



# Productivity Needs to be a Key Driver for Technology Decisions

Gary David Smith



**Gary David Smith**  
Co-founder  
Prism Solutions

## Biography

*Gary David Smith is an IT entrepreneur and Co-founder of Prism Solutions ([www.prism.uk.com](http://www.prism.uk.com)). Since its formation in 2001, the Prism team – led by Gary David Smith and Richard Alexander – have worked hard to build an enviable reputation as one of the UK's premier outsourced Managed Service IT Providers.*

*Specializing in the small to medium-sized business market, Prism prides itself on being able to support a broad range of businesses, users, technologies and locations with flexibility and professionalism.*

*Innovation has always been part of the fabric of the business as early adopters and implementers of technology within the business community through to an award winning CSR strategy.*

**Keywords** Cloud, Productivity, Outsourcing, Bring Your Own Devices (BYOD), Collaboration  
**Paper type** Research

## Abstract

*It might have flashing lights, be carbon neutral and look just like a piece of designer furniture, but if your office state-of-the-art tech does absolutely nothing for your company's productivity, it will be all for nothing.*

## Introduction

There are ever more fast tech tools launching into the marketplace that enable you to dramatically increase your team's productivity, something that is driving client activity at Prism – and these productivity solutions needn't cost an arm and a leg.

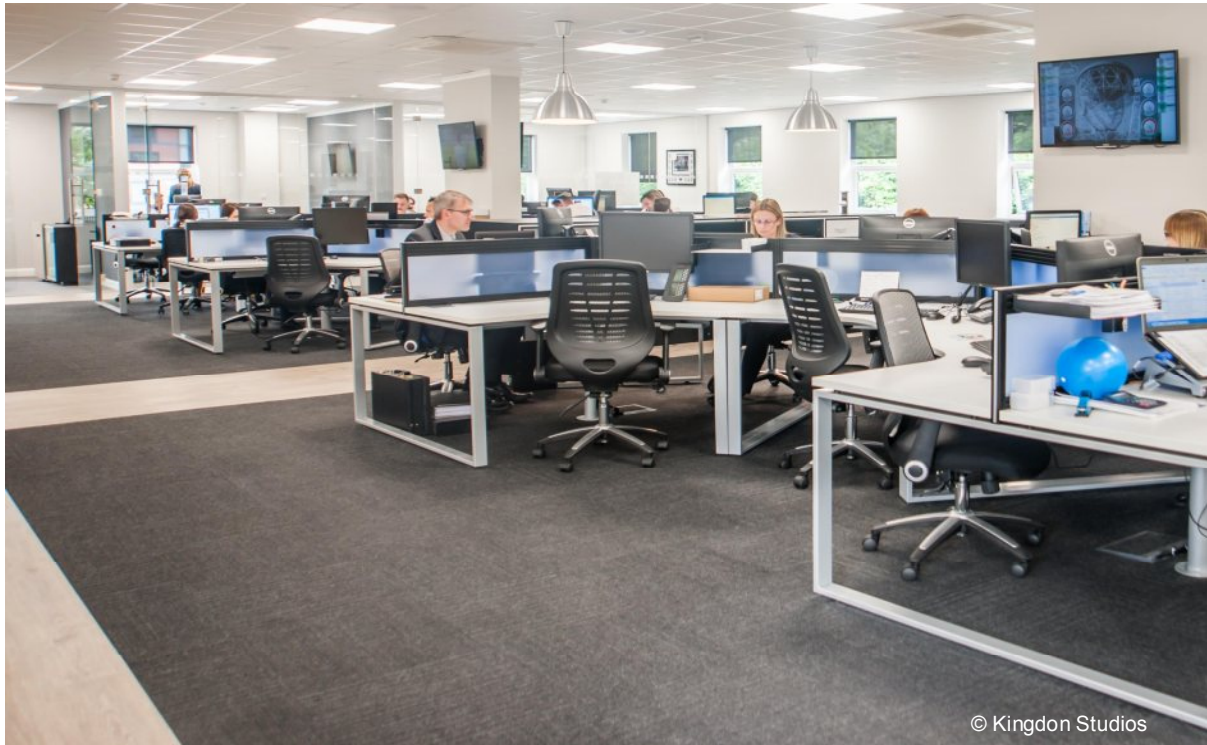
Custom Cloud based collaboration tools are bringing it all together for companies seamlessly uniting office bound workers with field staff. Not only do Cloud solutions increase the life span of older desktop computers when all the data and operating system resides in cloud, but it they also allow people to “Bring-your-own-device” (BYOD). That means employees can plug-and-play with their own computers, phones or tablets for work. In fact, surveys show that employees are 50% more likely to be productive using their own devices.

Cloud based platforms allow for a pick n' mix of either a phone call, an instant message, a conference session or video chat further boosting productivity with a single solution to communications for both office and field staff, but also linking in customers to key conversations.



---

*Technology and Innovation*



© Kingdon Studios

### **Productivity breeds confidence**

From productivity comes confidence. The Productivity Leadership Group (PLG) is a new business-led organization backed by the UK Government to increase productivity amongst businesses. They found that if all businesses were able to improve their productivity to match the companies ranked 10% above them, an additional £130 billion Gross Value Added (GVA) would be unlocked every single year – a massive boost to business confidence<sup>1</sup>.

This is backed up by analysis undertaken by McKinsey that shows that whilst the UK has many well-run businesses, the country also has a long tail of businesses whose productivity is below what is expected of similar companies. This problem is seen across the spectrum: in small, medium and large businesses, and in all sectors of the economy<sup>2</sup>.

Therefore, boosting productivity is a critically important national priority and is central to delivering a healthy economy, higher wages, and greater competitiveness, and increasing productivity is one of the key economic challenges of our time.

Getting organised is also given a boost with new Cloud based productivity tools. Customer Relationship Management systems (CRM) let your sales team save time by keeping track of prospects in one virtual location – whether staff are office bound or in the field. While organisational tools are a fantastic boon for businesses allowing on-the-road employees to keep track of their hours, expenses and mileage in one place.



It is vital for all businesses to work out their 'pain points' in terms of harnessing technology for better productivity. A good Managed Service Provider (MSP) like Prism, will take the time to understand your business, current and future plans and identify how it can best be achieved.



### **Planning for the future**

Where are your company's greatest productivity challenges? For instance, sluggish connectivity can slow down even the most eager, productive employees.

Outsourcing your IT is an important aspect of the Future highly productive office. Anything outside your immediate scope of expertise can be outsourced to improve productivity. IT experts such as Prism step in and let you carry on doing what you are best at without costly downtime.

Establishing a long-term plan is fundamental. Some businesses refer to this as a roadmap. I like to call it evolution.

A plan must always be put in place to constantly update hardware and software on a regular basis before it slows you down. Always stay ahead of the ever-changing game and always adapt.

#### **Reference**

- 1 Based on research undertaken by McKinsey & Company
- 2 Based on research undertaken by McKinsey & Company