

The Three Technology Drivers

And how to get them driving YOUR
business success

By



NETWORK
OVERDRIVE
I.T. Powering Profit →

INTEGRAL CONNECTION PTY LTD TRADING AS NETWORK OVERDRIVE

(“NETWORK OVERDRIVE ”)

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How does technology drive business success and productivity?

Every business has Three Technology Drivers. They drive:

1. Your **Technology Performance** – how well the technology you use in your current operations supports your people to build your business.
2. Your **Technology Innovation** – your processes, capacity, and capability to improve and grow your business.
3. Your **Technology Security** processes that keep your systems and business secure and resilient.

Each Driver plays a critical role in your ongoing business success and affects every part of your business.

They're more important than ever before in a world where:

- Technological solutions are multiplying.
- Societal and environmental changes are rapid and disruptive.
- Cybercrime has become an organised global industry.

It can be tempting to think that a single technology provider or computer application can do everything – but today that is simply NOT possible. Operating on this assumption carries significant business risks – risks that could result in dangerous, expensive, and potentially terminal business consequences.

To ensure that your foundations are strong, it's essential that you understand the **Three Technology Drivers of Business Success** and evaluate each one independently.

You could find that you are:

- Underinvesting in high-performance IT support.
- Overfocusing on Innovation.
- Misspending on cybersecurity.

All are equally damaging to sustained business success. An imbalance in any direction will weaken your business foundations, reduce your business productivity, increase your business costs, and threaten your business' future.

Get the balance right and you get digital transformation (instead of digital chaos).

Profitable digital transformation is possible – and much less stressful than daily digital chaos. It requires balance. To maintain a productive equilibrium, you need to know how to identify which of your Technology Drivers are out of balance and how to engineer each one to create the foundations for business success. You will be able to decide how to balance them and whether you need to invest in internal resources, consulting services, external partners, or applications to increase your productivity, security, and business results.

That's why we've written this whitepaper – to help you understand how technology can drive your business' success to new heights.



Performance

**Imagine your
business running
at 100%
operational
efficiency
every single day.**

How much more you could achieve? Who could you reach? What new heights you could get to?

The fundamental Driver of business success is high-performance IT support for your **current business systems and technology**. Having fast, seamless support for what you do today, is a key investment in your continued business growth.

While this goal is a challenging one and complex to reach, it is a goal that's well worth committing to AND investing in – so that you can identify what you need to achieve sustained high performance.

Many businesses choose to outsource this Technology Driver using an IT Managed Services Agreement. However, not all IT Managed Services Agreements are created equal. Some are engineered in ways that limit their benefits (one example is not having a single point of contact). Others try to cover too much ground and include all three Technology Drivers in a single agreement (which usually means that none are properly engineered).

A **High-Performance IT Support Agreement** will remove roadblocks, implement workarounds, and ensure that your current systems and technology are maximised to operate at peak performance efficiency every day. Laser focus on your current business operations and IT performance levels will save you money and stress.

How do you know if you have High-Performance IT Support that will drive your business success?

That's why we've written this whitepaper – to help you understand how technology can drive your business' success to new heights.

If you have High Performance IT Support, then your technology is so efficient that it is transparent. Your staff not only spend their days fulfilling customer needs and managing expectations, but they also have the time and resources to go above and beyond.

You will know if your IT Support is focused on performance if you have:

- Confidence that **your business is thriving** in the face of a changing world.
- **High performing staff** who get their jobs done.
- **Happy customers** who enjoy doing business with you.
- Occasional and **quickly resolved technology problems**.
- Consistent, **reliable systems and processes**.
- **Enhanced business results**.

How would you know if your existing IT support is NOT focused on performance?

You will know your IT Support is not committed to performance if you have:

- Recurring technical issues that never get solved.
- Time wasted loading, using, and swapping between applications.
- Ongoing problems that get endlessly passed back and forth between vendors – (such as your ISP and the NBN).
- Hours spent working out who to call and then trying to get hold of them.
- New hires who spend weeks “getting up to speed” because they don’t have the equipment, the procedures, the access, and the training they need.
- High staff turnover because people leave just as your team is becoming more productive.
- Your best people spend time doing computer support rather than the job you hired them to do.

