



*Delivering Integrated
Solutions Since 1994....*

NEWSLETTER Issue No.6, February 1, 2011

Technology Tips:

Make sure that your business has a Disaster Recovery Plan. The only thing worse than no data is LOST data! Call us today to find out how we can help your business with a Disaster Recovery Plan & a Business Continuity Plan.

Bagels and Business:

Save-the-Date-ESEI will be hosting the SMSDC's Bagels and Business on March 31, 2011. Call us for more information on the event.

New Client Welcome:

Thank you to Trust Screening Solutions, for selecting ESEI as your IT solutions provider. We appreciate your business!

ESEI Welcomes Michael M. Wood to the team....

Michael M. Wood recently joined ESEI as a Business Development Executive. Michael brings an extensive Business Development background. He has successfully partnered with clients within the Government, Healthcare and Financial vertical markets, both domestically and internationally.

Michael Wood's addition to the company allows ESEI to continue strengthening our ability to offer solid and reputable professional Telecommunications Engineering and Information Technology services across all markets," said J. Antonio Rico, ESEI president.

Technology Resolutions for 2011

by Antonio Rico

The New Year is into the second month and companies continue to invest into their organizations core business plan as a means to shake off the recession and aim for successful growth in 2011. An essential department that needs to participate in a more forward thinking approach to support this growth within companies is the IT Department. Technology is critical for business success and the implementation of many strategic plans. The IT Department (or IT staff) is effectively the glue that holds and ensures the life-line of the day-to-day business functions of the company. An article by Kim Boatman that was published in INC. Technology talks about technology and the essential role it plays in the small to mid-size business today.

Ms. Boatman stated that **"Technology offers small businesses powerful tools to compete against bigger players. But managing those tools can be difficult, unwieldy and time-consuming, and a significant percentage of small business owners are still trying to handle the tech side of their business on their own."** It seems that the average company is busy with day-to-day activity such as searching for clients and simply running the company that it often forgets to keep their technology updated and well maintained. When the Internet fails, servers go down, or important electronic data is lost or non retrievable, it makes sense that these companies will panic. Why, because technology has become critical to all



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business activity. How can they expect to communicate with customers if their email service is inconsistent? How can they submit a proposal on time if their Internet service is spotty at best? And let's not forget the role that an IT department plays in making sure electronic data is stored securely and safely, with the means for a company to retrieve critical business documents even if the server (hardware) just gave out.

The pressures on an IT Department to keep up with not only technology but the support and operation of it within a company can be daunting in today's climate.

That's why Kim Boatman gives 5 Resolutions for 2011, that I think are relevant. I included a few tips about how ESEI may be a resource for some of these resolutions:

-Consider hiring outside IT help – utilizing a company like ESEI to operate a helpdesk, manage desk-top operations or even provide an impartial consultation / evaluation of technology can free up the IT staff to focus on the business.

-Evaluate the cloud – ESEI can offer cloud services for SMBs that is cost effective and a time saver for IT staff

-Focus on your business first – Is your IT Department or staff constantly putting out fires but not able to work on the projects that will drive the business? Out-tasking some of labor intensive work or projects to ESEI may be an option.

-Have a back-up plan – Computer hardware is guaranteed to fail. But, that does not mean your data has to be taken out with it, we can help provide guaranteed data backup and recovery options that will put your mind at ease and safeguard all of your business documents.

-Invest in Sales/Marketing tech – Using social media and other technology dependent tools can only be as effective as your network. ESEI can evaluate the performance of your network, making sure that it is optimized so that downtime is eliminated and work productivity is increased.

The bottom line at the end of the day is that technology is meant to make business transactions easier and more efficient. Because of its ever changing advancements it is imperative that businesses manage and update their technology in order for technology to work towards their advantage and not damage or stall their business success in 2011. Ensure that ESEI is included as potential resource that you use so your company's IT Department or staff can stay ahead of the technology evolution.

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