

CTTS TECH TALK

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Aligning your technology initiatives with broader business goals is key to enhancing performance. By integrating IT strategies with business objectives, you ensure informed decision-making, better prioritization of impactful projects, and greater coherence across teams for optimal effectiveness. This month's newsletter tackles in detail how technology will help you achieve your business goals and strategic objectives.

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TECH NOTES FROM JOSH WILMOTH

The Hidden Costs of 'Good Enough' IT: How Cutting Corners Could Cost You More in 2025

As we prepare to flip the calendar to 2025, there's a buzz in the air about planning and budgeting for the year ahead. You've probably already got some ideas for your growth strategy and how technology will fit into that picture, whether it's upgrading systems, tightening security, or rolling out new solutions. But let's talk about something we don't often say out loud: the hidden costs of settling for "good enough" IT.

Sure, you may feel like you're saving money by delaying that software upgrade or stretching another year out of your outdated server. But are you? Spoiler alert: you're not. Those "savings" might just be costing you in ways you haven't even thought of—yet.

The Sneaky Price Tag of "Just Fine" Technology

Every CEO and business owner knows that balancing the books is critical. But there's a fine line between cutting costs and cutting corners. IT is an area where the latter can sneak up on you, quietly draining time, efficiency, and yes—your budget. Here's how:

Increased Downtime

That old server you're coaxing through another year? It's like driving on bald tires—sooner or later, you're going to blow a gasket. When your systems fail, your business grinds to a halt, costing you in lost productivity, frustrated clients, and emergency IT fixes that blow your budget out of the water.

Cybersecurity Risks

2024 has been a year of massive cyberattacks, from AI-powered phishing schemes to ransomware-as-a-service (RaaS) models. Businesses that rely on outdated systems are like houses with the doors wide open. If your IT infrastructure isn't up to date, you're inviting cybercriminals to take a seat at your board table—trust me, you won't like what they bring to the meeting.

Lack of Scalability

As your business grows, so do your technology needs. "Good enough" IT can't grow with you. It's like trying to build a skyscraper on a foundation meant for a single-story house—sooner or later, you'll hit a wall, and by then, it'll be far more expensive to course-correct.

Hidden Inefficiencies

Sure, your systems work, but are they working well? Laggy software, cumbersome workflows, and workarounds might seem small in the day-to-day grind, but they're like tiny leaks

in a ship—they add up. Multiply that inefficiency by your workforce, and you'll see how much time and money you're wasting on "good enough."

"If It Ain't Broke" Isn't a Strategy

You might be thinking, "But Josh, we've been getting by just fine with what we have." Well, I hate to break it to you, but in the tech world, "if it ain't broke, don't fix it" is a recipe for disaster. Just because something isn't visibly broken doesn't mean it's not holding your business back.

In fact, most businesses we work with don't realize how much their outdated systems are costing them until they make a switch and suddenly wonder how they ever managed before. It's like when you finally replace that old coffee maker that took 30 minutes to brew—you don't realize how much better things can be until you make the upgrade.

The True Cost of Doing Nothing

If 2024 has taught us anything, it's that standing still in tech is the fastest way to fall behind. Competitors are not only embracing the latest tools, but they're also leveraging them to innovate faster, protect their data better, and deliver more value to their customers.

The question isn't "Can we afford to upgrade our IT?" It's "Can we afford not to?"

The CTTS Difference: Proactive IT, Not Reactive Fixes

At CTTS, we see this scenario play out time and time again, which is why we've made it our mission to help our clients avoid the hidden costs of "good enough" IT. We're not here just to keep your lights on; we're here to help you future-proof your business.

Let's be real—IT problems don't get better with time. A proactive approach to managing your technology not only keeps your business running smoothly but also positions you to scale, secure, and succeed. Whether it's cloud infrastructure, cybersecurity, or keeping your systems up to date, we're here to make sure you're not just surviving 2025—you're thriving.

