

NthaCloud Executive Guide

Addressing Shortages in Top Technology Talent

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It is time to rethink your technology strategy.



How you can be confident that your company will not lay victim to current and upcoming technology staffing shortages.

How top growth company leaders are getting ahead of the technology curve once and for all by upgrading their overall technology strategy and replacing their dated system hardware for the very last time.

How to provide a proper and cost effective solution to your workforce so that they can focus on profitability while empowering your leadership team to maximize performance based on powerful reporting tools and data access.

It's time to leverage the cost savings and security aspects of private cloud computing based on advancements in cloud technology and by using an all inclusive, fixed cost per user pricing model.

How to address commonly raised objections (myths) about cloud computing . . . these myths are circulated by those benefiting from an outdated technology strategy.

Technology Labor Shortages are Eminent.

In many top labor markets throughout the country, there is actually a negative jobless rate for technology. This means that there are many jobs that go unfilled because there are not enough qualified candidates. Colorado's business climate is headed upward due to highly anticipated growth, and your current technology staff has many choices to consider regarding employment opportunities. Most likely, they will have even more employment choices in the future. Consider the following based on 4th quarter 2018 labor statistics:

Colorado's unemployment rate is 2.80%

Colorado tech unemployment rate is 1.36%

In essence, this overabundance of jobs, with not nearly enough qualified candidates, could mean that your technology staff can hold you hostage for more money, for time off, or to negotiate with you while considering other employment offers from your competitors. Even if you have an outsourced firm, many traditional IT consulting firms report that staffing is their toughest business challenge.

As your business thrives, you become more reliant on your technology staff to keep your systems current, secure, and performing. This reliance is based on a dated technology strategy that most IT departments still use. You are also faced with recurrent system upgrades that, based on history, always seem to go over budget. Many CFO's struggle with unpredictable technology costs that are difficult to forecast. Therefore, concern is warranted about the future costs of technology, since staffing shortages are either at hand or looming.

Another consideration is your vulnerability based on your outdated technology strategy. Unbelievably, many business owners do not have direct access to their system at the highest security levels. In many organizations there is one person that has administrative access. What could happen if this keyholder did not show up to work one day? Being totally dependent on one person in charge of technology contains substantial risk. Most business owners have safeguards in place regarding their accounting, banking and financial matters. Therefore, you should have the same accountability measures in place for your system security.

What can you do to strengthen your position?

How can you manage your technology overhead while providing the best technology tools to your employees?

Before looking at a viable solution, you should assess your current technology strategy and how it has evolved.

After having reviewed the technology strategy for many great companies, we have seen the common practice of deploying an outdated technology strategy based on fifteen year old thought leadership. In the past, well meaning IT specialists cobbled together different vendors, hardware, software, security solutions, email solutions, backups, disaster recovery and other needed items to build a safe and functional system.

When a need arose, a solution was grafted into your system to address changing security concerns, storage issues, or processing speed. Today, these systems have evolved over time into diverse components that were not intended to handle modern processing requirements. The past solution of grafting more components into your system has increased your need for more hardware, more storage, and more upgrade projects. You also pay handsomely to maintain these system components, which favors those who still advocate this archaic strategy. Incidentally, this same outdated technology strategy intensifies and creates more security vulnerabilities.

Your technology staff is constantly telling those who listen that they are working on security issues, email filters, SPAM issues, printing problems, or any of a long list of issues occurring daily. These issues are addressed per your company's existing procedures. When IT issues arise, your technology team addresses them by research or contacting vendors and sub vendors that work on items such as anti-virus software issues, offsite backup, remote access tools, internet service, applications, scanners, printers and other technology issues.

Ask anyone in technology, and they list all types of concerns and items that need attention. They can tell you all kinds of dire issues that they save you from. Do you ever wonder what your work life could be like if you truly never have to worry about SPAM filters and email box size limits again? By the way, do you have to worry about these types of granular issues with your smartphone? Do you agonize over storage limits and software updates on your child's smartphone? Of course not. So, why can you not have the same level of service for your business technology? Why does it have to be so overly complex, and why are there so many disjointed services used? There is a much better way to address your technology needs for your business. Many great company leaders have asked these same questions and have reevaluated their overall technology strategy.

Take a minute to think about your smartphone.

