Be Responsive to Technology

• As you view the evolution of the desk, calendar, dictionary, fax, computer, maps, phones and the internet on your left please ask yourself – What if you could have seen exactly what was coming, what would you have done differently today than you have in the past?

• Now ask yourself what can you do today to prepare for tomorrow’s technology evolution?
How did we respond to technology over the years?

- Servers
- Networking
- Cabling
- Phones
- Business Continuity
- Access Control

- Help Desk
- Remote Assistance
- Phones/Data Analytics
- Support
- Marketing
- AV Systems

- Residential
- Device Repair
- Drones – Dogfish Dash
- Home Automation
- Parental Controls
- Security Systems
What are we doing?

- What is Troy Ventures doing to be responsive to technology today
  - Broadband Forum
  - HIMSS – Las Vegas
  - Networking - IFA
  - Communication/Visibility

- Strategic partnerships with broadband providers – Growth/Jobs

- Improved Internet services and what it means to your business. Reliable Connectivity

- Everlasting Knowledge?
Success/Failure/Research

TIPS

• Don’t adopt every technology you see on the market—but don’t wait until the ship passes you
  • Blackberry
  • EMR Software
  • Locks (ease vs security)
  • Security Systems

• Go out and talk to your customers and competition

• Research, research, research
  • Example: Cath Lab

• Embrace technology in your organization, even if you don’t personally like it
Healthcare Responsiveness

- Listen to the Customer!
- Business Continuity - BBHC
- Real-time Data Analysis
- Employee Productivity
- Track Marketing Spend
- Door to Balloon Example
- HIPAA Compliant IT Solutions
Lead by communication!

- Hire a professional that knows your industry – example: ticketing/medical equipment
- Familiarize yourself with technologies that are revolutionizing your specific industry
- Attend industry tradeshows to see what new technologies are coming
  - Products/Software/Sales
- Dedicate time for R & D. Can be as simple as reading an industry publication
  - BICSI
  - HDI
• How can you make decisions without having data?
• Some customers say “I don’t need data, I know everything about my business” 😊
• How many companies last forever?
• Collect, Report, Analyze, Manage and Improve
• Most technology solutions provide reporting capabilities across all departments
  • Sales
  • Marketing
  • Customer Service
  • Operations
  • Accounting
Not so fast

- Cyber-security risk if not implemented properly - Compliance
- Costly financial decisions – Contracts
- Frustrating for employees - Retention
- Required training and support
- Continuing Education
- Password Retention/Tracking
Questions?

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