

# Today. *Tomorrow.*

Connecting you with the information today of the technology tomorrow.

## 3 Reasons Your Next Budget Should Include Updating Tech

The time of the year has come again for many businesses. The time for budgeting. Budgets can often create headaches for those who decide where the dollars go. With all the different matters pressing, many times there are opportunities missed. One such instance is an aspect of a business that's often overlooked, but no less important; your hardware and software technology. Many businesses don't realize that when you invest in hardware and software, the rewards last much longer than the initial purchase and can often affect your business positively in more than one way.

**Reoccurring Costs:** There are several ways that dated hardware and software can cost you in the long run through reoccurring costs. One of these are the warranties that are tied with certain products. It will progressively cost you more and more for the warranties on your products as they get older. So when you update your tech, you aren't only getting the perks that come with newer technology (we'll cover this next), you are also saving money by easing the repeated cost of warranties.

**Productivity:** There are some obvious reasons for increased productivity from updating hardware and software and then there are some not-so-obvious ones. One of the reasons for increased productivity after updating your equipment is because the new and more efficient features that many times accompany new releases. Despite the learning curve that sometimes factors in, the features can pay off in no time with a more efficient office.

**Security:** One of the large issues that plague many businesses with older software is the lack of support that is available from the vendor after the software reaches a certain age. Much like warranties, vendors tend to allocate more resources around maintenance and security to the newest versions of their products. The result is that you may eventually be left without the necessary protection or support. With one attack or extended amount of downtime having the possibility of seriously damaging a business, it's imperative that you make sure account for the latest security software (and hardware) in your budget.

The time to budget can often sneak up on businesses and, as a result, it's treated as a chore and many opportunities are overlooked for the staples of the budget. Although there are more, these three examples are an excellent place to start turning that annual planning exercise into a lasting investment.



## Meet the Staff: Zac Deeds - Senior Account Manager

Zac Deeds holds the position of Senior Account Manager for Intellicom. In this position, Zac is responsible for generating new business and helping design technical solutions that meet the needs of our customers. Prior to being in account management, Zac worked in the Engineering and Helpdesk departments at Intellicom. Zac prides himself in staying current with the latest technologies and his strong Cisco knowledge.

Zac graduated in May of 2009 from the University of Nebraska-Kearney, with a Bachelor of Science in Telecommunications Management.

**Hobbies:** Golf, motorcycles, and going to the lake.

## Intellicom adds to Web Team

Intellicom has hired Kaitlyn Noone as a Web Designer II. Kaitlyn is a 2009 UNK graduate that has experience working for several design firms in Lincoln over the past 7 years. Kaitlyn will join Rochelle, Ann and Skylar to bring our customers a full suite of web design and hosting solutions!



# Intellicom

Intelligent Business Technology

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