Your smartphone is, in essence, a cloud computer that you purchase using a per user utility pricing model. Your monthly billing typically includes the hardware, software, and ongoing support. Now if you were to use the dated IT strategy mentioned above for your smartphone, it would require system updates, anti-virus software, more hardware for storage and periodic maintenance. You would endure outages for system maintenance. You would receive random bills from your provider to address all of these necessary services. However, the smartphone providers decided it was time to devise a better service model for their customers.

While you were paying for firewall licenses, upgrading switches and other technology details, your smartphone service provider adopted a new technology strategy that leverages cloud computing technology to provide a powerful user experience. They have created a great product and service that is based on a monthly pricing utility model. Their job is to provide a safe and powerful tool for people to communicate. They have simplified the user experience and have enabled their customers to communicate while not being subjected to the operational details in the background. You can have this same powerful experience for your business computing needs. It really is time to rethink your technology strategy.

It's time to rethink your IT strategy.

Strategically, what value do granular IT challenges contribute to your bottom line? Why are you paying for staff to find out about patching software intervals and server updates for Microsoft when all of these details can be outsourced and automated for a much lower price. Your technical staff can most likely give you lists of all the technical tasks and projects underway. Do they have a handle on the most cost effective ways to accomplish these tasks? Are they reliant on a subvendor that tells them what to purchase? Does your business really get any revenue producing value out of these conversations?

This intense level of detail, based on an outdated technology strategy, is no longer a core business requirement.

All of the necessary technology tasks can be managed in a more cost effective fashion. So it's really time to reevaluate and rethink your IT strategy. It's time to educate yourself on a better solution.

Another vital factor to consider is the impact that your current technology strategy has on the rest of your employees. When everything does work (which should be most of the time), what is your technology staff doing? If they are always behind and problems persist, then you clearly have a failed strategy in place. Keep in mind that your car works with precision 99% of the time. That is what it is supposed to do. You do not needlessly employ a mechanic to wait until your car breaks. Your business IT systems should be dependable and reliable. Your employees should be almost unaware of technology issues at your firm.

Operational IT issues should be nonexistent.

In many organizations, there is a wide disconnect between company leadership and the employees when it comes to technology. A recent study of over 14,000 workers revealed that while about 90% of the c level executives believed that their technology suite was fine, only about half of their employees agreed. Dedicated employees want to have reliable and dependable technology so that they can be productive and feel good about their work product. Otherwise, they become frustrated when they have to wait on technology upgrades or properly working equipment from their employer.

Do your employees receive excellent service from your technology staff?

Do employees have to wait more than an hour for a solution? Over 80 % of user issues can be addressed within a few minutes. Do they view their workplace technology as a reliable tool for them to excel in their core job duties? Do those who need remote access and access to applications and critical information have a proper environment for them to succeed? The answer should be a resounding yes. Many times we see a dated IT strategy where employees have to wait days for tickets to be addressed, and they have less than reliable remote tools. We also see many backup tools and storage devices that are no longer working. It's a bad time to find out that the backup quit working a month ago (... or longer) when a key employee needs recovery from your backup solution. With today's technology, backups and many other functions should be automated. These granular details are no longer an issue once the right strategy is in place.

**Today's Top Company leaders want to accomplish
more with less overhead.**

**Getting ahead of your competition means having the freedom to focus
on essential business processes and especially profit centers.**

What could you do if you no longer had to worry about backup solutions or technology compliance audits? How focussed could your employees be on their priorities if they were not begging your IT technician to fix their printer next? How much further could you progress if you were using technology to create reports and manage your employees more effectively? Becoming free from trite technology details could empower you and your team to move forward with expansion and higher profitability. Isn't that the point?

**How wonderful would it be to never have to buy another
server, workstation, or IT upgrade project ever again?**

We all agree that productive business leaders are always searching for ways to become more profitable and lower their operating overhead. They want to provide the best tools possible to their employees so that they can be productive and profitable in their work life. What do employees expect from their company to be productive? They expect technology that works in a dependable and current fashion. Waiting on technology upgrades is demeaning and can get frustrating. Experiencing delays causes employees to zone out. By relying on an outdated technology strategy you do not have the tools in place to enable employees to excel in their roles. A proper technology strategy should provide reporting tools and data access that can propel your team way above the competition.

