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*"Driven by Quality, Ethics, and Innovation, to maximize our customers' IT efficiency and workforce productivity."*

### Quote of the Month

"Efficiency is doing better what is already being done."

- Anonymous

### IT Effectiveness

*"More IT does not equate to more efficient IT"*

Companies are continually trying to improve the efficiency of business operations, in order to increase workforce productivity and reduce costs. Often overlooked in this process is the company's technology infrastructure, which like other parts of the organization, often has areas in need of improvement. New technology is often introduced as the "fix all" solution. However, adding new technology into an inefficient environment will not fix the existing problems and often makes matters worse.

Businesses need to have a clear picture of their business processes that are in use throughout their organizations, and the technology that supports these processes. Without this clarity and visibility into their operations, they cannot fully understand what they are spending money on as it relates to IT, and where they can streamline and cut costs.

### Dear Friends of Accent Global,

You are receiving this newsletter as the result of contact with one or more Accent Global Consultants.

This month we address IT Efficiency. Many organizations attempt to solve or improve business operations by adding new technology. Often the result of the new technology is to further complicate the existing technology and reduce workforce productivity.

Our article, "More IT does not equate to more efficient IT", identifies key factors for making your organization's IT more efficient.

Once business executives and decision makers have this view of their organizations, they will be able to identify and eliminate IT system redundancies and process workarounds

As always, we welcome your suggestions for this newsletter and we offer you the opportunity to opt out if you wish.

## Dennis Lasley

Director, Business Development  
**Accent Global System Architects, LLC**  
"Connecting your business with its Technology!"

### The Success of the iPhone

"An Innovative Approach"

Last month our Newsletter featured an article which discussed the great innovation of the iPhone and how this great success can be transferred to new technology projects.

Accent Global analyst CJ Kincius published a white paper on the subject. Check it out on our website.

The White Paper is located at:

[The Success of the iPhone - "An Innovative Approach"](#)

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that may have crept into their business operations over time, until they became commonplace and therefore unnoticed.

Accent Global has a unique methodology and custom tools for assessing, capturing and documenting business processes and the technology that supports them. Our methods and tools will help business stakeholders achieve:

**Standardization** - Establish uniform operating systems, applications and hardware throughout the organization. Then, standardize the processes for using the technology. Reference: [Microsoft Case Study](#)

**Simplification** - Identify and eliminate isolated systems that support similar business processes throughout the organization.

**Flexibility** - Design and maintain an IT infrastructure that can be easily adapted to changing business requirements.

These factors make your IT resources more *effective* and your business processes more *efficient* -- enabling you to do a lot more with much less. In other words, efficiency saves money! Accent Global can provide your organization with a comprehensive plan for making your IT more effective and your workforce more productive.

***Visibility enables you to do more with less.***

We want this newsletter to be meaningful to you, so I welcome your comments as well as recommendations on how we can improve.

We invite you to get LinkedIn to Accent Global and our Consultants.



Sincerely,  
**Dennis Lasley**

*Director, Business Development*  
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