**PROACTION**
Aligning IT with Business Imperatives

**REDUCING COST AND INCREASING PROFITABILITY IN YOUR BUSINESS?**

**IT SOLUTIONS FOR MID-MARKET BUSINESS**

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### THE OBJECTIVE

What are midmarket firms looking to accomplish and why they invest in IT solutions to reduce costs and increase profitability?

- **Realizing operating cost savings and increasing business efficiency**
- **Understanding cloud services**
- **Migrating to cloud services**
- **Reducing operational costs**
- **Improving operational efficiency**
- **Increasing business efficiency**

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### Midmarket firms: Reasons for reducing operating costs

**Education**
- Increased revenue
- Changing competitive environment
- Drop price of oil
- Absence of capital resources
- Managing business volatility

**Technology**
- Used to reduce costs
- Lower cost utilization
- Boosting technology advancements
- Training new employees or IT assets
- Better cost controls

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### THE PROCESSES: Where will midmarket firms focus to reduce cost and improve profitability?

- **People**
  - Midmarket firms that are able to align new solutions with people, processes and products will have more productive, progressive, and profitable business.

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### The Logical Layer and Physical Layers: What IT solutions are needed to support new market entry and on cost and profitability management strategies?

- **Logical Layer**
  - **Technology**
    - Application architecture
      - Application level
      - Database level
      - Collaboration level

- **Physical Layer**
  - **Technology**
    - Midmarket firms
      - Current cloud computing use
      - Seven technology areas that reduce costs

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**Source:** TDnC & Techsle, Inc. (Mid-market survey)

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### Key point considerations for cost control and improved midmarket profitability

- **People**
  - Midmarket firms that are able to align new solutions with people, processes and products will have more productive, progressive, and profitable business.

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### No single technology is sufficient – a basket of technologies is necessary

- **Use cloud for basic education**
  - 39% use cloud for basic education
- **Use cloud for basic education**
  - 42% use cloud for basic education
- **Use cloud for basic education**
  - 41% use cloud for basic education

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### BOTTOM LINE

- **Use cloud for basic education**
  - 39% use cloud for basic education
- **Use cloud for basic education**
  - 42% use cloud for basic education
- **Use cloud for basic education**
  - 41% use cloud for basic education

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**Midmarket firms:**

- **Current cloud computing use**
  - Seven technology areas that reduce costs

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**Source:** TDnC & Techsle, Inc. (Mid-market survey)