**Your ability to attract and retain great people is reliant on your ability to respect them. Do
you respect your employees by providing world class technology tools for their success?**

**There is a better solution with premium performance and cost savings
- featuring a fixed cost and a scalable solution.**

It's time to deploy a modern technology strategy. It does require a change in direction. At first glance, many company leaders are concerned with several issues. Keep in mind that these objections are raised by those who are still reliant on an outdated technology strategy. Perhaps they may not be interested in a strategic change. Such a change will positively impact their daily world the most.

Commonplace objections (cloud technology myths) are:

1) *“Our proprietary software will not work on a cloud server.”* Actually, it will. Today your applications and data reside on a server in your server closet. Your data will reside on a different server dedicated to you that resides in a safe and secure data center. This data center has multiple internet sources and electrical power backups. It has a much higher level of security and redundancy than is economically feasible for you to provide. Rather than taking my word for it, my sincere recommendation is for you to tour our data center and you will become a raving fan when you see it for yourself. This no obligation tour will enable you to see firsthand where your data resides and why it is so much safer. You will meet our team of technology talent and see why you are hiring an amazing IT department at a wholesale price.

2) *“We will lose access to our data.”* Actually you will have more access to your data and systems. Our platform offers you around the clock access to reports and new technology resources that you currently do not have on your current premise based server. You also have the ability to grant access to those on your team needing access to data or applications. You have the ability to govern and limit access to your users as you deem appropriate. This is probably not something that you can do today without going through your technology staff.

3) *“If we lose internet service, then we are in big trouble.”* You are also in big trouble if you lose internet service to your current server. Many of its features will not work without internet service. Moving your systems to a secure data center that has multiple internet sources and power backups gives you peace of mind that if an internet or power outage occurs you will have backup internet sources available to keep access to your data. This is another reason why I recommend an onsite tour of our facility. After touring our facility you will be amazed at all the safeguards and backups that are in place. It would be very difficult and expensive for your premise based system to match this level of security and reliability.

4) *“Everything will run slower based on slower internet connections.”* We monitor your systems and internet service. As a matter of fact, we include your internet service management in our platform. We will take responsibility for you having proper bandwidth and firewall management. This is part of our “no finger pointing allowed” policy among vendors. We deliver daily results and not excuses. We will provide and manage your internet, printers, switches, firewall, wireless, and security for all of your users and facilities. All included.

5) *“Our software vendors will not have access to our data.”* We can open access to your software vendors. Software vendors and other consultants can be granted access based on your permissions to be able to work on your system and data sets. Our team will provide support to make sure they are able to work successfully in your environment.

6) *“We will lose control, and security will be out of our hands.”* Part of the issue we see with dated IT strategy is that you really have limited control and access today because you have to go through your IT staff for total access. Most likely there are a limited number of people who really know the entire layout of your system. They also know the vulnerabilities and perhaps even have backdoor access. With our updated cloud technology, you have the ability to limit access to anyone on your team you designate. What about insider threats? Does someone have the ability today to hold you hostage or manipulate your users because of their administrative system access? Technology auditors praise our system architecture for the security features and built in safeguards that disallow insider threats and address compliance concerns.

7) *“We have power users that use high resource applications.”* We support many companies with designated power users such as engineers, architects and design professionals. Our powerful platform can provide an optimal user experience for users with high storage and processing requirements. Many such users are thrilled at the enhanced processing and remote access features gained by moving to our [CAD in the Cloud](#) platform.

8) *“The migration or cutover process will be painful.”* We have successfully migrated and even transformed many great companies to our secure platform. We start with an in depth assessment of your current technology architecture. Next, we assess all of your current needs and priorities for your system, and then we plan for a proper migration and cutover. Our team of project engineers work out a detailed game plan that we execute on a convenient weekend. Upon completion, our team will be at your facility to make sure your system is working according to plan, so that your migration experience is as seamless and non disruptive as possible. Our around-the-clock support team is monitoring your system and proactively addressing your support needs.

By adopting a current and proper technology strategy what will you gain?

... Enter NthaCloud.

We provide a unified technology solution that includes all hardware, software, and unlimited support for your company's technology needs for a fixed per user price. We integrate your current software applications (even proprietary), email, internet service, remote access tools, and specialty user needs into one comprehensive solution. Your data and applications reside at our private data center where you can inspect your dedicated servers. You will be assigned a dedicated server which you can see for yourself. We provide compliance requirement assistance and manage future software upgrades for your particular applications. At NthaCloud we partner with Avatara CompleteCloud to provide a comprehensive technology solution. We integrate cloud computing resources with onsite personnel when appropriate. Whether you require on site or remote support we have your system needs covered.

