

Are You Spending Too Much Time on IT... and Too Little Time on Your “Real” Job?



“Having your computer technology fail you, or taking a business owner or key employee away from their ‘real’ job can have a terrible bottom line impact on your company.”

Small and mid-size businesses typically save money by having a few employees that wear a lot of different hats. In fact, we regularly meet with business owners and key managers who are personally in charge of everything, often serving as sales manager, services manager, customer service representative, bookkeeper, and janitor all in the same morning.

For the most part, this resourcefulness can be a great thing. After all, a lot of companies were originally built on the hard work and determination of a committed few, and having a lot of responsibilities can make an employee more flexible. It can help them understand why those tasks are so important to the business and also allow the business to get more from its staff.

But there's a downside to all of this versatility. It means that many business owners or key employees may find themselves trying to handle tasks and projects that are too far outside their own expertise. The result isn't just that things take longer than they should, but also that they aren't handled as properly as they could be. Plus these key players are distracted from their core business functions and business-building activities. No matter how you calculate those effects, they represent a net loss for the business.

This is particularly true with IT where diagnosing and remedying hardware and software issues can take an incredible amount of time if you don't have a professional technical background. Trying to sort out computer problems or determine the best long-term strategic plan yourself, or having an employee with little or no professional IT training do it for you, can actually end up costing you a lot more than it saves in the long run.



Wolf Consulting, Inc. is Pittsburgh's trusted leader in small and mid-size business computing. With over 24 years in the industry, our proactive approach, state-of-the-art management tools, experience, certifications and flat-rate services are just a few of the many reasons why our clients experience dramatically better results. Let our team of experts show you how to better your business and achieve greater success with professional IT service and support from Wolf Consulting, Inc.

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Here are three reasons why it might be time to consider working with a professional IT service provider:

1. **An IT professional can be more proactive than an untrained employee can.** Why settle for solving technology problems on your own, when you could have someone on your team who understands your business goals, knows the details of the systems you use, and can be working proactively to prevent issues from popping up in the first place? What's more, an IT professional can help ensure that you're getting the best technology for your company at the best value... something an employee untrained in IT probably can't. They can see 2-3 moves ahead to avoid those major devastating issues with your computer systems.
2. **You can reduce downtime and unexpected technology expenses by outsourcing to a professional IT firm.** Here's something you probably already know: every minute that your computers don't work right, your server is down, your email is out, or your remote employees can't connect, you're losing money. Often, the costs to a company that come with missing current or future sales or decreased productivity as a result of downtime are much greater than the expense of a reputable IT firm that could prevent downtime in the first place. When disaster strikes, will you be ready?
3. **Lost working hours represent a bigger expense than most business owners think.** This is the big "hidden expense" in most companies where the owner or an employee is managing the computer technology by themselves. It's not unusual, when you take away their time contribution to the company, to find out that any key person is worth a lot of money to the company. In other words, having them do something other than their "real" job could turn out to be more expensive than it first seems when you consider that they could be working on more critical business tasks and business-building activities that only they can do.

Conclusion

In summary, having your computer technology fail you, or taking a business owner or key employee away from their "real" job can have a terrible bottom line impact on your company. It's wise to explore the benefits of using a professional IT service provider.

To find out more about professional IT service and support, call the experienced, certified professionals at Wolf Consulting, Inc. at 724-325-2900, or visit www.WolfConsulting.com.