

# 5 Technology Questions Your Business Must Answer to Stay Ahead





*Technology  
should **help**  
your business,  
not hurt it.*

One thing is clear about the future: Technological change is inevitable.

New, game-changing hardware emerges every year. Cloud hosting is increasingly inexpensive, accessible, and secure. Next generation phone systems now provide technology that enhances organizational mobility and productivity. Print devices and services are capable of helping businesses cut costs, mitigate operational inefficiencies, and close security gaps.

The businesses embracing this metamorphosis are creating opportunities for faster, more efficient growth. The businesses that aren't are compromising their organization's market position (and security) and increasing the likelihood that the company will fall behind.

### **How can you ensure your business is a technology leader, not a laggard?**

It starts with assessing your company's biggest technology gaps and inefficiencies and continues with committing to making your business safer, stronger and more capable of meeting customer needs. By answering the five key questions in this eBook, you can make better decisions about the tools, products and services that make your organization more secure, productive, and customer-friendly.



**By answering the questions in this eBook, you will:**

- Identify gaps in your company's systems and processes
- Discover ways technology can mitigate risk
- Create a competitive advantage

# 1

## Should you consider managed IT services?



When hackers successfully breached the seemingly impenetrable IT walls of brands like Target, Home Depot and JP Morgan Chase in 2014, it served as a notice for the rest of the business world: No company is safe from security attacks — even when you think you’ve taken steps to protect against them. In fact, 500 million consumers, dating back to 2014, had their information compromised in the Marriott-Starwood data breach made public in 2018.<sup>1</sup>

If that isn’t enough to scare you, how about this fact? Data breaches exposed 36 billion records in the first half of 2020.<sup>2</sup> With numbers like these, it makes sense that a shift to focusing on increasing spending on security is becoming a higher priority these days. In 2018, spending in the cybersecurity industry reached around \$40.8 billion USD.<sup>3</sup> It’s easy to think your SMB can’t afford these costs when it comes down to implementing cybersecurity, but we’re here to tell you that every business, small or large, can adopt a new type of security policy.

### The good news is that it’s possible — and here’s how: Managed IT Services

Simply put, this third-party service provides companies with a way to maintain a fully-staffed IT department, without the cost of having to actually build one in-house. For cost-conscious businesses, this gives access to the IT expertise most often found in much larger corporations — at a fraction of the cost. Here are some common use cases for Managed IT Services:



#### Improved Security and Decreased Business Risk

Can your business afford the cost associated with a security or data breach? According to a 2020 IBM report, the average total cost of a data breach is \$3.86 million, with Healthcare being the most expensive industry at \$7.13 million.<sup>4</sup> Managed IT Services can lessen this burden by providing the technology, services and staff necessary to constantly monitor systems for potential threats.



## Infinite Capacity and Perpetual Upgrades

Is antiquated network infrastructure preventing your business from achieving its growth potential? Cloud services make this a non-issue by scaling to meet your needs on-demand and, thanks to frequent software upgrades, ensuring your business systems and processes are always optimized for total efficiency.



## Total Support and Minimal Downtime

How much would it cost your business if your in-house technologies or network infrastructure went down for a few hours or days? Managed IT Services can minimize downtime by ensuring that your infrastructure stays up to date and runs smoothly. If technology does go down, most best-in-class service providers provide 24/7 support to get your systems back up and running.

Ultimately, one of the biggest benefits of Managed IT Services is the flexibility and scalability it gives your business. Whether you need a team of dedicated professionals who can deliver complete IT services, or a la carte services that fill smaller gaps in your capabilities, you can ensure that your company's technology is protected and always up-to-date.

*The average total cost of a data breach is \$3.86 million, with Healthcare being the most expensive industry at \$7.13 million.*

## What is the Cloud?

With Milner Cloud Services, organizations gain access to a variety of unique services, including worry-free data security and stability, total infrastructure scalability, and guaranteed HIPPA compliance through a number of trusted services. The cloud can be leveraged in many different ways to accomplish a wide variety of technology objectives, which is probably why it can also be confusing.

So, what exactly is the cloud? At a high level, the cloud is a network of servers that allows organizations to access any file, anywhere, at any time. This is possible because information is stored, managed, and processed via the Internet, instead of standalone applications.

Milner's clients also have the option to tap into full Managed IT services, which include remote desktop management and backup or disaster recovery services, with the overarching goal to help clients automate infrastructure maintenance and achieve cost-effective, on-demand scalability.

