ELEVATE

SIGNS YOU MAY HAVE OUTGROWN YOUR CURRENT IT MODEL

The technology our company implemented at the beginning was no match for what was required at key transition points of our business.

We experienced each of these pivotal events a) high growth b) business maturity c) shifts in technology, and d) M&A activity throughout the lifecycle of our company. Now, with 20/20 hindsight, we can help other business leaders re-evaluate their IT models; to avoid costly, negative ptifalls that may impact your business - such as downtime, performance issues, bloating costs and cost overruns. More importantly, you can capitalize on these business conditions by innovating for growth, differentiating your products and services, or optimizing for efficiency with the proper technology support model.

High Growth

The first business condition that can impact your IT is high growth. If you are growing in the double digits annually, your technology needs are evolving rapidly. You need to constantly monitor your infrastructure needs and begin to build a governance structure as you add employees, and technology to support your growth. Cloud technologies have made it easier to support high growth needs, but there is constant monitoring required to make certain your infrastructure is optimized and competitive differentiation.

Business maturity

The second condition is business maturity. When companies get started, their IT needs are simple. As they grow larger, they tend to add applications for financials, operations and possibly sales. During the next stage of development their infrastructure needs, processes, planning and people requirements tend to evolve, requiring greater sophistication and structure. Companies oftentimes lack awareness to these "stages" in their business maturity and don't make the necessary changes or invest in a model that can scale.

Major shifts in technology trends

The third condition is in properly leveraging major technology trends. Software as a service (SaaS) and cloud technologies are two examples of technology trends that have dramatically changed the economics and service delivery models for technology in businesses. By not leveraging these trends, businesses run the risk of losing a competitive advantage to their competitors.

Mergers and acquisitions

More than any other factor, mergers and acquisitions present the biggest opportunity or risk as it relates to technology for the business. The key is to build on synergies in people, process and technologies where it makes most sense, while affording technological autonomy if the business strategy or the return on investment analysis does not drive the desired results.

The key to addressing these "stages" or "transition points" is to start investing in the following practices as early in the evolution of the business as possible:

Strategy and roadmap

As a company reaches one of these transition points, having an intentional process to align and participate within the business strategy process is essential. Part of that process is developing a comprehensive roadmap which includes the enterprise architecture. Technology planning is rare in the early stages of a company but becomes paramount as the company evolves and begins to engage in M&A activity.

People and processes

By far, the hardest dynamic to manage at transition points is the people and process. Companies and their growth tend to outgrow the skills of their people, particularly in technology. As is sometimes the case, individuals may not be able to keep up with the trends and training required with new technology when immersed in managing the day-to-day tactical needs of the business. When this happens, technology changes can get pushed aside or ignored completely– leaving both the individual and company in a less than competitive position.

Technology governance

The final piece that companies struggle with as they reach these transition points is the adoption of standards and policy governance. As companies grow, structure becomes imperative or the organization will fall under the weight of individual initiatives. Too much decentralization can cripple an organization and inhibit scale. This is a difficult balance as a company wants to continue to promote the entrepreneurial spirit that unleashes growth while introducing the right level of structure to leverage scale through technology as the company grows. Having the proper governance structure can achieve that balance.

At Elevate Services Group, we help companies evolve through these transition points seamlessly without having to invest in a Fortunate 1000 infrastructure for planning, process, people and governance. We have senior leaders of large scale corporate IT organizations and businesses that understand the people, process and technologies required to transition through each stage based on experience. We stay current with the trends in technology and help customers transition through the inevitable technology trends both today and in the future through a strategic roadmap process. We support the latest cloud technology with certified engineers that fully leverage the cost/benefit of utility computing. We have trained consultants that understand the complexities of integrating disparate systems and developing an enterprise architecture perspective as companies grow.

Elevate Services Group offers the highest level of services and expertise including senior technology and business leadership, certified cloud engineering and certified service technicians. This is what we call "Technology Reimagined" where performance is at its peak, technology is flexible, service is simple and the problems are few and far between.