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## Communications Technology – Profit Generation or Cost?

The ever changing world of communications technology is creating many challenges for business today. In this world where technology is changing every four to five years and soon expected to be every 18 months, how do you make sure that your investment in communications technology will create revenue and not just create ongoing cost? Your current and future investments in technology must do two things for your business; increase profitability and increase your competitive advantage.

Now the question is how do you make your investment in communications technology generate a return and if so generate the maximum return on your investment?

The great news is that with all of the rapid development in technology advancements today many new applications, services, and products are now available that can considerably impact the productivity of your employees and allow you to provide superior customer service.

The significant communication technology challenges that businesses are faced with are:

**What should I demand from my provider to find the best applications, provide the greatest ROI, and maximize my 5 year cost of ownership?** A Communications vendor must consider you a priority customer and commit to provide you with innovative programs and strategies that ensure that your telecom and information systems remain current and incorporate the latest in value added solutions setting you free to concentrate on your business. Demand a five year all inclusive technology plan.

### **What do I look for in a technology partner that will consult with me on technology solutions tailored to the needs of my business?**

Technology seminars should be offered throughout the year that bring awareness and educate you on topics such as – What is VoIP and what will it do for my business, helping remote workers to be more productive out of the office, changing the way you stay connected with wireless, integrating software to enhance employee productivity, video conferencing, CCTV, virtual offices to conduct business where and when you want, and call centers are critical to keep pace with newest industry offerings and how they will impact your bottom line. Also critical is the expertise your vendor brings to your business in the design phase of your system to discover particular challenges your business faces and then design system solutions to address those challenges. In addition to the design phase your vendor should revisit with you every six months to reevaluate your needs, address any new changes or challenges that have developed.

### **What is the best approach to keep my technology up to date and planned for the future?**

Obsolescence assurance should be an integral part of your program including the ability to refresh or renew your equipment, add new equipment and applications, and fix your monthly budgeted cost. You need a proactive five year technology plan to keep your business current and moving into the future.

**How do I keep my current and new employees trained?** This is a must! Initial on-site and periodic

ongoing training by “certified” technicians ensures that your employees understand and will make efficient use of your system and its features. Regularly scheduled preventive maintenances and audits of your system every six months will initiate the opportunity to identify any training issue or system issues that need to be resolved in a proactive versus reactive environment.

Your vendor’s objective is to assist you in bridging the gap to technology, plan a cost effective telecommunication system designed with future growth capabilities and successfully implement it within your company. It is their duty as your strategic partner to provide an avenue that will help you experience significant success.

### **ABOUT CTS TECHNOLOGY SOLUTIONS, INC.**

CTS Technology Solutions, Inc. is the regional leader in providing business communication systems (telephone and computer/data systems). Founded in 1984, CTS Technology Solutions, Inc. continues to be committed to establishing a dynamic partnership with our clients to ensure that their return on investment is maximized. Extensive technology resources, business consulting services and technical expertise allows our team of professionals to design and implement a wide range of solutions that best fit our partners’ communications needs. For more information about CTS Technology Solutions, Inc. please call 1-800-443-3068 or visit [www.ctscomplete.com](http://www.ctscomplete.com).