How is High-Performance IT Support engineered?

High-performance IT Support doesn’t happen by accident – it’s carefully engineered. This is what it should look like.

High-Performance IT Support *delivers* with:

- A practical support desk that people WANT to call – one engineered for maximum productivity which includes:
 - A single point of contact for ALL issues.
 - A stable support team resourced with skilled IT consultants who know your business and your people.
 - A fixed-price support contract that removes cost anxiety and authorisation roadblocks. People can “call early, call often” – and issues get fixed early.
- Clearly defined processes for:
 - Incident management to get people back to work fast.
 - Change management to deal with changes to staff, roles, and equipment.
 - Problem management to identify and resolve recurring issues.
- Good asset and vendor management with:
 - All supported assets documented and registered.
 - All vendors, contracts and contacts identified.
 - Experienced support technicians who manage the process, minimising disruption to your business.
- A library of best practice SOPs for all business functions that identify business processes and supporting technology.

High-Performance IT Support *requires*:

- Problem Management and Root Cause Analysis to identify and remove the reason for the ongoing poor performance of an IT system.
- Capacity / Trend / Performance Monitoring and Analysis to anticipate future proof performance. The monitoring and analysis will need to cover the following areas:
 - Applications
 - Network incl WAN, WIFI
 - Infrastructure
 - Cloud

High performance IT Support covers:

It should cover the technologies and the IT services that will ensure your current business is running at its best, giving your staff, customers, and suppliers the support they need to get their work done.

A quick checklist to evaluate whether your IT Support is driving your business performance:

1. **A single, fixed-price point of contact** for staff, vendors, and customer technical support—that way, everyone knows who to call. The security of a fixed price and friendly helpdesk ensures “call early and often” problems get resolved instantly.
2. **Contractors and Vendor management** - When technology contractors and vendors rely on experts who “talk tech” and monitor results, it ensures your suppliers do their job correctly, with the least impact on your business.
3. **A library of SOPs** - everyone knows what to do when there is an organised, current, accessible library of know-how. Well-documented rules, policies, contacts, contracts, and procedures cover your business operations and IT support.
4. **Fast incident management** - delivered by a team of technology experts who have the knowledge and systems to restore your services to regular operation quickly.
5. **Effective change management processes**- so that as roles change and equipment ages, day-to-day changes don’t disrupt productivity and create roadblocks to your daily operations.
6. **Effective equipment and asset management** - a complete lifecycle asset maintenance and management process that predicts and plans when you need to upgrade / improve your technology, minimising disruptions.
7. **Integration with cybersecurity and digital transformation services** to have a holistic and consistent IT management service that increases your business security and success into the future.



Innovation

Just imagine how much more you could achieve, who you could reach, and what new heights you could get to if you embraced the discipline of Technology Innovation?

You could do more with less, eliminate damaging errors, reduce frustration and (most importantly) scale your business so that you can create new opportunities and win new revenues unavailable within the limits of your current systems.

There's a myth that Innovation can happen in moments of brilliant insight, like while driving your car. That's insight – but insight by itself does not deliver successful innovation. Technology Innovation does not happen by chance – or by trying what other people have done and hoping it will work for you. The reality is that successful Technology Innovation will only occur if you commit yourself to regular times and disciplines to work on it as an ongoing process.

Technology Innovation requires an attitude that doesn't accept the status quo – and it requires attention. Innovation means that you need to either eliminate or change your processes or products and services in ways that positively transform your business.

There are a range of ways to gain insight and identify your best innovation opportunities.

They can come from:

- A) Analysing IT support operations for common frustrations or requests and evaluating opportunities for self-service and / or automation.
- B) Measuring the efficiency of workflows and identifying improvements.
- C) Reviewing new technologies and their appropriateness to your business.
- D) Assessing market and competitor changes to anticipate and seize new opportunities.