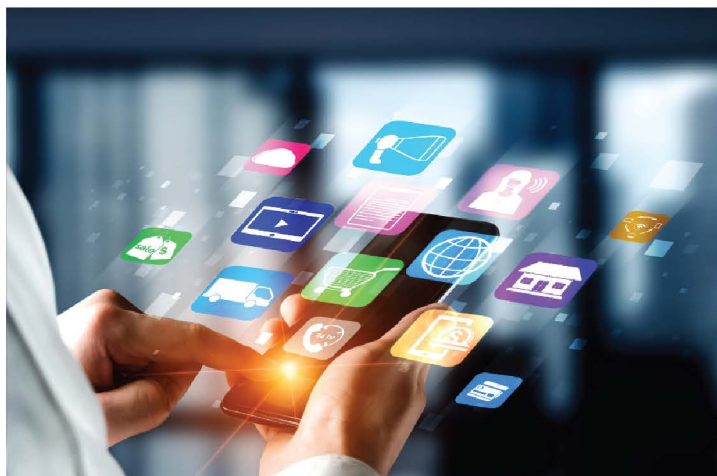
Bottom Line: Don't Wait for a Crisis

I know, I know—you've got a million things on your plate as a business owner. But when it comes to technology, don't let the false economy of "good enough" be the thing that derails your success next year. By investing in the right technology now, you're not just protecting your business from potential disasters—you're setting yourself up for growth, efficiency, and peace of mind.

So, before you wrap up 2024, let's talk. We can help you evaluate where you're at, identify those hidden inefficiencies, and build a tech strategy that propels your business forward. Let's make sure 2025 is the year your technology works for you, not against you.

Give us a call or drop us a line. We're here to help you get ahead of the game—before the game catches up to you. And hey, we'll even throw in a free tech assessment to sweeten the deal. Now, who can say no to that?

Cheers to a smarter, safer, and more successful 2025!



ADVANCED TECH

Tech Planning and Budgeting: A Winning Combination for Your Business in 2025

As 2024 winds down, it's time to plan for the challenges and opportunities the next year will bring. And in today's increasingly connected world, tech planning and budgeting are no longer optional—they're essential.

With cybercriminals growing more sophisticated, the stakes for protecting your business have never been higher. At the same time, the cost of cutting-edge tools and skilled IT professionals is on the rise. As we head into 2025, increasing your IT budget is not just wise—it's necessary. But how do you ensure that every dollar is being put to good use?

Let's explore how a strategic approach to tech planning and budgeting can protect your business, fuel growth, and provide peace of mind in an uncertain landscape.

Crafting an Effective Tech Plan for 2025

A strong tech plan does more than keep your operations running—it positions your business for success by anticipating future needs. Here are three critical ways an effective plan can drive your business forward:

Alignment with Business Goals: Technology is no longer just a support tool. It's a driver of growth, efficiency, and innovation. Your tech plan should ensure that every investment aligns with your business's long-term strategy, whether it's scaling operations, improving customer service, or boosting security.

Proactive Resource Management: The days of reacting to tech failures are over. A proactive approach helps you forecast and manage resources more effectively, reducing downtime, controlling costs, and mitigating risks.

Enhanced Decision-Making: With a clear roadmap in place, your leadership team can make informed, strategic decisions that focus on what matters most for growth and security.

Why Increasing Your IT Budget is Non-Negotiable

As cyber threats evolve and costs for advanced technologies and skilled engineers rise, maintaining last year's IT budget simply won't cut it. Consider these reasons for increasing your IT budget in 2025:

1. Heightened Cybersecurity Needs: Cybercriminals are getting more sophisticated every year, using AI-driven attacks, deepfakes, and ransomware as service (RaaS) to target businesses of all sizes. Protecting your business requires constant vigilance and investment in cutting-edge security tools. A robust cybersecurity posture, including advanced threat detection, firewall upgrades, and endpoint protection, is critical for mitigating risk.

2. Critical IT Projects: Every year, the digital landscape shifts, and your business must keep up. Investing in strategic IT projects—whether it's upgrading outdated infrastructure, deploying new software, or improving cloud capabilities—ensures your technology evolves as quickly as the market demands.

3. Technology Refreshes: Aging systems aren't just slow and inefficient; they're also security liabilities. Refreshing your technology regularly keeps your business compliant with industry standards and minimizes risks associated with legacy systems. Budgeting for annual upgrades will help you avoid costly, last-minute replacements.

4. Staffing and Expertise Costs: The demand for highly skilled IT professionals is growing, and with that comes increased salary expectations. Budgeting for the best talent ensures you have the expertise needed to navigate complex tech environments and stay one step ahead of cybercriminals.

Best Practices for a Future-Ready Tech Budget

To maximize the value of your IT budget in 2025, consider these best practices:

Plan for Growth and Flexibility: Technology needs evolve as your business grows. Instead of reacting to issues as they arise, plan ahead for growth and unexpected changes. A forward-looking budget will accommodate both new opportunities and unforeseen challenges.

Audit Your Current IT Landscape: Take a hard look at your current systems. Are they still meeting your business needs, or are they holding you back? An IT audit can reveal inefficiencies, gaps in security, and areas where new investments can boost productivity.

Get Input from Your Team: Your employees use your tech systems every day, and their insights can be invaluable. Survey your team to identify areas of frustration or inefficiency and prioritize those areas in your budget.

