



## Effective (and Affordable) Tech for Your Small Business or Startup

When you run a small business, you have to watch every nickel and dime. Your budget has to work for you, for your business, and for the employees who rely on you for an income. Some of the best investments you can make in your organization are those that revolve around technology. But this does not mean you have to have the best computers or hire a dedicated IT team. Sometimes, the smartest technology is the simplest. Here are a few examples.

### **Online Security**

Online security is one area that your small business cannot afford to neglect. You already know that client information is valuable to hackers, who use tactics like phishing to collect data. This is why having a data recovery firm on your vendor list is one of the most important things you can do. A reputable [data recovery](#) company can get your systems back up and, ideally, get your precious data back where it belongs. While you still have to alert your customers if you have been affected by any data loss, the swift reaction you'll get from your recovery support may ultimately save your reputation.

## **Training**

Employee training is expensive, but it does not have to be. With internet access, you can provide your employees — and yourself — with business training opportunities to enhance their productivity and expertise. Oftentimes, you can even find free classes (Alison is a [great resource](#)) on everything from transformational leadership and bookkeeping to e-commerce web development and supply chain management. Allow your employees to complete their training on the clock and you are only on the hook for their hourly wages. With a little digging, you may be able to find [low and no-cost](#) courses via Harvard, Berkeley, Stanford, and other universities.

## **Break Room Enhancements**

Technology comes in handy in the office, but it can also provide a welcome boost in your employee's downtime. Don't discount the benefits of adding a media player to the break room television so that your workers can catch their favorite shows on their lunch hour. This will also save you the expense of adding a pricey cable subscription to your monthly accounts payable. While you're at it, you may want to upgrade your internet package to [something faster](#) and more reliable. That way, you won't have to worry about outages or slow speeds.

You'll also do everyone a favor by clearing off the counter for a [great coffee maker](#) — not one of the five-cup dinosaurs you'd find in your grandparents' kitchen. The Cuisinart 14-cup Carafe is a great option for small offices. If you want to let your employees have fun, [consider](#) the Ninja Coffee Bar Brewer.

## **Communication Options**

Landlines are overrated, not to mention expensive. Today, you may find that providing your employees with a cell phone and paying for teleconference services is a more efficient way to communicate. Business.com [recommends](#) VastConference.

## **Time Tracking and Collaboration**

Even if your employees are on salary, the best way to make sure you're getting the most out of your money is by implementing time-tracking processes. Tracking your employee's productive hours can help you provide more accurate estimates for your clients and ensure your projects are completed on time. Collaboration tools like [Redbooth](#) and [Slack](#) can help you here and will ensure you always know where in the pipeline your projects happen to be.

## **Utilizing Available Tech**

Finally, don't forget to utilize the tech features that are available to you right now. Many business owners forget that many services (like Google Drive) are free to use and offer you a

great way to store your company's information on the cloud. Google even offers a handy voice-to-text tool so you can create proposals, instruction manuals, and other documentation quickly and easily. Another thing not to forget about is your computer's pre-loaded abilities, like the [Snipping Tool](#), which allows you to capture what's on your desktop. This will come in handy if you need tech support and can't get your machine to duplicate the problem when you want/need it to.

The above ideas are just a few of the things technology can do for your business. These just happened to be some of the most cost-effective and impactful. Remember, the Digital Age is here to stay, and your business can't afford to skip out on basic technology.

If you're looking for answers to your business-related questions and you live in the state of Nevada, get in touch with the state's [Department of Business & Industry](#).

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