



Business Briefing

It's Time to Tune Up Your Network: Tough economic times demand up-time - *and extending the life of current assets* - especially for small-to-mid-sized businesses

The current global financial crisis means that less credit and capital is around for small to mid-sized businesses to work with, so making the most of current assets is important. And, no company can afford a business disruption these days due to a failed network because every sale and customer transaction matters more than ever.

When it comes to the "backbone of the business", these days that is the company's network. The network is the lifeline of voice and data connections to those all-important customers and suppliers. The network must be up and running at all times; who can afford any disruptions these days? Moreover, your current network may have to last longer than usual due to today's economic constraints that can cause investment delays. So, how can you get the most out of what you have?

We are a small business ourselves and we know how to be both prudent and successful with our business systems and budget. We are also noted for helping our clients to extend the useful life of their voice and data systems and provide them the service that makes their business better. We understand a great deal about the value and care of information technology and business communications, so based on our experience and expertise we have some good ideas for you.

#1: Be Proactive

Smart businesses are taking stock of their network right now. They are assessing it for viability and necessary fixes to make sure that such a critical asset for the business does not fail. If you don't have the expertise in-house to make a thorough assessment, then get a professional to help. The pay-off can be huge.

#2: Make Sure Your Spyware and Malware is Up to Date

These software tools are critically important. We've noticed that many SMB enterprises forget to keep their software up to date and that's a big problem. It's a matter of software contracting compliance, but even more important, if your tools are out of date, then your company is wide open to the viruses that can cripple a business. You may need an expert to help you look over your network, desktops and software licenses to make sure you're completely up to date and safe.

Reader Highlights

- Economics drive the need for effective networks
- Current assets, like the company network, may need to last longer than expected
- Employ a few ideas to get a big payoff

#3: Check Out Internet Usage

Ensure that your office and remote-worker policies about Internet usage are understood, accepted and being employed. The download of some virus-infected “freeware” could crash your business server. Few business people are IT-savvy enough to know what’s safe and what to avoid so don’t let them decide. We recommend that you just prohibit such options.

#4 Get a Check-Up from an Expert

Bring in a technical consultant who can provide you with an independent review of your network. Get that all-important assurance that your company is safe, up to date, secure and in good shape for going the distance with your current network. It may be that modest upgrades, memory additions or similar fine-tuning can make a big difference in getting the most effective use from your current network, so let a professional give you solid recommendations.

About Medlin Communications

Founded, in 1989, Medlin is a leading provider of business communications, low-voltage electrical services and IT services. The company’s extensive experience and proven approach to delivering high quality services and solutions has enabled it to enjoy consistently high client satisfaction ratings. Medlin excels at addressing their client’s voice/data integration needs and low-voltage electrical requirements, as well as providing value-add related services. Specializing in the unique needs of cross-industry SMB companies and national retailers with company owned stores, Medlin is known for establishing long-term partnership with its clients.

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