SMALL

BUSINESS

# INFORMATION TECHNOLOGY

# OUR AGENDA

WHAT IS INFORMATION TECHNOLOGY (IT)

EMAIL HOSTING

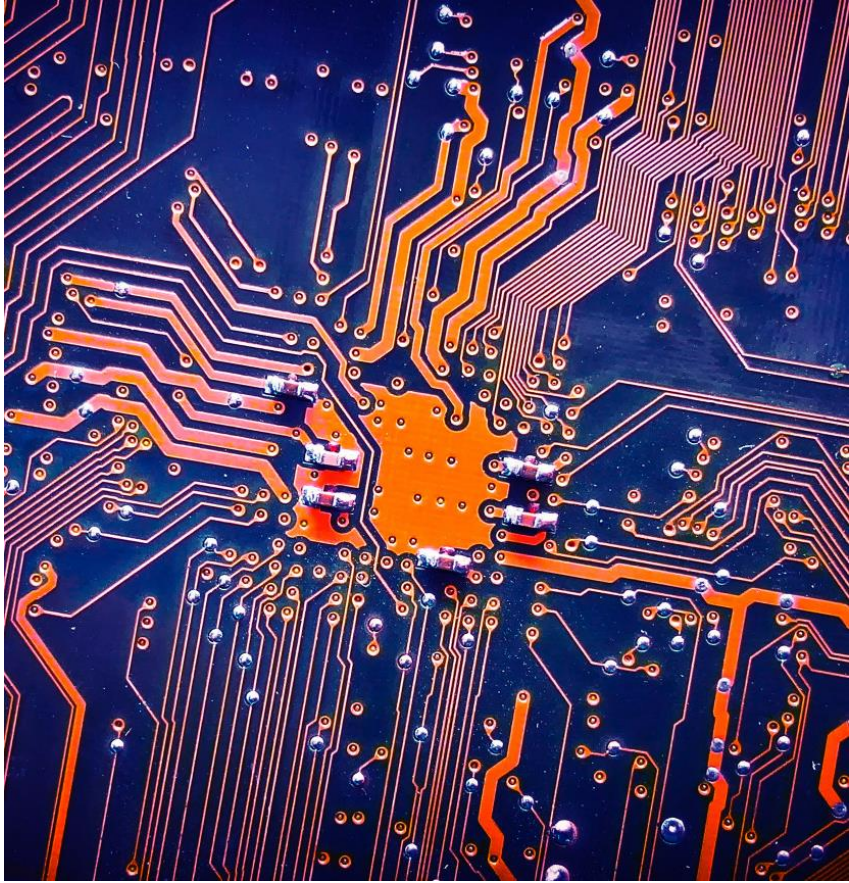
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

LINE-OF-BUSINESS SOLUTION

# What is Information Technology?

# INFORMATION **TECHNOLOGY**

Information Technology (IT), per Wikipedia, is the use of computers to store, retrieve, transit and manipulate data or information.  IT is usually used as a blanket term to mean all technology used in a business

