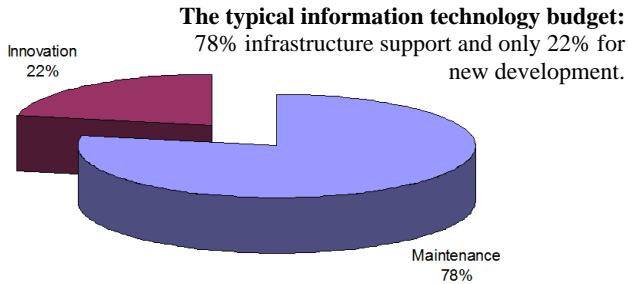


Why does information technology cost so much? And how can you use it more effectively?



A typical IT budget accounts for up to 10% of overall revenue— and yet, according to Gardner, 78% of that same IT budget is used to support and maintain existing infrastructure, rather than being used to innovate, reach new customers, build a more efficient work force and to streamline the business.

Why are we spending so much money on simply “holding our own”?

The smarter use of information technology is not about cutting costs— it’s about using your people more effectively through smart, efficient and sustainable processes. It’s about using your information technology to empower your workforce and your customer base. It’s about transforming your information technology into what it was meant to be— *a tool to make your company more efficient, more profitable and more productive.*

So if you need help with streamlining your workflow and in using your technology more effectively, call Birch Systems. Since 2001, we’ve helped clients to use their information technology more effectively and efficiently.

Process Improvement

There are dozens of critical elements in technology deployment that can make all the difference between success and mediocrity. Again, it’s not about cutting costs— it’s about being smarter, more strategic and more efficient. It could be outsourcing some portions of your budget— it could be using managed services— it could be the use of existing web services— and it could be more well defined and understood processes.

Maybe you already know where your technology pain is coming from. Maybe we can help.

Could An Assessment Help You?

An information technology assessment will provide firm, tangible and measurable answers specific to your company and applicable to your industry.

For example, what happens when your customers can’t get through to customer care? Or when key members of your IT staff suddenly leave?

How are others in your industry using technology more effectively? Are your key software vendors providing you with timely updates? How is your IT department communicating with management?

How could a better software development model improve your cash flow? How would managed services impact your bottom line?

Since 2001 we have provided both project help well as outsourced experts to clients large and small. You get experienced project managers and world-class experts in their field.

And ultimately, you get things back under control. On time and on budget.

Risk Management Snapshot

An added bonus to a Birch information technology assessment is our risk management snapshot— a quick look at how you stack up against regulatory requirements specific to your industry (such as banking or healthcare).

We review your policies, networks, processes, personnel and understructure against U.S. & international standards so that you will know about any potential deficiencies.

We’re so convinced as to the power of our services that we a money-back guarantee on our initial information technology capabilities assessment. (Speak to your account manager for details.)

What can we do for you?



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