

# Tips, Insights & Tactics

## 12 strategies to increase productivity.

Technology is more affordable than ever. It improves operational efficiency and increases productivity, paving the way to growth. New technology is simply the best way to do more with less.



### 1. Connect and Conquer

Technology makes it easy for today's mobile workforce to stay connected and current with the business at hand. This ever-present connectivity is driving productivity to new heights. The trade-off is freedom. Although people are working more hours, the freedom to juxtapose work/life demands reduces stress and makes it easier to get everything accomplished.

### 2. Prep for Success

The recent recovery has been slow but steady. Don't get left behind. Careful investments in technology now will enable you to reduce ongoing operating expenses and increase productivity. When the economy finally takes off, your business will be well positioned for growth.

### 3. Embrace Change

Technology is not only changing the way business is done. It's changing our relationship to work. Today's youngest workers, aged 18 to 45, are leading the migration to mobile work. Round-the-clock remote access to company business has increased their hours, but it's balanced with the freedom and ability to work in shorter bursts, from comfortable environments like the neighborhood coffee shop.

### 4. Offer a Beneficial Difference

Your customers are living in the same economy as your business. Both sides of the sale are looking for opportunities to get more for less and taking extra care when making investments. The technology you employ can be a great differentiator for your business. Make the most of it.

### 5. Make it Quick

The majority of cell phone owners text, and new smartphones make texting easier than ever. Most text messages are read within 15 minutes and generate response within an hour. Texting is a useful alternative to email for short, targeted messages that get immediate attention and action.

### 6. Buy Online

Up to now, the explosive growth of eCommerce in retail markets has eclipsed its growth in B2B. But the desire to reduce purchasing overhead and speed delivery is driving preference for eCommerce in today's businesses. Look for suppliers with easy-to-use eCommerce solutions to lower your operating costs and improve efficiencies.

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### 7. Consider the Cloud

Cloud computing (an internet-based service) is one of today's hottest technology trends. It offloads hardware and software costs, maintenance and capacity limits to service providers. Any internet-enabled devices—computers, tablets or smartphones—can access the service, enabling work to progress virtually anywhere, any time. The most common concerns about cloud computing are security, availability and performance. Make sure your provider has addressed all three, before you sign up.

### 8. Improve Access

Even when working on urgent projects, individual contributors are often dependent on others for information critical to their ability to deliver. Enterprise Resource Planning (ERP) software can help. ERP systems centralize information across the company, increase overall operating efficiency and improve individual performance.

### 9. Help Customers Find You

Build awareness, gain consideration and increase sales—it's an evergreen business objective. Perhaps the best way to invest your precious marketing dollars is to boost your web presence. Create information-rich content about your area of expertise and repurpose it for blogs and social media. Customers love free, useful information. It will help define your company's leadership and image in the market place.

### 10. Think Long Term

When budgets are tight, the training budget is often an early casualty. It may be an easy short-term savings target, but in the long run pertinent training is an investment that keeps paying off in greater efficiency and job satisfaction.

### 11. Get it in Print

Mobile computing and communications are growing exponentially. Many messages simply need to be read, but others require printing. When investing in mobile technology check to ensure there's an easy-to-use, secure app for printing, like **Xerox® PrintBack**.

### 12. Save Time and Money

Save on travel time and expense by using internet-based conferencing and communications technology. Voice, screen, and video can easily be shared between multiple points, often without cost.

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