

BENNETT

communications

OWNERS

Matt Bennett
Jeanette Bennett

AWARDS

Best Overall Magazine in Utah
Utah Valley Magazine,
Society of Professional Journalists, 2007

Third Place, Best Overall Magazine in Utah
Utah Valley BusinessQ,
Society of Professional Journalists, 2007

First Place, Cover Design
Utah Valley Magazine,
Society of Professional Journalists, 2007

2005 Small Business of the Year,
Arthur Watkins Award, Provo-Orem Chamber

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Corporate Alliance, Platinum Sponsor
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BYU Cougar Club

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Utah Valley Magazine
Utah Valley Bride
Utah Valley BusinessQ Magazine
UVHBA Parade of Homes
UVHBA Building and Home Improvement Guide
BYU Football Preseason Guide
BYU Basketball Preseason Guide
Park City Area Showcase of Homes Magazine
PCAHBA Resource Guide
Influence Magazine
Salt Lake Parade of Homes Magazine
Lehi Chamber of Commerce Magazine
American Fork Chamber Magazine

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Don't miss an upcoming publication!

Utah Valley BusinessQ

Spring 2008
Advertising space deadline:
February 1, 2008

Utah Valley Magazine

March/April 2008
Advertising space deadline:
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Call (801) 802-0200 for details on how to reach your target market. Magazines have the longest shelf-life of any of your advertising options.

A LETTER FROM OUR EDITORIAL BOARD



Chasing Technology

MICHAEL PROPER
DirectPointe

One of the big financial issues I see on a daily basis, among others, is companies that chase technology and try to keep up with the latest innovations — without breaking the budget.

With technology changing so rapidly, most companies struggle to keep up. They fail to separate technologies that could really benefit their business from those that look cool but don't really deliver value. This uncertainty can lead them to spend money on resources they later regret or to struggle with efficiency because they failed to invest in something that could have made them more productive.

Business owners need technology to survive in the competitive business environment, but the challenge of understanding, implementing and managing their technology can be constantly overwhelming. They must discover a way to acquire and maintain the right equipment without crippling company finances.

So what can you do to spend your technology dollars wisely? Following are three tips to help in evaluating, purchasing and managing technology.

Exercise discipline

Don't assume a technology is right for your business simply because it

is the newest fad or because a lot of people are using it. Carefully evaluate the technology and the impact it can have on your business before making a purchase decision.

Know when to outsource

Find the right technology expertise for your business, whether it is hiring in-house or outsourcing to technology providers. Maintaining technology and providing support can contain hidden costs in time and productivity. Own the technologies that are core to your business, and outsource everything else.

Standardize and integrate

Maintain a standard configuration in your network where you are not mixing and matching different hardware platforms and operating systems unnecessarily. Establish policies against installing unauthorized software on individual machines. Utilize technology that is tested for compatibility and easy integration with your system.

Technology, when properly utilized, can save you money and help your business run more efficiently. Exercising discipline and spending wisely will lead to greater growth in your business, rather than distract you from running it. **Q**