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Growing Your Business
with DMS
IT Consulting Services

About DMS

Founded 12 years ago, DMS provides strategic business IT consulting and management to Professional Firms worldwide. Over the past 12 years, we have expanded DMS to locations in New York and London as well as multiple datacenter locations across North America and Europe. DMS is a tight-knit team of business-oriented technology advisors who make it a priority to understand your unique business goals and have designed and managed technology of some of the world's most demanding firms.

Our teams at DMS specialize in business technology advising and management. Technology is as important to your company as to large, enterprise-level businesses. We deliver the same enterprise level IT consulting and management at a rate practical for your Professional Firm. Our specialized DMS Model is a proactive management plan that ensures you're investing in the most effective technology to support your business objectives and achieve optimal return on investment, without the overhead of an in-house IT staff.

We aren't your average IT company. We pride ourselves on our extensive business acumen and we deliver that knowledge to every client we partner with. We are consultants and advisors who want to help your business grow successfully. We provide added value by using business-driven technology solutions to assist in more strategic technology-related business decisions. By partnering with DMS, you'll spend less, operate more efficiently, and comply with regulations necessary for your business.



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How to Grow a Business with DMS Consulting Services

So the time has come where you are no longer satisfied with the status quo. You're ready to expand your business. Maybe it's adding another location, or maybe it's just moving into a bigger office; regardless, it's time to grow! But how? You go get a bigger (or new) office. You hire more employees. You up your productivity. However, you cannot grow without also growing your technology. Luckily, DMS is here to give you some ideas on how to grow a business with our consulting services. For instance, have you considered the following four technologies when planning your business growth?

Data Management & Analytics

Back in the day, data was only for larger enterprises. Small businesses just did not see the amount of traffic coming through to see a need to data management. However, how do you grow your business effectively if you have no insight into what your business thrives on? Data management and analytics can provide the information you need to develop better marketing strategies (or nix the ones that aren't working) and increase customer retention, prospect targeting, and improve customer experience. Gain visibility over your company's data to find out how to grow a business effectively.



How to Grow a Business Through the Internet of Things

The Internet of Things (IoT) is the future of businesses everywhere. Connecting several devices to the Internet is opening doors previously closed, not only saving you money, but also offering greater intelligence and streamlining the efficiency and effectiveness of your operations. Because of the recent wave of technology innovations, the IoT can integrate into devices that are used to monitor your business processes like proactive maintenance, inventory management, and pricing optimization.

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Hosted VoIP

As a main portion of the IoT, VoIP is quickly becoming a must-have for growing businesses. Businesses using a hosted VoIP solution gains an advantage over their competitors, cutting operating costs and improving remote flexibility for their workforce. Businesses no longer have to worry about owning a fax machine or other devices, since calls, faxes, and video are all transferred as data over the Internet. Unlike regular office phones, VoIP offers advanced functions including simultaneous ring options and is frequently updated as to never be outdated.

By having a hosted VoIP solution, you're able to plan and maintain your budget, since the solution rarely needs maintenance and is billed at a monthly rate.

Workflow Automation

This technology is something you need to be particularly careful with. Many consumers are used to dealing with automation in businesses: automated customer services, automated checkout, among other automations. It's important that you provide your clients with just the right amount of automation to be efficient yet not enough to drive them into the arms of your competitors. Workflow automation helps find that sweet spot. It allows your company to automate some of the redundant manual processes while maintaining your connections with clients.

DMS Can Help You Understand Exactly What Technology You Need to Grow

By providing technology such as Mobile Device Management and Cloud, DMS is able to meet with your company to gain insight on how you want your business to grow and make recommendations on how to best go about achieving your goal. Their expert IT Consultants are able to fit your business with the right technology to optimize business growth, from conception to implementation to management. And instead of focusing on your technology, you're able to leave everything to DMS and direct all your focus on how to grow a business quickly. For more information on how you can grow your business with DMS, contact them today. |

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Develop a Plan with Business Strategy Consulting

The most important aspect of business growth is having an IT-Business strategy that aligns with the overall needs and goals of your company. Fortunately, the team at DMS is highly skilled in providing business strategy consulting in order to align your business functions and your technology to allow your company to embrace growth.