Learn more about our Managed IT Services by talking to our team of experts!

[➤ Contact us](#)

# 2

## Is your phone system improving efficiency or holding it back?



A phone isn't just a phone anymore. As employees increasingly rely on mobile devices and customers demand the ability to immediately reach your business, your organization must begin to consider the value of more advanced telecommunications. Here are four ways "unified communications" — a suite of tools and services that simplify how, when, and where employees and customers communicate with your organization — can create a competitive advantage:



### Scalability

As your business grows, its telecommunications needs will, too. Unified communications solutions remove the need for those costly processes by giving businesses the flexibility to scale your phone system at your pace without major cash outlays and long-term commitments.

*Unified communications give you power over your business.*



### Cost Savings

Unified communications technology removes the need for expensive repairs and maintenance, a cost common with legacy phones. And, with functionality like instant messaging and video conferencing, unified communications can enhance business continuity, shorten sales cycles and increase revenue opportunities.



### Mobility

Today's workplace is not a fixed location. At a time when more employees are telecommuting and using their own devices at work, your phone system needs to offer true mobility that leverages mobile devices as an extension of the corporate phone system.



### Collaboration

With unified communications, users can quickly gather information about another employee's status (i.e., whether they are away from their desk). This feature can dramatically improve collaboration by empowering people to connect at the right time on the right devices.

Ultimately, telecommunications should enhance – not hurt – business productivity and customer support. If your phone system isn't up to that challenge, you should consider implementing a unified communications strategy.



### 3 Key Benefits of Milner's Unified Communications Approach

#### 1 Anywhere, anytime meetings

No more delays or cancellations just because an employee is on the road. With video, audio and web conferencing, meetings can be conducted anywhere, anytime on any connected device.

#### 2 True workforce mobility

With unified communications, remote employees can access features of the corporate phone system on numerous devices without affecting the customer's experience.

#### 3 Ultimate flexibility

When it comes to phone systems, you should have the power to select what works best for your organization. Whether you choose cloud-based, on-site or a hybrid solution, today's phone systems provide you with scalability and flexibility.

# 3 Are you leveraging your printers?



When is a printer more than a printer? When it's capable of helping you manage workflow, increase efficiency, and decrease waste. Today, print devices no longer just manage basic document needs.

Here are three specific questions to consider how your business might benefit from upgraded printer technology and printing services:

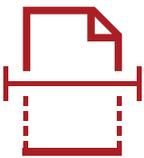


## Are Your Printers Smart Enough to Save You Money?

Printing-related costs — paper, toner, power usage, etc. — are accepted as a necessary, difficult-to-control expense. The truth is that modern printers and Managed Print Services (MPS) can decrease those costs significantly.

By monitoring usage and optimizing inefficiencies, these services can dramatically reduce costs and improve team productivity.

*60% of IT help desk calls are printer related.*



## Everyone Scans — but Do You “Capture”?

Multifunction printers can now capture data, process forms, and convert any digital device into a document management system onramp. Using optical character recognition (OCR), many printers can identify, validate, and automatically route important data and documents to appropriate business applications, people or processes — all with just a few, simple steps.



### How Secure Are Your Printing Devices?

Printers contain hard drives, print protected client or customer information, and are typically connected to your network. As a result, they can just as easily expose an organization — particularly a healthcare facility — to significant security and compliance risks. Every printer or scanner in your office should be secured. This task can be handled by an internal IT team, but it's often more cost-effective to use a trusted third-party MPS provider.

The reality of printing hardware in many organizations is that it's inefficient, misused, and improperly secured. Collectively, that adds up to higher costs, unnecessary risk, and decreased team productivity. In fact, research has shown that 60% of IT help desk calls are printer-related. And every time one of those help desk calls is placed, it's distracting your team from mission critical activities.

*According to Gartner, printing-related costs account for 1-3% of an organization's annual revenue.<sup>5</sup>*



### How much does printing really cost your business?

Outside of direct costs (ink, toner, paper, etc.), outdated or mismanaged printer hardware can create a number of hidden costs, such as lost efficiency and productivity from poor placement of devices. Also, if printers are placed in locations where restricted information is accessible by unauthorized individuals, it can lead directly to compliance infractions and penalties.

A Managed Print Service can help you minimize printing related costs while providing secure printing, dramatically improved uptime, and the confidence that your printing operations are fully optimized.

