



# Making technology work for your business

## A guide for IT leaders



## Summary



### An IT strategy for your business

Technology solutions can be intimidating. They are often perceived as being expensive and disruptive, with no guarantee of success. But organizations that make smart, strategic investments in digital technologies can keep pace with the changing demands of their industry and their customers and reap huge benefits. It's a short-term pain for a long-term gain.



### Create your technology roadmap

A successful technology strategy starts by knowing which systems your company is currently using and how. Map out your key business processes and identify the digital tools used at each step. Then, consider how you might make better use of your current systems— or implement new ones—to increase productivity, improve experience, and better serve your customers.



### Build a digital culture

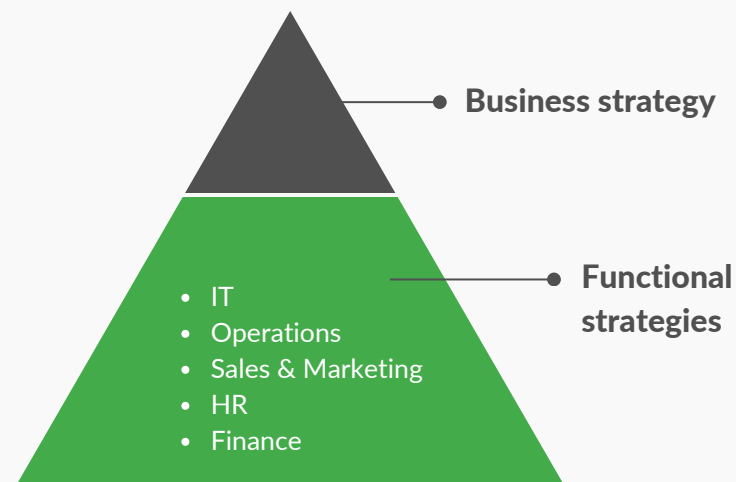
Make sure you don't forget your employees as you implement your technology solutions. Be open and transparent about the why, and make sure they have training and support to get through the change. It will help set the groundwork for creating a culture of continuous improvement in your company and ensuring your team is on board to support you.

# What is an IT strategy?

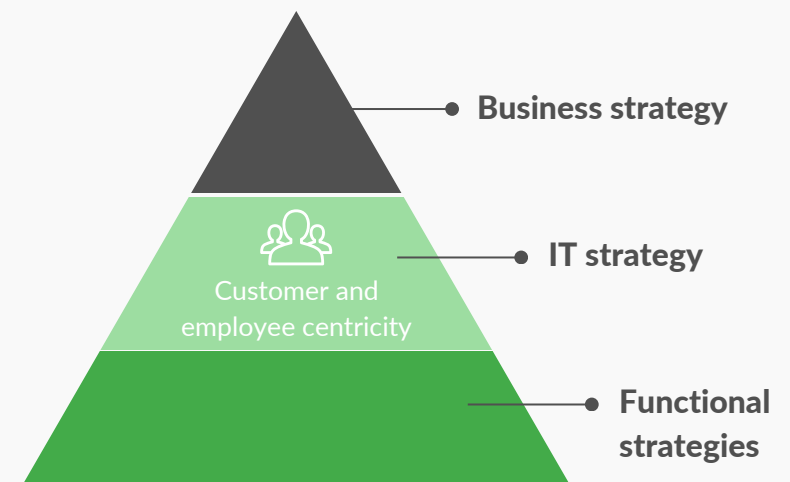
The traditional approach to business strategy saw IT as a function of the organization, carrying out operational tasks that were separate from other functions. In this model, decisions are taken in siloes, leaving businesses vulnerable to falling behind the pace of change in their industry.

To counter this, IT leaders need to choose a technology strategy that bridges the gap between the overall business strategy and the tactics used by various departments. By doing this, companies can prioritize technology initiatives that align with their business goals, connect and prioritize various projects across the company, and create a more customer and employee-centric organization.

## The traditional approach to business strategy



## Integrating business and IT strategy



# Align your technology goals to your business goals

## Know where you stand

To start creating your technology strategy, you need a clear picture of your current technology environment. This includes both the solutions you're currently using as well as the systems and processes used to connect those systems.

One place to start is with Plow Networks' technology assessment. This process will give you a complete review of all the technology your organization is already investing in.



[Request a technology assessment](#)

## Know where you stand

Once you've assessed your current state, you need to reconfirm your major business goals.

- What are my strategic objectives and priorities?
- What would success look like five years from now?
- What do I need to get there and what role will technology play in helping me reach those goals?

Answers to these questions will ensure that your tech strategy is geared to meeting your business objectives.