We take care of all the backups, SPAM filtering, software updates, and proprietary needs for your system to perform properly. It's all included in your fixed per user price. You will never have to buy another workstation, operating software license, or server again. You also will not receive any of those mystery technology invoices again. You will receive peace of mind and relief because your new IT strategy is scalable on a per user basis. You will not have to worry about storage issues and technology capacity issues because of rapid growth. You will be free to focus on how you will prioritize your resources because you will no longer be concerned with granular technology issues. You will have a predictable pricing model that you can rely on for future growth and capital expenditure forecasting.

We have seen many of our new clients be unleashed to pursue other business priorities like expansion, opening other offices with precision, and the ability to predict their technology costs.

You and your leadership team will have new access to reporting tools and expanded capability to access your data. You will be unleashed to focus on using your system capabilities as never before.

Today's best technology strategy is to bypass your reliance on dated infrastructure, and move your technology suite to a safe and secure data center where all support, hardware, operating software, and internet service is unified into one vendor. All of those granular IT details are no longer an issue for you. They are all coordinated, managed, and updated by NthaCloud with absolutely no finger pointing allowed.

This support model provides you around-the-clock unlimited support, houses your applications, allows safe remote access to your employees as you designate, and provides complete control back to you. Your system components are monitored and maintained on a granular level which all occurs behind the scenes.

Some of the issues that executives raise are typically planted by their current IT employees which are using a dated technology strategy. They raise concerns about placing your data in a data center. Actually, there is so much more security in our data center than your server closet will ever have. Most IT employees are the only ones who really hold all the access to a complete system. By rethinking your IT strategy, your data becomes more secure, not only externally, but also internally with new internal safeguards to prohibit any insider threats. To learn more about security, [Click here for our free Managed Security Ebook.](#)

In closing, I would like to share with you the very best feature of our private cloud technology platform and it has little to do with technology.

There are many direct benefits of getting ahead of the technology curve and adopting a proper technology strategy that supports your business going forward. This strategy reduces your dependency on upcoming technology labor shortages and security issues. This strategy also provides a predictable pricing model that encompasses all support, hardware, and software needs. It gives you the ability to expand your operations with precision, and it alleviates your reliance on aging hardware and other limitations. You are also equipping your company's workforce with the best technology tools for your employees to excel in their job responsibilities.

However, the very best feature of moving your technology to NthaCloud is a byproduct that occurs well after your new technology strategy is in place. After migrating to this system, our clients have been able to renew their focus and energy on expansion and new profitability centers. With their enhanced access to data and reporting, executives have been able to devote their valuable resources, processes, and time to new business development while soaring way above their competitors. They no longer have to discuss the mundane technology details that previously devoured their time and resources. It's time to rethink your technology strategy.

Another promising consideration of using private cloud technology.

Adopting NthaCloud is environmentally friendly. Our solution creates considerably less landfill by maximizing hardware efficiencies at the workstation and server levels. You will not have to maintain on site cooling systems for your server closet which will save on your office power costs, especially over time. Our data center has received numerous awards for energy efficiency for engineering design and cooling efficiency. Not only does this save you money but it is also earth friendly. This feature is another reason why I recommend that you plan a visit to our data center to see for yourself why our solution is the best technology strategy for your company on many levels, including our environment. Please review our [Case Studies](#) to see real world examples about how our platform can transform your technology.

About Kevin Wiederhold, Executive Director, NthaCloud

Kevin has an extensive background working with companies to help revolutionize and vastly improve their internal technology strategies. Not only by implementing cost saving strategies which are always welcome, but by listening to client needs first and foremost. Once he gathers the client priorities, he helps them formulate a strategy that delivers lasting results and truly solves the daily challenges evident by the client's dated technology strategy. Kevin stays in contact and assists with implementation and provides effective change management when needed.

Post implementation, Kevin helps leadership teams refocus their business priorities by showing business leaders how they can tap into their data to use reporting and leverage their systems to develop new business opportunities and enhance workforce relations and productivity. Kevin has worked in industries related to oil and gas exploration, legal, architectural, and manufacturing. Kevin is a graduate of Baylor University and resides in Denver, Colorado.

Contact Kevin today for a no obligation assessment. (303) 565-7261

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