So, What is an IT Business Strategy?

IT business strategy, in simple terms, is the communication and correspondence between the business objectives and IT requirements of a company. Unfortunately for many companies, business executives and IT managers tend to work separately, with IT departments focused on the technology and business executives focusing on the sales. Because these two things usually contradict each other, a large number of companies struggle with keeping their IT and business objectives aligned. History has proven that the alignment between the two, along with continued, on-going maintenance, is crucial for the overall success of a business. However, both parties must be entwined to achieve the alignment needed for true success. Maintaining IT and business objective alignment involves optimizing the



communication between a company's IT department overseeing technical operations and the executives making all the business decisions to implement flexible business plans and designing cost effective IT architecture in order to provide the greatest return on investment (ROI). A good way to achieve this communication is having both departments sit down and formulate an IT business strategy.

What is Involved in an IT Business Strategy?

This is where DMS can step in and help your company out significantly. By learning the unique needs of your business, DMS uses business strategy consulting to design a technology roadmap to give you a detailed plan on how you can achieve success in your business objectives through the use of strategic technology solutions. Instead of focusing on your business's short term needs, DMS aims our sights on your long term goals in order to create your strategic IT roadmap. We design your roadmap to help your technology work around your business strategy, instead of working your business strategy around your technology.

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The roadmap outlines exactly how your technology will support your business strategy and drive your company goals over a set number of time. Included in the roadmap is

- A strategy statement listing the strategic business priorities
- A timeline of projects and initiatives with approximate start and end dates, length of time to complete, and size of project
- A prioritized list of improvements and opportunities that is refreshed periodically
- High-level justifications for every project with more detail outlining the immediate projects planned
- An estimated cost and time allotment for every project with the more immediate projects being more specific and reasonably accurate
- An assigned manager for every project

Benefits Your Business Will Gain from IT Business Strategy Consulting

When you have a clear roadmap of just how your technology is to enhance your business, you're ready to start experiencing the benefits that come from IT business strategy consulting. With the right technology working around your business goals you'll see benefits in

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- **Product Development** – Your products will be able to reach your market much faster with the correct technology implemented within your organization. You'll also be able to keep up with your clients ever changing demands, allowing you to expand quicker and stay on top of market trends as necessary.
- **Stakeholder Integration** – If you're a public company, you know the importance of keeping your stakeholders informed. Customer service can access relevant information from anywhere in the world with 24/7 global connectivity. This technology is beneficial to keeping your investors, research analysts, and market participants up to date.
- **Process Improvement** – If your IT roadmap includes automating some of your manual processes, you'll instantly see benefits in the form of higher productivity and efficiency of your employees.
- **Cost Efficiencies** – Because many of our services are provided at a fixed rate, you'll cut your IT costs significantly, turning many capital expenses into operational expenses. Not to mention the money our proactive IT management

will save you on technology repairs, maintenance, and unnecessary downtime.

- **Competitive Advantages** – With the latest technology, you are able to go to market much faster and stay on top of innovations in your industry to retain your spot in the market place.
- **Business Globalization** – Having the right technology will help your business expand much easier. You'll experience the financial savings that will allow you to grow locally and eventually internationally, if you so choose. Without the proper IT, benefits crucial to business growth such as mobility are not easily achieved and can halt your overall growth.

Use DMS for Your IT Business Strategy Consulting

When you partner with DMS for your IT business strategy consulting needs, you get expert consultants with years of experience in running and growing businesses like yours. They'll become your trusted advisors by analyzing your business model with a fine tooth comb to ensure your IT roadmap is completely aligned with your business objectives. Let us help align your technology with how your business should work, and get you experiencing its benefits sooner.