# 4

## How long can your business afford to be offline?



Hardware failure is the number one reason organizations lose data or experience lengthy downtime. According to Datto, an hour of downtime costs \$8,000 for a small company, \$74,000 for a medium company, and \$700,000 for a large enterprise.<sup>6</sup> If you lose important data as a result of downtime, that cost could skyrocket. This is why it's critical to implement technology that protects your IT systems, phones, print devices and data against threats like cyberattacks, natural disasters or any number of other outage risks.

Built in protocols can anticipate and immediately address the loss of key business technology. Leveraging third party services opens the door to such features, efficiencies and economies of scale that aren't always accessible to smaller businesses. For instance:



**Storage and retrieval services** provide backup, instant and continuous access, comprehensive security, and disaster recovery capabilities without requiring you to make large capital investments or technology upgrades.



**When disaster strikes** (natural or hardware), the redundancy of cloud network infrastructure and Managed IT Services allows for faster recovery, which mitigates the downtime associated with these events.

Very few businesses can afford the costs associated with downtime and data loss. In a digital world where technology is critical to business continuity, having the peace of mind that your data is safe, secure, and easily retrievable is invaluable.

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A man in a dark suit, white shirt, and red tie stands in the rain, holding a black umbrella and a brown folder. The background is a dark, stormy sky with falling rain and a digital rain of binary code (0s and 1s) in white and red. The overall mood is one of protection and resilience in a digital world.

*Cybersecurity Ventures expects global cybercrime costs to grow by 15% per year over the next five years, reaching **\$10.5 trillion** USD annually by 2025, up from \$3 trillion in 2015.<sup>7</sup>*

# 5

## Is your technology service provider truly working for you?



For many organizations, vendor selection can be a difficult challenge to address. While working with multiple vendors can deliver a broader selection of technology and potentially lower prices, managing multiple vendor relationships can be a hassle. Conversely, working with a single vendor can simplify IT management and technology implementation, but can also prevent your business from accessing the best available technology.

### So, what's the right answer?

The best solution is to partner with a third-party provider that can identify the right solutions for your organization's needs, while also serving as a single point of contact for every technology you use. This approach has several key benefits:



**Objective analysis** of technology gaps and recommendations based on what the business really needs, rather than what the vendor wants to sell



**Access to best-of-breed technology** – not just the best technology offered by one particular vendor



**Full integration** of disparate technologies to ensure everything works together smoothly

Ultimately, this pushes the responsibilities of procurement, implementation, integration and updates to the technology service provider, and ensures your team can focus on challenges and opportunities that help the business grow.

# Is your business equipped for the challenges of tomorrow?

If you want to put your business in a stronger, more secure position for growth, then you must take steps that ensure critical IT systems, network infrastructure, communications and office hardware are constantly updated. Old, outdated technology simply creates roadblocks to efficiency and productivity, and exposes your business to unnecessary security risk.

The good news is that transforming your technology doesn't have to hold you back.

Milner's team of dedicated professionals are experts at designing complete business solutions to improve the way large and small enterprises operate. Our integrated use of the latest equipment and technology, tailored software and business processes make transitioning your technology easy.

Want to learn more about Milner and the services we offer?

Contact us through [milner.com](http://milner.com) or call 800.875.5042.



## Sources

<sup>1</sup> <https://www.csoonline.com/article/3441220/marriott-data-breach-faq-how-did-it-happen-and-what-was-the-impact.html>

<sup>2</sup> <https://pages.riskbasedsecurity.com/hubfs/Reports/2020/2020%20Q3%20Data%20Breach%20QuickView%20Report.pdf>

<sup>3</sup> <https://www.statista.com/statistics/991304/worldwide-cybersecurity-spending/>

<sup>4</sup> <https://www.ibm.com/security/data-breach>

<sup>5</sup> Gartner, "The Importance of a Print Management Strategy"

<sup>6</sup> <https://www.datto.com/draas>

<sup>7</sup> <https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021/>

For decades, Milner has demonstrated our commitment to providing organizations with technology solutions that address today's business challenges. Headquartered in Atlanta, Georgia, Milner has built upon its foundation as a leading specialist in document reproduction to grow into a full-service provider of innovative office solutions. We are proud of our reputation as one of the largest and most trusted companies in our industry.

Our clients can be assured that by working with Milner they will receive improved efficiency and productivity, streamlined operations and a strong competitive advantage. We use only state-of-the-art products and the latest technology solutions to meet their needs for office products, managed IT services, document management/workflow solutions, and unified communications to provide the most complete, single-source and innovative solutions and services.

Contact us today to learn more about how we are helping other organizations benefit from our expertise.



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