Each approach will have supporting technology applications and processes to make achieving insights a regular and efficient process. Once you have the insight, the next step is implementing it. This is a step which requires project management and change management capability.

Many great ideas never get off the whiteboard, and part of the commitment that you make to Technology Innovation as a Success Driver is to invest in the necessary time and technology to actually implement changes based on the insights you gain.

At **Network Overdrive** we don't consider something an Innovation until:

1. It is implemented.
2. It is embraced by your people.
3. You see the benefits in your business.

How do you know if your Technology Innovation process is driving your business success?

If your Technology Innovation, Improvement, and Implementation processes are working, then you will be able to measure the actual return of any technology investment you make. Your technology will be an ongoing source of productivity, profit, scalable operations, and new opportunities.

Innovation happens when you focus on it, and when you do, the benefits multiply.

If you are enjoying the benefits of Technology Innovation Initiatives, then you have:

- Repeated and successful **operations improvement processes** that deliver the right technology to solve the correct problems and grow your business' productivity.
- Digital transformation projects that get **completed on time**.
- Digital transformation projects that are transformative and deliver **accurate and exciting results**.
- **High-return business growth** opportunities for your business.
- **Happy, super-productive staff** who come to work looking forward to achieving more and gaining better results.
- Confidence in **your ability to pivot** fast and respond to disruptions and market shifts quickly and effectively.
- Systems and ongoing processes in place to keep technology working.

How do you know if your Technology Innovation process is holding your business back?

If you have inadequate Technology Innovation for your business, then you will have:

- Unawareness and inexperience – you keep telling yourself that business is all about people – and that your technology isn't having a significant impact on your business results.
- Exasperation at the cost and repeated disappointments of your attempts at business technology Innovation.
- Constant compromising and settling for subpar I.T. solutions that deliver marginal improvements.
- Overwhelming feelings that your tech chaos is beyond resolving.
- Lack of money, time, or staff resources to invest in business improvement projects or pursue new opportunities.
- Outdated core business infrastructure, tools or devices.
- Ongoing payments for technology that you invested in years ago, which does much less than what you expected from it.
- A backlog of half-finished improvement projects – none of which show signs of delivering any real return on the time and money you invested.
- Project constraints – because it's too hard to coordinate the technical, vendor and internal business resources.
- A business run by a collection of Band-Aid, reactive solutions which struggle to deliver on day-to-day business needs.
- Lack of knowledge about when and what technology to invest in – so you end up either delaying investment due to fear and disillusionment or overspending and still not getting what you want.

How do you invest in Technology-based Innovation to drive your business success?

Successful Technology Innovation is a well-engineered process that:

- Starts from facts and evidence, informed by High-Performance IT Support systems and processes that put you on a secure pathway to incremental change.
- Prioritises “fail small, fail fast, fail often” projects over riskier “big bang” projects – so you can make gradual shifts within your business, taking smaller, less disruptive steps.
- Uses a rigorous analytical framework for more significant projects – one that evaluates the value that IT delivers to your business right now AND highlights where IT is not providing value that it should (e.g. Profit Stacks Framework).
- Accesses a set of tested strategy tools that support you when you need to pivot.
- Manages complex digital project portfolios using a savvy team of **project management experts** with the right technical and business skills to manage new technology, diverse people, and difficult relationships.
- When seeking digital transformation tools, sources experts who can do effective **technology research and evaluation** to identify new

How are Technology Innovation initiatives engineered?

Technology Innovation Initiatives are engineered *through*:

- Super-clear business **goals and objectives** that are grounded in your business needs, aspirations, and market environment.
- Connected, integrated digital strategies based on effective, **structured** strategic planning processes.
- A nimble, responsive **implementation approach** that supports and enables quick pivots.
- Evidence-based intelligence on ongoing and emerging **business performance issues** to identify continuous improvement opportunities.
- The capability and resources to **manage project activity** across multiple projects, departments, and vendors.



