

Tech -Talk is an online newsletter that is circulated by Blue Sky Net to our network of contacts throughout our service delivery region. People, events, and ideas discussed in "Tech -Talk, will all revolve around improving technology and E-Commerce practices.



Resources for Businesses

Thursday February, 13th, 2014

Low Cost Technology Applications

Many business technologies are available to help improve efficiency in various business processes. These technologies can often times improve sales and/or increase productivity, which can help to cut unnecessary costs and ultimately increase profits. However for some reason, businesses are still very hesitant to implement some of these technologies.

When technologies are first introduced, many people are skeptical about the performance, and rightfully so. New technologies can often times be difficult to use and maintain. This can scare many people away from trying it out. However, as the issues with any given technology are discovered, the developers work feverishly to improve the application until it is a thing of beauty. There are many examples that support this.

For example, in your every day life I am willing to bet that you use a universal remote to operate all of the components of your home theater system. I can almost guarantee the first time you picked up a universal remote you thought it was complicated and unnecessary. You probably wondered "What's wrong with the 5 remotes I already have scattered across the couch and coffee table?" I bet you now appreciate having one remote to reduce clutter and decrease the amount of time it takes you to find the right remote for what you are trying to do.

You probably also have a smartphone with which you make phone calls, text message, and email. You might even use it for surfing the internet, playing games, taking pictures or countless other uses. Can you recall yourself ever thinking, "why do I need a smart phone when I have a phone to make calls and a computer to do everything else on?" I bet you now appreciate being able to perform all of these tasks wherever you go without having to haul around your computer.

That brings me to the computer itself. Do you remember trying to figure out how to use the internet or learn what a URL is? You probably thought to yourself "why would I purchase something from a website when I could very easily drive to the store and make my purchase without all the hassle of an online transaction, and why would I want to search for information on the internet when I have perfectly credible books at my disposal taking up space on my bookshelf?" My guess is you've since learned to appreciate the increased selection and access to global markets when shopping online. You probably also enjoy the ease at which specific information can be found through online search engines rather than the traditional table of contents in an encyclopedia.

Most of us shared these beliefs at some point in time. We probably had a good argument at that time as well, but technologies develop and improve, so don't be so quick to dismiss the potential they might have.

Some technologies that are commonly used by companies to improve productivity and increase sales include; customer relationship management (CRM), accounting software, web based email service, website creation platforms, online survey services, and e-commerce software. The list goes on and on.

The free online resources section below offers explanations and examples of each of these technology applications, including lists of low cost applications that are credible and available to help you improve your business. Implementing these technologies doesn't have to be complicated and it certainly doesn't have to be expensive. Check them out!

Free Online Resources

Discover how you can use free or low-cost information or communications technology products and services with [this comprehensive list compiled by BDC](#),

BEAM Recipient of the Month



Kody is moving on up..

I would like to announce that Kody is moving on up and leaving the Blue Sky Net family. Kody has done so much to work with our BEAM clients to process their applications through to completion and I want to take this time to wish him well on his new endeavours as he moves into the next exciting chapter in his life

Click here for a great article published by The Small Business Computing Staff which discusses the positive outlook for cloud computing and other technology trends expected to emerge in 2014.



[This article by Michael Garrity](#) is a must read for small business owners. The article outlines 5 technology tips that can help small business owners level the playing field with their big box store competitors.

The "Resources for Businesses" section of our website @ <http://www.blueskynet.ca/for-businesses> is a great place to find free materials such as E-Books and articles to get information on important business topics.

Also, don't forget to browse the rest of our website for more information on Blue Sky Net's current projects, including BAIMAP (Broadband & Associated Infrastructure Mapping & Analysis Project), BEAM (Broadband for E-Business And Marketing), or our Municipal GIS partnership project.

with the Provincial government.
Good luck Kody! Thanks for everything.

Susan Church
Executive Director, Blue Sky Net



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