus Retail Version
- * 2010 is newest version – sometimes compatibility issues
- * Get Open Value License, if possible



Backup...

- * Dilbert Cartoon
- * You MUST have one (Ex: Theft, fire, flood)
- * Internal Threats/External Threats
- * Risk Versus Cost (Cost of Being Down Vs. Protected)
- * Onsite & Offsite Backup
- * Ideally, virtualization & fast recovery



Maintenance...

- * Windows Updates –Why so important?
- * Anti-Virus Products
- * Anti-Malware Products
- * Printer Drivers, other devices, etc.
- * Extends life of equipment



Firewall...

- * What IS a firewall?
- * Why it is important?
- * How to know if you've got one...



Choosing The Right Device...

- * What are you hoping to do (end result)?
- * What type of user are you?
- * How long could you go without it?
- * SmartPhones
- * Tablets Versus Laptops
- * NEVER Buy A...



Finding Competent Support...

- * What's their average response time?
- * What certifications do they hold?
- * Testimonials?
- * Make sure they are SMB experts
- * Password philosophy
- * Agreements/Contracts?
- * Break Fix Vs. Proactive



The Cloud...

- * Using the Internet instead of your local computer to access files, etc.
- * This vs. a physical server
- * How to know if you are ready for a server...

The E-Myth

- * Best selling business book
- * Technician Has An Entrepreneurial Seizure
- * Making The Leap From Technician to Entrepreneur
 - * Systems & Processes
 - * Work On The Business, Not In It
 - * Improve efficiencies

Make Your Technology A System

"If you don't know where you are going, any road will get you there..."

- Find out where you stand, and make a gameplan of a system around it
- Frees you to focus ON business, not IN it

How Do You Start?

FREE 27-Point Problem Prevention Network Audit!!!(\$597 Value)

Give Pam your business card to reserve your spot!

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