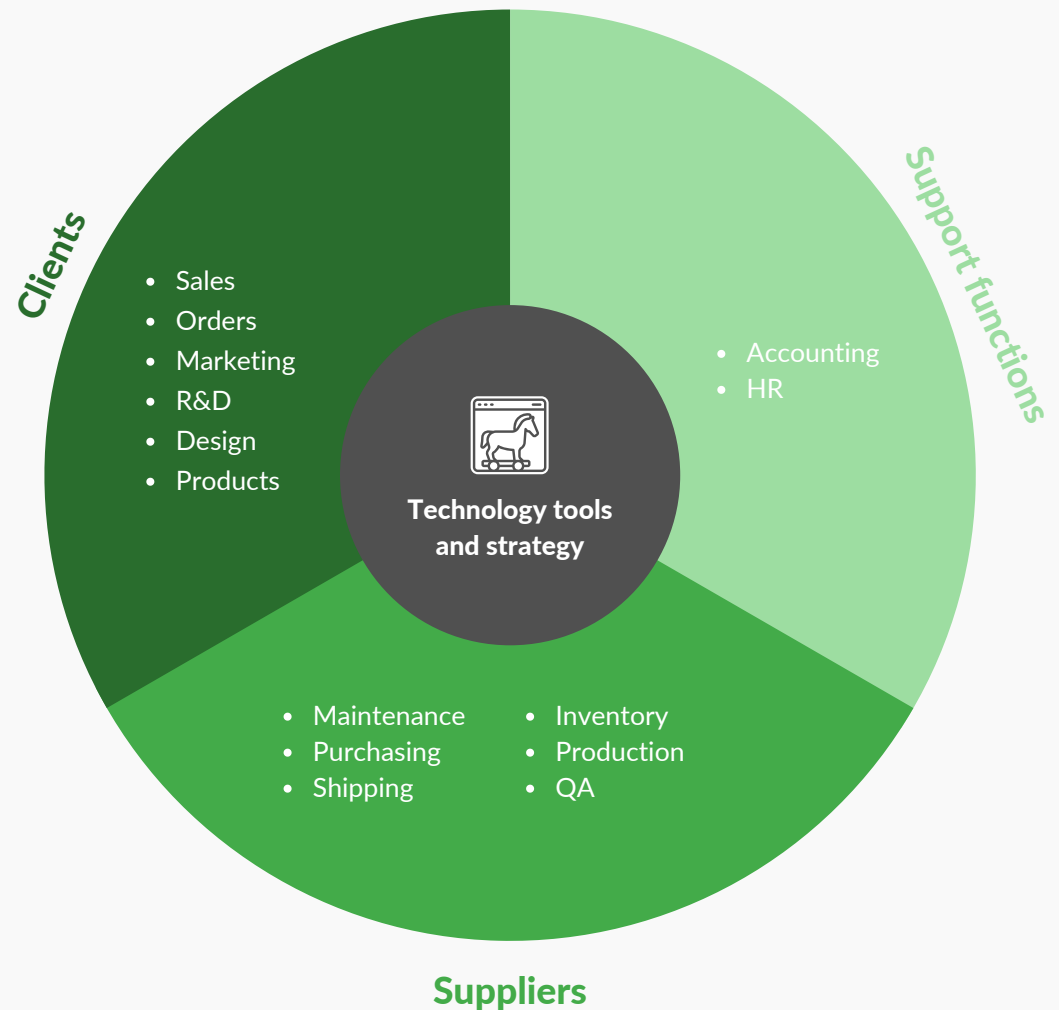
## Complete a market scan

Finally, look at the technologies and processes changing your industry to help decide what (or if) you need to make changes to.

- Look for the main technologies that could give you a competitive edge.
- Ask if new technologies could improve your customer's experience, help you reduce costs or gain efficiencies.
- Look at what your competitors are doing.
- Identify disruptors, key technologies, risks and new business models

# Make it all work together

One of the key elements of your technology plan will be your technology architecture. This maps out all your company's technology elements and how they are connected to one another. You'll likely want to map the target technological architecture with all the proposed new technologies you want to add or remove. From there, the next step will be to identify the potential integration points required. Try to identify applications that are difficult to connect, maintain or integrate in order to find solutions ahead of time.



# 4 steps to building a digital culture

For your tech strategy to come to life, you not only need to embed it into your processes, you also need to weave it into your company's culture. The goal is to enable your people to see how technology opens up new possibilities and a path for their personal and overall business success.

1

## Communicate clearly

Share your vision for change with your employees often. This will help your team understand what you are trying to do, as well as address their concerns and anxieties.

2

## Build a change team

The team will help you lead the way in technology adoption and advise you in overcoming problems. It should be made up of leaders and stakeholders from IT and various departments.

3

## Train your employees

Technology will change your organization: tasks will be eliminated, roles and responsibilities will shift, and new skills will be needed. Start by listing your employees' current skills and then develop a plan to help each employee adapt, based on his or her abilities. Close the gap with training.

4

## Reward risk-training

Recognize and reward people for innovating and for making change happen.

Learn more

[Your internal IT team has a lot on their plate. Learn how working with an IT Provider can help accelerate your IT strategy planning.](#)



Plow Networks is here to help. We provide network, cloud, and end-user support services to help make choosing and using the right technology easy for businesses.

- [Discover our technology services.](#)
- [Find out how we can help with a technology assessment.](#)



For more information, [contact us](#) or reach out through one of the ways below.

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