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Process Improvement Consulting Helps Shore Up Your Workflow

Every business owner dreams of running a more efficient business. We all want to make more sales, complete more projects, and increase our bottom line. When you bring DMS in to handle your process improvement consulting services, you're able to achieve all those goals and then some.

How to Know if You'll Benefit from Process Improvement Consulting

There are several businesses that are fairly efficient on their own. However, if you're like the majority of small to medium sized businesses, you could stand to gain from utilizing process improvement consulting services. So what can process improvement consulting do for you? A process improvement consultant takes a look at your entire business – strategies and all – and formulates a plan on how to improve its day-to-day operations and functions. Process improvement consulting helps businesses pinpoint problem areas within your organization and develop practical solutions and changes in order to improve the organizations overall operations. However, you should practice caution when deciding which



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process improvement consulting company to use when trying to better your business. Some consultants force changes to areas in your organization that may not need improvements or implement improvements in the wrong areas, ignoring the ones that need it the most.

The Best Consultants Recommend Continuous Process Improvement

Just like in everyday life, your business priorities constantly change. These priorities directly relate to which processes are important at a given time. Over time, leaders come and go, the economy grows and recesses, you may go through a merger, or feel some pressure from your investors. All of these changes can affect your process improvement plan. Good process improvement consultants should meet with your leadership team regularly to make strategic adjustments to your plan to accommodate these changes and help support your staff in adjusting to the new processes.

How DMS Process Improvement Consulting Helps with Your Workflow

Many process improvement plans take a look at which processes are inefficient or cumbersome for the business and create solutions designed to automate those processes and improve productivity. The consultants at DMS are skilled in figuring out which processes can – and need to be – improved in order for your business to run at its most effective. Sitting down with us to discuss your processes and business strategy can greatly benefit your company by exposing the weaker areas that you may not know about and providing solutions on how to best go about strengthening them. Isn't it about time your business grows in efficiency as well as in size? We think so. Let us help.

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Keep Your Business Alive with Cyber Security Consulting

A large concern for businesses all over the world is cyber security. Businesses are underutilizing cyber security consulting with the thoughts of, “I won’t get hacked.” Unfortunately, these are the same companies who experience massive data breaches that cause millions of dollars of lost revenue and destroys customer trust.

New Cyber Security Threats Facing Businesses

Every day, criminals are coming out with new ways to hack into your network and steal your data. According to a publication by CIO, there are a number of unique new cyber threats facing CIOs and CISOs this year. Here are a few that you may not have even thought about that can severely affect your business.

- **Mobile payment and other non-traditional payment system hacks** – As more sites are becoming mobile responsive, shoppers are using their smartphones and tablet devices to make purchases more frequently. Banks



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are adopting online banking systems as well, making mobile banking transactions commonplace. Applications such as Apple Pay and Google Wallet are becoming very attractive to malware developers looking to lift funds from unsuspecting victims.

- **Out-of-date licenses** – Hackers are targeting “open source vulnerabilities,” or vulnerabilities affecting license-free software, to make attacks on the businesses utilizing them. Hackers are also starting to target end-of-life software and new applications build on old, outdated code as well. Many organizations are opting not to migrate to newer technology for fear of losing functionality.
- **Phishing pitfalls in top level domains** – Cyber criminals are starting to turn to social media, emails, and other communication tools to target their victims. They create malicious websites using certain top level domains in order to steer users into giving up their private information. Because these domains are open for anyone to register, they are significantly harder to protect organizations networks against phishing attempts.

Keep Your Company Protected Through Cyber Security Consulting

By working with DMS cyber security consulting services, you're able to gain valuable insight on where your networks gaps are and the impact a breach would have on your business. We'll work with you to devise solutions to tighten your security up to help reduce the risks of having your infrastructure attacked by malicious criminals. We're also able to manage your security for you, catching possible intrusions and working proactively to isolate the attack. So instead of leaving your company open to data theft, allow DMS to consult your business on how to best enhance your cyber security.

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