



## **SCHRAG'S FIVE P'S OF COMPUTER NETWORK MANAGEMENT**

Owners and managers of small businesses want to increase revenues, reduce costs, and improve the quality of life for themselves and their employees. Computer technology can do all of this. But to reach their full potential, computer systems must do more than save files, print documents, and send e-mail. Computer technology must be an integrated part of the overall business strategy and operations.

SCHRAG Inc. makes computer technology work for small business by providing benefits in five different categories: the "Five P's."

1. **Planning.** Although computer technology is relatively inexpensive compared to the cost of labor, the technology budget can still represent a significant piece of an organization's annual spending. SCHRAG ensures that senior management has an accurate forecast of technology costs and that new technology is implemented in an orderly and effective manner.
2. **Productivity.** The primary reason for having computers is to let people do more in less time. In small businesses, computers generally yield benefits in the following areas:
  - Communication, both internal and external
  - Data collection and analysis
  - Financial processing and reporting
  - Information storage and retrieval
  - Workflow improvement, including remote accessSCHRAG identifies and implements technology to improve the bottom line and to relieve employees from repetitive, monotonous tasks.
3. **Performance.** Technology can't provide any benefits if it isn't working right, so SCHRAG ensures that the computer technology is in optimal working order and available for staff to use.
4. **Protection.** SCHRAG protects data against two types of threats: accidental deletion resulting from human error or hardware failure, and unauthorized access by internal or external parties. SCHRAG designs systems to minimize the risk of data loss and to recover from unavoidable problems.
5. **Procedures.** Proper use of technology requires that various procedures be followed. In some cases, certain standards are mandated by regulatory agencies. In other cases, internal policies are designed simply to ensure the smooth functioning of the system and to shield the company from any liability resulting from improper computer use. SCHRAG works with senior management to develop the necessary guidelines.

These benefits are provided through SCHRAG's "No Surprises" Technology Management Plan. For more details, contact David Schrag at 617-254-3432 or david@schrags.net.