Prepare for the Worst: As the cost and frequency of cyberattacks rise, it's essential to invest in both preventative and responsive measures. This includes everything from multi-factor authentication (MFA) to endpoint detection and response (EDR) systems, as well as comprehensive cyber insurance.

Need Help Navigating Your 2025 Tech Plan and Budget?

As you look ahead to 2025, it's clear that technology will play an even more critical role in driving business success. Increasing your IT budget is a strategic investment that will protect your business from growing cyber threats, improve efficiency, and position you for long-term growth.

At CTTS, we specialize in helping businesses like yours develop and execute technology plans that align with their goals. Whether you need help upgrading your infrastructure, improving your security posture, or navigating complex IT projects, we're here to guide you.

Let's make 2025 your most successful year yet. Contact us today to start planning a technology strategy that works for you.



Build a Strategic Tech Plan That Fuels Business Growth and Profit

Every CEO and business owner dreams of expanding their business, boosting profitability, and staying ahead of the competition. The key to making this vision a reality is developing a strategic plan, and in today's world, technology plays a pivotal role in turning business goals into measurable success. However, many businesses struggle to keep up with the fast-paced nature of tech, resulting in missed opportunities for growth.

In this rapidly changing landscape, knowing how to align your technology with your business goals isn't just an option—it's essential. From AI advancements to the increasing focus on cybersecurity, staying updated and having a solid plan in place is critical. This article is designed to guide you in building a technology roadmap that maximizes your ROI while driving business success.

What is a Strategic Tech Plan?

Think of a strategic tech plan as your business's blueprint for technology investments. It helps ensure that every tech decision you make moves your business forward, rather than acting as a temporary fix or an unnecessary expense. Without a roadmap, businesses often fall into the trap of purchasing "shiny" new tools that don't support long-term objectives.

Key Components to Building Your Strategic Technology Plan

1. Assess Your Current Tech Landscape:

Start by reviewing the technologies you're currently using. Are they driving the results you want? Are your systems outdated or underperforming? This assessment helps you understand what to keep, upgrade, or eliminate, giving you clarity on what tech you need to succeed.

2. Align Technology with Business Goals:

What do you want to achieve with technology? Whether it's streamlining operations, expanding your market, or improving customer experience, your technology needs to support these objectives. By aligning tech initiatives with your goals, you ensure every dollar invested contributes to the bigger picture.

3. Budget and Resource Allocation:

Technology should never be a last-minute expense.

Create a budget that reflects your business priorities and includes routine maintenance, software updates, and the unexpected costs of system failures. A well-planned budget ensures you're investing in solutions that offer the best ROI.

4. Develop a Tech Roadmap:

Avoid being swayed by the latest tech trends unless they serve a strategic purpose. Your tech roadmap should prioritize investments that directly support business growth. With a clear plan in place, you can avoid unnecessary purchases and focus on what will drive your business forward.

5. Smooth Implementation:

Implementing new technologies can be disruptive if not managed well. Create a detailed implementation plan that includes timelines, key responsibilities, and a clear communication strategy to keep your team informed throughout the process. A well-executed plan minimizes downtime and ensures a smoother transition.

6. Track Progress with Metrics:

To know if your tech is working, you need measurable success metrics. Identify key performance indicators (KPIs) to track your tech's contribution to business growth. Regular evaluations allow you to tweak your strategy, ensuring that every tech investment delivers results.

7. Embrace Continuous Improvement:

Technology is ever-evolving, and so should your strategy. Make it a priority to stay informed about emerging trends, whether it's AI, automation, or cybersecurity enhancements. Your technology plan should be adaptable, evolving with both your business and the broader tech landscape.

Why It Matters Now More Than Ever

With the recent surge in AI-driven tools and advancements in cloud computing, businesses that don't have a strategic tech plan risk falling behind. Take AI's impact on customer service, for instance—companies that leverage AI to streamline operations and enhance customer experiences are seeing dramatic results. Likewise, cybersecurity remains a critical concern for every CEO, especially with high-profile breaches affecting even the most trusted brands. Your tech plan needs to account for these ever-evolving trends, ensuring your business remains competitive and protected.

Partner for Success

Building and executing a strategic tech plan can be daunting, especially if you're trying to do it all on your own. But you don't have to go it alone. As a Managed IT Service Provider, we specialize in helping businesses like yours create technology roadmaps that fuel growth and deliver results. We align your technology with your business goals, so you can focus on what matters most—growing your business.

Reach out to us today for a free consultation, and let's start building a tech strategy that drives success.

