

# MAXIMUM...

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## MAXFACT #70

*“The first rule of any technology used in a business is that automation applied to an **efficient** operation will magnify the efficiency. The second rule is that automation applied to an **inefficient** operation will magnify the inefficiency.”*

– Bill Gates

Technology is not the “magic pill” in any business, but it is a valuable tool in nearly all businesses these days. From web commerce portals to social media marketing to internal workflow tools, the technology developments of our time can yield tremendous benefits.

**Make sure your company is taking time to determine how and where it can leverage these tools.**

If you have questions or comments about today's **Technology** message, please contact us at...

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Business Consulting, LLC  
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## ...TECHNOLOGY



As the economy experienced its major tailspin in 2009, many business owners reacted wisely to the situation. Their adjustments started with instituting expense controls, then reductions in inventory. Where necessary, it ended with employees being let go in record numbers. What a tough time...but that was then.

Now, we are witnessing positive momentum throughout many niches of our economy. Although trepidation continues within the business sector, most signs suggest that the worst has truly passed.

Many companies made cuts in their technology departments. Software efficiency improvements were postponed. Servers weren't replaced. Upgrades were cancelled pending “better times”.

Well, we are here. **So refocus on how you can harness technology to enhance your company, improve your efficiencies, and expand your reach into new areas.**

Don't get caught behind the curve. Lead the pack!

We invite you to share this memo with a friend or colleague. They'll be glad you did.

## Ponder This...

What one tech improvement must we make in 2010?