A quick checklist to help evaluate your Technology Innovation process:

1. You have established, connected, integrated digital strategies based on effective, structured strategic planning processes.
2. You use a nimble, responsive, implementation approach that supports and enables quick pivots.
3. You gather evidence-based intelligence on ongoing and emerging business performance issues and use that to identify continuous Improvement opportunities.
4. You have the capability and resources to manage project activity across multiple projects, across all your departments, and across a range of specialist and technical vendors.



Security

The best businesses can be compromised overnight if their Technology Security isn't up to scratch.

Every business of any size depends on technology. So – more than ever before – every business is at risk from technology. Cybercrime has become a global industry and is sometimes sponsored by rogue governments.

Just imagine how much further you could go, who you could reach, and what new heights you could get to if you knew for sure that your technology was fully secured – and you could prove that to the world?

If you do not have rigorous, tightly managed cybersecurity processes and high levels of backup and recovery services, then your business operations are not secure. Your years of hard work could be gone overnight. If your security and recovery processes are not documented and validated, then you will not be able to assure anyone (including yourself) that your business is resilient in the face of disaster.

No one can guarantee that your business will be 100% safe, but if you have a multi-layered risk-based cybersecurity and data protection regime, then you know your business will be prepared and resilient when dealing with everything from ransomware attacks to customer security audits.

Technology protection is critical to safeguard your business from the myriad of ways that criminals can steal and extort money from you. It is critical that your protection includes strategies to prevent data loss.

You need to be protecting your computer systems and networks from information disclosure, data theft, and ransomware damage, as well as the disruption or misdirection of the services they provide.

If you plan to do business with big organisations, you may also need assistance in proving your compliance to high security standards and meeting government, corporate and customer's requirements.

Quality security that will drive your business forward despite 21st century threats and challenges, should include both Protection and Assurance.

You need to protect your business, staff, customers and suppliers with quality **Cybersecurity and Recovery**, and you need to prove your protection to **assure** your best customers, authorities, and community that they are being looked after.

How do you know if you have the right Digital Security?

If you have the right Security, you'll have an expert team who are protecting your back and working hard to reduce the number of cyber threats and data loss / corruption events impacting your business.

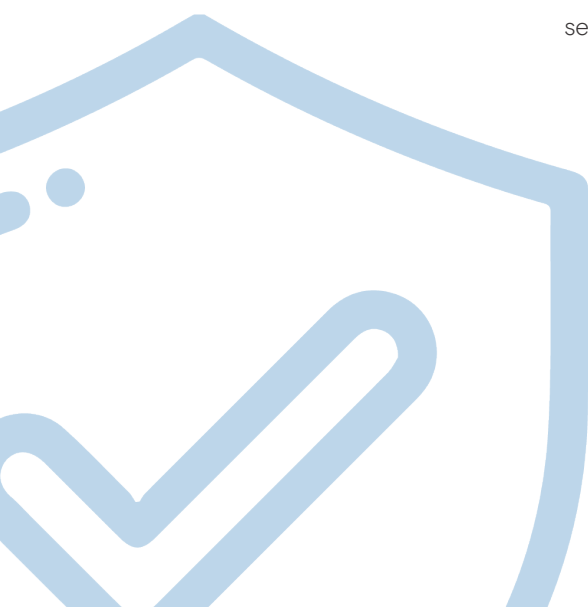
If you are enjoying the benefits of Security systems, then you have:

- Confidence that you **will** achieve your business goals – despite encountering threats along the way.
- Reduced cyber insurance premiums delivered by effective, assured security practices and response plans.
- More extensive business opportunities, because you can prove to large customers that your protection is up to their standards.
- Pride in knowing you are doing the right thing to protect your customers and your staff.
- Increased customer loyalty because your customers know you're looking after their data the way they want and providing evidence of your care.
- Affordable cybersecurity which leaves you money for technology improvement – instead of restricting your ability.
- Confidence – based on evidence – that your data is protected and can be restored in a time frame that will not harm your business.
- Knowledgeable and safety aware staff.
- Pride to have a robust and tested incident response plan with a team that can execute it when the time comes.
- Back-up copies of ALL the data that drives your operations.

