

## Tactical Tips for Solution Provider Success

### “Weather the Storm”

War - Home Foreclosures - Weak Dollar  
- Crashing Stock Market - Inflation -  
Deflation - Politics...

All Spell **OPPORTUNITY** For VARs

*Many of the present-day Solution Providers can remember the market downturns in the late '80's and '90's and right after 9/11/2001.*

### Survival = Cost Control.

There is no doubt that there are again serious issues that will affect every business, regardless of size, and every department of government, not only in this country, but worldwide. Every cost and expense is being tested and analyzed. In these times cost scrutiny is being viewed as a matter of survival, not just a good business practice. Every employee must be justified and every IT expense must be proven to be essential for the survival and growth of the enterprise.

The realities of these economic and political events open the door for the prepared VAR's to demonstrate that now is the time to modernize their IT structure and systems. What were good practices and systems eight or ten years ago today might not be viewed as efficient and cost effective.

### Everyone Needs IT.

As companies begin to examine ways to reduce their labor force the need for automation to fill those gaps and can be made evident to management.



### SIGN UP TODAY...

to **SmartMoney**, by Global Technology Finance—the newsletter providing tactical tips, distinct advantages and practical solutions for Solution Providers! Our last issue was so well received that we decided to publish it quarterly and make it available both online and in print. We are looking forward to working as a finance partner to help grow your business. Visit us online at <http://www.4gtf.com/contact> to sign up today to receive your free copy of **SmartMoney**. Let us know if you prefer the print or electronic version.

### UPCOMING GTF EVENTS...

**XChange'08** - The largest channel event in the industry, bringing together 300 solution provider organizations with 100+ vendor organizations.

**August 17-20 Booth #116**

Monday 3:00 – 5:30 p.m.

Tuesday 10:30 – 12:30 p.m.

**Gaylord Texan Resort & Convention Center, Dallas, TX**

[www.everythingchannelevents.com](http://www.everythingchannelevents.com)

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Demonstrate that many of the old methods are now inefficient and costly when judged against new technologies. Every company hoping to stay alive and prosper is aware of the importance of the technology backbone necessary to run their business. Each company has asset management, compliance, communication, personnel, storage and supplier issues. Everyone is looking for savings and every line item in the budget has to be justified as never before.

This presents the opportunity for every solution provider. New IT platforms must be developed for each individual organization that will increase their ability to compete in times of a prolonged recession and be able to demonstrate long-term cost controls. These solutions must provide the best options for a particular company – not just another generic solution.

### **Think Green.**

Companies are for the 1st time thinking in terms of green technologies and how it relates to all of their business activities. This will prove to be a huge new market for VARs and is being driven by the companies themselves. Another area which is related to the green philosophy is in the taming of the heating and cooling profiles of data centers. Data is just consuming too much power and this is a concern to top-management not just the IT staff. Look to consolidation and virtualization solutions.

### **IT Technician Shortage.**

A serious shortage of qualified technicians in the coming years has corporate management concerned. To mitigate this risk companies are investing in new technologies and minimizing the dependence on personnel.

### **Priority.**

What does it mean? Prioritize the highest level of technology and support as closely as possible. Next, seek custom solutions that are coupled with a high rate of delivery.

### **Be A Winner.**

Invest in training your personnel to take advantage of all of the opportunities that are opening up for technology upgrades because of the various economic and social changes in the world. Invest in your staff. Do not be tempted to cut your tech staff and hope that somehow the world is going to turn around and you can go back to the good old days. This period could be one of the most expansive and profitable periods in history of IT.

### **Be Aggressive.**

Be aggressive in expanding your tech training and marketing. But be wary of overly aggressive pricing. Be competitive, but provide unique solutions that will add savings and profits to the client and your bottom line. Focus on unique software and consulting solutions.

### **Have No Fear.**

Do not hesitate to talk with outside specialists on how to run your business. If your present cash position will not allow you to enhance your training budget consult institutions like banks and credit companies who are familiar with IT for help. You have a good case to sell – go for it!

**Global Technology Finance** specializes in the information technology space and if you are having difficulties obtaining financing due to overall shortfall of liquidity, our alternative financing solution can be a valuable tool for you company.

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MAKING money NOT where to get money”

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