# 10 Ways to improve profits using IT in SME and 3rd Sector organisations

1. **Reduce Business Travel**

   Reduce business trip costs by using video and teleconferencing services. There are lots of options out there that don't cost a fortune.

2. **Improve Staff Productivity**

   Staff who know their systems inside out operate more effectively thus improving productivity. An easy one to start with: Provide keyboard skills training.

3. **Helpful Technology**

   Don't implement technology unless you can see a clear ROI. Pet projects are a waste of money. If it's clear it will help back it 100%

4. **Reduce power usage**

   There's plenty of technology that can be implemented to reduce power bills on many devices from desktops to whole data-centres

5. **Reduce office space**

   Providing people the ability to work wherever they want reduces the need to have office space available. You just need to trust them!

6. **Go Cloud !**

   Consider migrating to SaaS models of internally run systems, i.e. CRM, Finance, etc

7. **Reboot social networking**

   More and more business is being generated through social networking. A presence is essential if you're not going to be left behind.

8. **Don't be a victim**

   Ensure your technology protects and defends you from external threats whether that be a simple virus, Denial of Service attack or full-scale hacking attempt.

9. **Don't customise**

   Always try and use standard products rather than attempt to customise. Customisation itself is expensive and support costs can spiral too.

10. **Improve communications**

    You don't have to spend a fortune to get Unified Communications up and running, with a bit of left-field thinking, it can be done for very little.