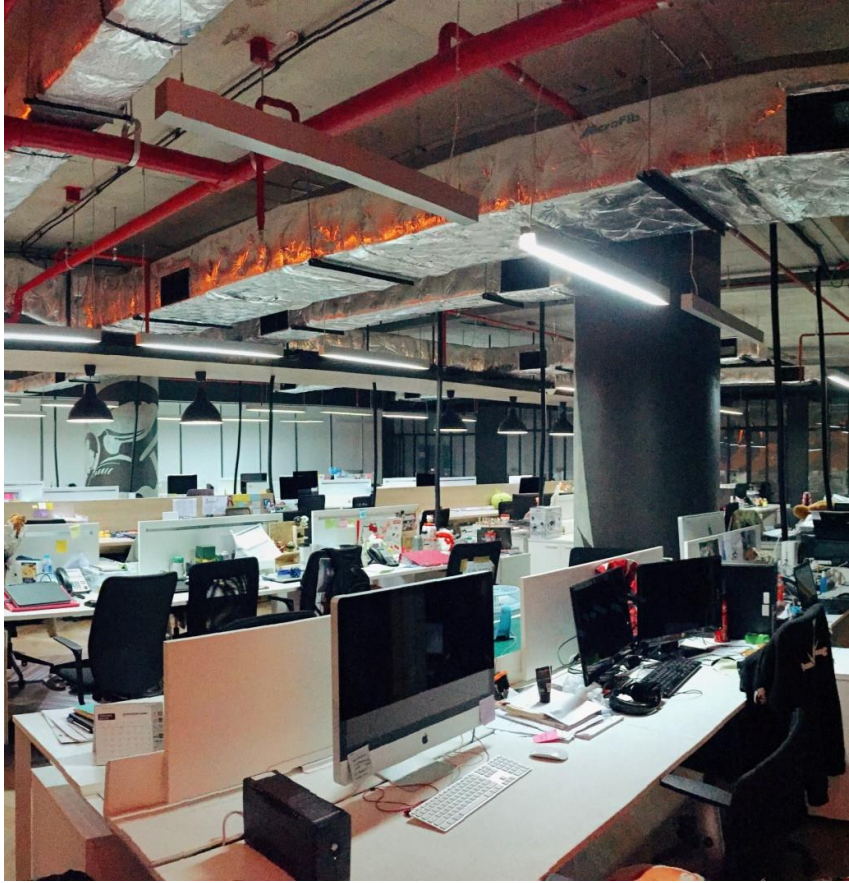


# INFORMATION **TECHNOLOGY**

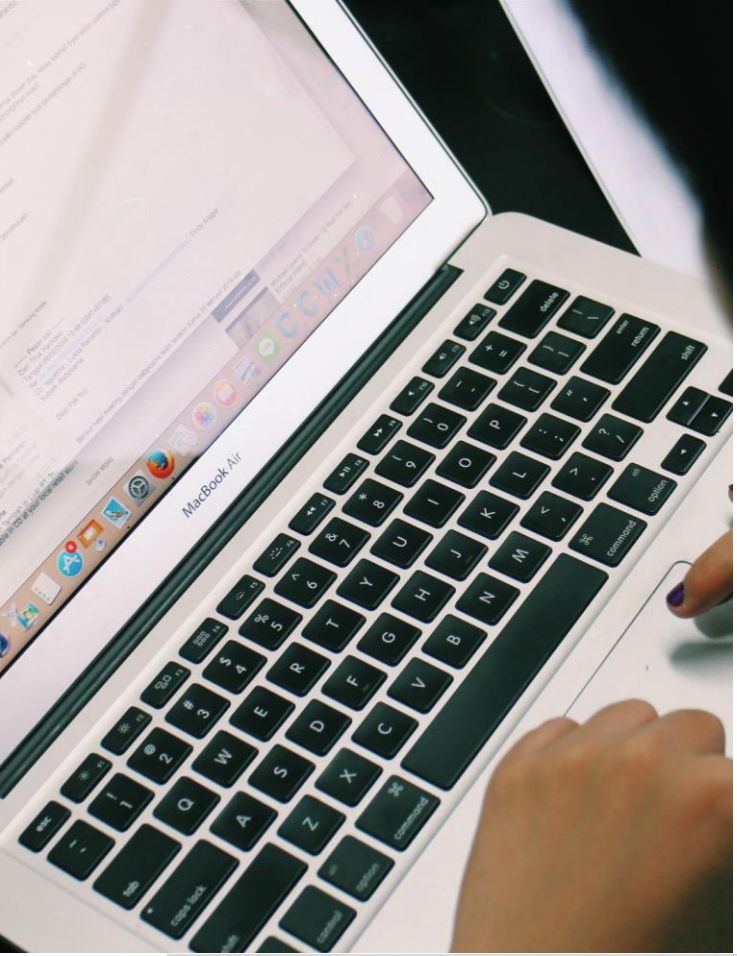
Allows for full data recording throughout business operations

Examples:

- Computers, servers, smartphones
- Wired and wireless networks
- Software
- Services



# Email Hosting




# EMAIL **HOSTING**

Not free Gmail or Outlook.com

Professional appearance using domain name

Generic email distribution lists

# Customer Relationship Management (CRM)

# CRM

Leads database

Sales cycle process

Accounts and contacts

# CRM

Sales opportunities

Record of sales effort

# CRM

Analytics of sales effort

Customer service

# Line-of-Business Solution

# Line-of-Business **Solution**

**Work orders or appointments**

**Customer data**

# Line-of-Business **Solution**

## Invoicing

## Payments

# Conclusions

# BENEFITS of INFORMATION TECHNOLOGY

1 Record data

2 Improve systems

3 Improve processes