

## **Do You Have a Technology Plan?**

As a technology company we see so many things that have now turned my hair gray. I used to have dark, thick hair and now I have mostly gray and thinning hair and I attribute it to being in this business and seeing the things we do.

One example is a company doing work all over the world and they have two domains registered, one is the old original and the second is the more updated version. Many companies do this, as TeamBTS did, but there is a right way to do it. Once we were hired by this company we discovered they did not have administrative control over their domains. We needed to change their web site hosting from one company to another due to very poor service, but have been unable to because the administrative e-mail is not to anyone who works at this company. We are working through the process very slowly, but some progress is being made. The point is this, every company needs to have the Administrative E-mail be current, accurate, and belong to the owner of the company, not some web developer or former employee.

Another company has a mish-mash of a computer network they have been sold over the past few years that works some of the time. Everyone knows something about computers it seems, even little Johnny who just took a class in High School about computers so he becomes the expert. This company has several thousand dollars invested in computers that are working at about 20% capacity because the network is set up completely incorrect.

These two scenarios we see virtually every week in our business. It is most disappointing because these are technically good companies. Good products in good markets and substantial profit potential. Bright people with great ideas, and have been in business several years.

The issue is their inability to make sound technical decisions based upon accurate technical information. They have had people sell them "a bill of goods" for the purpose of selling, not for the purpose of supporting the technical needs of the company. A solid Technology Plan would have allowed them to avoid most every headache and save them hundreds of dollars in real cost, and thousands of dollars in lost productivity.

You can invest \$250—\$500 in a technology plan that can save you thousands. Seem like a good idea? Then do it!