How do you know if your Digital Security is inadequate?

You have inadequate Digital Security for your business if you have:

- Inclination to avoid the subject of cybersecurity.
- Tendency to procrastinate reviewing your protection levels.
- Fear your business will end if you must tell your customers that you have been hacked.
- Rapidly rising cyber insurance premiums.
- Cyber security tools that don't monitor activity inside your network to ensure bad actors aren't cataloging your valuables or stealing your data.
- Cybersecurity tools that don't give you current, actual attack information and protective action suggestions – just endless, generalised threat warnings.
- No tested plans for recovering from a ransom-ware attack.
- Generalised assurances from a security provider who keeps telling you not to worry – but doesn't tell you why you're safe.
- Lack of conducted testing to ensure your backups work to restore your operations within a reasonable time frame.
- Lack of monitoring of the full range of smart devices working in your business.
- Staff who have little understanding or interest in good business security practices.



How is Digital Security that Protects and Assures your business engineered?

Your Digital Security will only be able to protect and assure your business if it delivers:

- A risk-based and reputable approach to your security needs.
- Data Governance services including:
 - a. Aligning your business with Industry and Government best-practice standards such as essential eight and NIST.
 - b. Reviewing and applying appropriate controls around customer and employee data privacy.
 - c. Arranging appropriate Cyber Insurance Cover.
- A Managed Detection and Response system including vulnerability and patching.
- Recovery from either malicious or unintentional data corruption in a time frame you need.
- Visible (and therefore understandable) indicators that your security is at the level required by the Government, your customers, your employees, and yourself.
- Participation in Collective Defence agreements to reduce your risks and your recovery costs.

Best-practice digital security will have:

- A security operations centre (SOC) with the three dimensions of best practice cybersecurity:
 - a. Security information and event management (SIEM) and User and Entity Behaviour Analytics (UEBA).
 - b. Endpoint detection and response (EDR) – which is about carefully monitoring activity on your organisation's user devices (endpoints).
 - c. Network detection and response (NDR) – which is about analysing your network traffic to detect suspicious activity.

A quick checklist to evaluate your current Digital Security:

1. You have an industry best practice portfolio of **protection and detection tools**, including SIEM, UEBA, EDR and NDR – not just a firewall and some virus protection.
2. You are actively protected by a **collaborative defence alliance**, with access to actual attack intelligence in close-to-real-time – along with collaborative problem-solving tools.
3. You have **monitoring and protection of all your devices** – not just computers, but everything from your smart TV to your tablets and payment devices.
4. You have a comprehensive **backup and recovery** process and plans to **test and validate** regularly.
5. You have access to capabilities to **assure and verify** your protection.



So now you know how to balance the Technology Drivers.

With this knowledge, you're now in a position to consider questions like:

- What can we effectively do in house?
- Are the services we currently purchase fit-for-purpose in the 2020s?
- Where are there gaps that we need to fill so we can grow our business?

You also have some tools to evaluate what you're being offered in the marketplace, and what traps to avoid.

But if you're still a bit unsure about what your next step should be then:

We offer a FREE 1-hour exploratory call.

Call Network Overdrive on 1300 368 928 to discuss which Technology Driver or Drivers could help you take your business to the next level of success.

About Network Overdrive

Network Overdrive has been driving business success through technology for over 20 years. We have created service offerings to help execute and maintain the technologies required to achieve your dream outcome.

Dream Outcome	Service
Operate your current business systems at peak Performance	High Performance IT Support
Transform your business through Innovation to be smarter and more profitable	Continuous Innovation Processes and Initiatives
Safeguard your data, your operations and your money and minimise present and future Security risks	Visible Security Solutions

We help people take advantage of technology to make their business better.

As a proactive Managed Service Provider and IT Consultancy, our philosophy is to empower our clients with IT literacy.

We combine our proprietary frameworks and processes with personalised services and solutions that help our clients understand their technology and optimise its effects on their business. Ultimately, our goal is to deliver IT Services that power your business success and build your business profits.

Find out more about Network Overdrive on our website.

