12 Costly Technology Lies Cleverly Disguised As Easy Do It Yourself Solutions
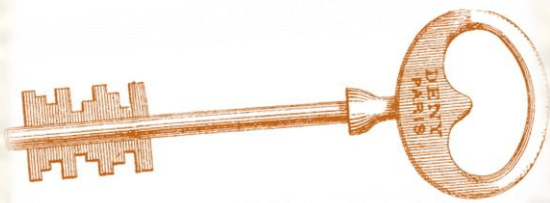
12. In online chat, the salesperson said it would do everything we need, plus things I didn't even know I wanted.

Every expert, from plumbers to attorneys to accountants, who get emergency phone calls, listens for the famous line:

"Then we thought, how hard can it be?"

Technology is the intersection of business process and operational information.

Do it correctly, it's a magical money making machine.

Do it badly, there is **NO GREATER SUFFERING** for your organization in a money over time comparison.

Information Systems Analysts are a special type of technologist who understand data and business process. <u>We make sure you don't suffer.</u>

11. Salesforce is the best thing right? We just went with that.

10. This is the only kind of technology we could find that does *[insert business need]*.

9. We can just offshore a custom development to Kiev It will be really fast, cheap and exactly what we want.

8. The integrations are just "one click". It says so right here. We pay the fee, enter the credentials from *[insert anything you keep company data in]* and then it just works.

When **DIY** becomes **OMG**, we can help.

empirebuilders.com ★ 800-599-0353

data, technology, process: *aligned*

7. Our web designer said this was the best *[insert any "not web design" technology]* for our company so we figured, they must know more than we do.
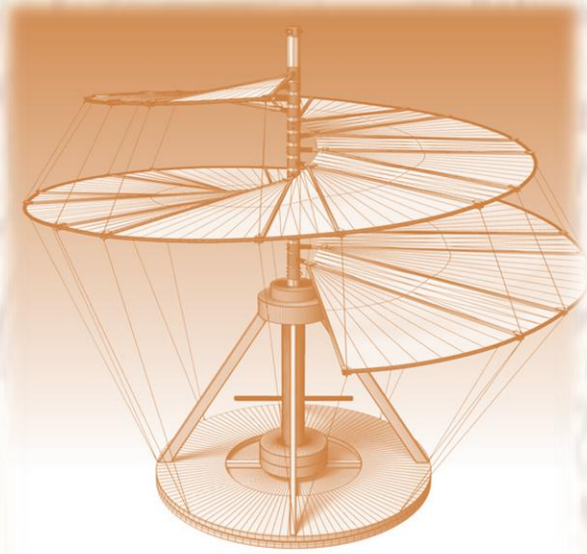
Wealthy People and Successful Companies share this strategy:

Seek <u>expertise</u> for decisions involving:

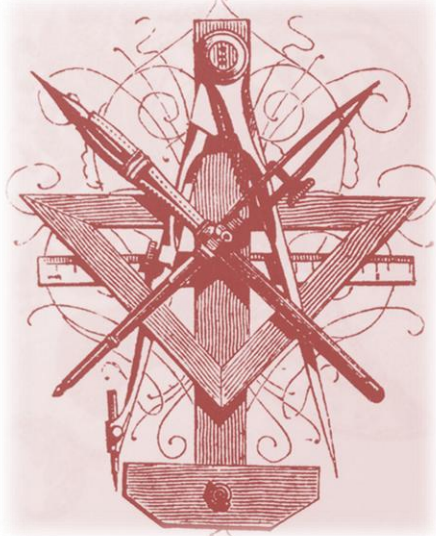- Large Value
- High Exposure
- Significant Change

PROCESS · DATA · TOOLS = SYSTEM

What is always a factor in these types of decisions?

Information and Labor

Technology is the bond between them.

6. Migrating data is just import and export, right?

5. The intern can set it all up for us, they've used it before.

4. How hard can it be? I watched the demo online.

3. My boss heard in her LinkedIn group *[insert technology here]* was good. The IT Helpdesk said it sounded fine.

2. We decided to allocate budget to other things and just find free tools.

And Most Expensive?

1. "*[Insert Tech Brand]* Certified Consultant " says he thinks *[insert any google result]* works to do *[insert business need outside of Tech Brand scope]* IF we upgrade our licenses AND buy configuration from him. Then it <u>SHOULD</u> work. I guess we'll try that.

Stop Gambling with Your Data
Get It Right The First Time.