

information design

Turning Your Information into Profitable Assets

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{Top 10 Pitfalls to Avoid with IT Solutions}

Top 10 Pitfalls to Avoid with IT Solutions

Statistics show that CRM's and other database software have extremely high implementation failure rates*. Before you begin shopping for a solution to implement technology in your business, take a step back and ask yourself these questions. Getting the right answers will save you countless hours and money.

1. Will it really make me money?

Hiring someone at \$10 an hour to do data entry a couple of hours a week can be cheaper than getting software that will allow you to enter data just once. Spend the time to measure the potential financial impact of implementing new technology in your business.

2. Will it really save me time?

Software will only exacerbate inefficiencies in your processes. It is important to measure the time spent in your current processes and then look for the bottlenecks before implementing new software.

3. If you are creating a custom solution or going for an "off-the-shelf" solution, can you modify the software yourself? Will you handcuff yourself to IT support indefinitely?

Software of the future has arrived. The software itself should allow you to be able to drastically modify your processes. Anything else will require continued dependence on IT support and/or purchasing regular software upgrades.

4. Will it integrate with my existing processes or am I going to have to learn something new, hoping that somehow it will improve my processes?

If your processes are already optimized, then obviously you don't want software to alter them. If your processes are not optimized, then again, software will only exacerbate inefficiencies in your processes, resulting in "work-arounds" and failed implementation.

5. Who is going to implement a software purchase? Who is going to train? How much extra does it cost? What will it cost to support this down the road?

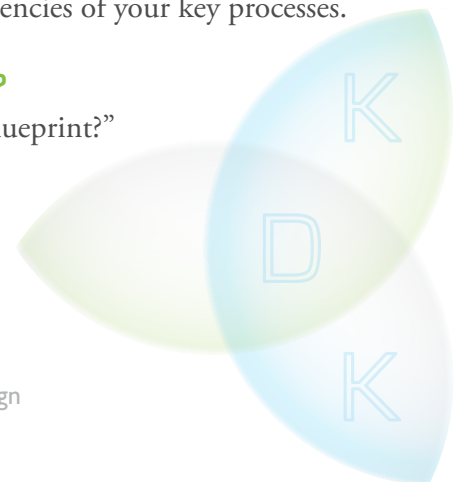
If you pay for software training, you will likely receive either inadequate training or you'll be trained on features you will not use because they do not integrate with your processes. Both are a waste and both result in implementation failure.

6. Will it give real-time and flexible reporting on your business process queues or will it end up as a digital junk drawer?

Asking for customized reports from you computer is no longer good enough. Today, software should be alerting you on bottlenecks, marketing results, profitability, and the inefficiencies of your key processes.

7. How well will the software provider really know your business?

Ask them, "Are you really going to try to improve my business without a blueprint?"



8. When you shop for a software solution, will you have to purchase expensive hardware and additional software to run your solution?

Most custom software will only run on specific hardware and operating systems. Usually software upgrades also require hardware upgrades. Don't overlook these hidden costs.

9. Can I use this software on my phone or away from the office without paying an arm and a leg?

There are many advantages and several disadvantages to subscribing to a web-based solution. Be wary of web-based software that requires you to house your data with them. They could hold you hostage if you ever wanted to change providers or give you back your data in an unintelligible form.

10. What is the implementation success rate of their clients and how did it make them more profitable (the client, that is, not the software vendor)?

Statistics compiled by interviews with business owners and managers show that CRM's and other database software have extremely high failure rates[†]. Will your software vendor care enough to provide you with unambiguous evidence that implementing their solution will succeed and make you more profitable?

KDK Information Design is committed to making your business more profitable by putting your processes first and “doing it right” the first time.

* http://articles.techrepublic.com.com/5100-10878_11-5034681.html

† *ibid.*

