Executive Guide to Withstanding an Economic Downturn

In times of economic uncertainty – and especially in an impending recession – business owners fear unexpected issues with regard to capital investments such as IT. We have addressed these problems and offer ways business executives can build capacity to withstand the unexpected and reinvent strategies as circumstances change.

Issue# 1: Budget Forecasting

When times are tough, business owners must think ahead to know how to plan for the future. Unexpected issues force the business owner to mobilize the limited resources they already have. Companies must build the capacity to expect the unexpected and continuously reinvent the business model and strategies.

How IT Compounds Budget Forecasting: IT has quietly assumed a larger portion of the corporate budget and has consequently become more integrated with the overall financial plan. Expensive IT investments can drain a budget. The volatile nature of IT, such as unexpected crashes, security threats and upgrades only increase budget uncertainty.

Issue # 2: Volatile Market Conditions

Great businesses aggressively position themselves ahead of the competition during economic downturns. They stay focused on the things they have control over, and respond proactively to the things they cannot control. Business owners must take advantage of and profit from changing dynamics in the marketplace.

How IT Compounds Changing Market Conditions: The conventional process of purchasing, installing, managing, protecting and supporting an onsite IT system has become a vicious cycle and runs contrary to management's role to reduce recurrent expenditures. With the volatility of the economic market, unpredictable IT purchases should be a last resort.

Issue# 3: Managing Risks and Liabilities

There is constant pressure to evaluate the level of risk and return on any investment. During these times of recession, declining sales compel management to reduce costs to protect the bottom line. However, in today's competitive market, owners must do so without harming growth potential, or putting the organization at risk.

How IT Compounds Risks and Liabilities: The more IT equipment, the greater the risk. Most organizations are forced to overinvest in IT to meet growing demand, thus increasing expenditures and the involved risk of IT maintenance and management.

Issue# 4: Rising Energy Costs

Rising energy prices have not only hurt the average consumer, it has also led to higher electric bills at the office. Office utility bills have led many businesses to seek creative alternatives to reduce energy costs.

How IT Compounds Rising Energy Costs: Powering, cooling, and operating PC's and servers is responsible for huge electric bills. Since humid and moist conditions can be detrimental to a computer system, office temperatures have to be set at cool levels to keep a server running. Gartner Research estimates that the electrical bill alone per server can cost $3,700 over four years.

Issue # 5: Employee Satisfaction

Tough business times are not only hard on management. Employee stress increases as productivity decreases. Furthermore, employees face their own issues with the rising cost of commuting. Management must build a strong culture based on flexibility and team collaboration.

How IT Compounds Employee Satisfaction: IT problems such as computer downtime to due server crashes or security issues only add to an already elevated stress level. Downtime only lessens employee productivity and thus lowers company productivity.

5 Key Assurances in Volatile Economic Times

IsUtility® enables business owners to reduce overhead and extraneous expenditures without compromising the long term goals of the organization.

1 Predictable IT Costs in Unpredictable Market

Since IsUtility® assumes virtually all capital IT and personnel costs, business owners need only to forecast for a consistent per user monthly fee. Rather than overinvest to meet demand, executives can deploy IT resources on-demand – as the market dictates. Owners can rest assured that they will pay only for the resources they use, and as headcount fluctuates, costs are adjusted accordingly. Management never has to worry about the costs of lengthy network downtime, because IsUtility® guarantees a 99.9% uptime or better.

IsUtility® Promise: Guaranteed 99.9%* Uptime by SLA

2 Adaptability to Changing Market Conditions

Business owners can deploy IsUtility®'s enterprise-level IT resources as they need them, thus breaking the cycle of recurrent IT expenditures and positioning the organization to adapt to evolving market conditions. This allows business owners to take a more proactive role in their IT and gives them the advantage to position themselves ahead of their competitors.

IsUtility® Promise: One Predictable Monthly IT Fee.

3 Transfer Risk of IT Ownership to IsUtility®

IsUtility® eliminates an organization's dependence on onsite systems by assuming the costs and risks of the entire IT lifecycle: hardware, backups, security and support. Liability no longer lies in the hands of management to purchase, manage and upgrade equipment. Executives can allow the organization to pursue growth opportunities without the risk of significant capital outlays.

IsUtility®'s Promise: Risks and Liability Lies With IsUtility® - *Not the Business Owner*

4 Reduce Energy Bills during Economic Inflation

While costs can be unpredictable - especially during economic hardships - IsUtility® helps companies reduce their electric bill by centralizing equipment and moving in-house IT to a safely monitored, disaster-proof data center. By centralizing computer equipment into a remote location, companies drastically reduce the office utility bill.

IsUtility®'s Promise: Lower Company Electric Bill by Moving Onsite IT to a Data Center*

5 Increase Employee Satisfaction during Economic Woes

IsUtility® has a proven system that allows employees to work from home while management can monitor activity. IsUtility®'s client-focused business model and familiar interface enables executives to clearly communicate the business benefits to members of the organization.

IsUtility®'s Promise: Proven Flexibility to Telework

*Based on standard IsUtility® package.