



DON'T WORRY ABOUT TECHNOLOGY  
JUST GET MAD

**<Just Get MAD About... />**

## The IT Leadership Role in Small Business

In today's fast paced world and economy, having ready access to senior level, seasoned information technology professionals is difficult for any business, let alone small businesses. The ability to align the proper technology solutions and services with the business goals and objectives is complicated business and requires a specific set of skills. Add to that the fact that there are too many vendors who are willing to sell you their latest product offerings, without also offering the proper governance or guidance through the implementation process, and you have identified a gap in skills that is not easily covered in small business.

In addition to skills, you have the associated costs. It is extremely expensive to identify, hire and then retain senior level, seasoned information technology professionals. With rising average wage ranges across all IT related jobs, small businesses are being driven right out of the market for these individuals. Without setting aside a significant portion of the budget, IT staffing is almost an impossibility given all other priorities of small businesses.

As a result of these issues, too many individuals who should be focused on the operational aspects of the business are thrust into the role of having to also manage technology. Or, if current internal resources are available, they unfortunately just do not have the valuable experience required to make strategic business decisions. In this day in age, when time and money are resources that must be properly managed to remain competitive, there is little room for error.

But what can you do about this issue? The solution is easy... Just Get MAD!

### **About MAD Technology Solutions, LLC**

MAD Technology Solutions, LLC is a leading technology consulting services provider specializing in providing low cost, high quality, professional technology solutions and services to small businesses.

MAD Technology Solutions, LLC will utilize our customer focused approach to work with your organization using our CIO4U™ service to help you with this issue. The CIO4U™ service will provide your organization with high caliber, seasoned information technology professionals that will assist with:

- ✓ Strategic planning, vision and road mapping
- ✓ Alignment of business and technology goals and objectives
- ✓ Ensure the accomplishment of all business goal and objectives through the proper utilization of technology
- ✓ Definition and management of corporate best practices and policies
- ✓ Participate as an active member of your senior management team or other advisory group

With flexible monthly and annual programs available, the CIO4U Program will cost you a fraction of a full-time executive or business manager, and provide you with a return on your investment within the first month.

For additional information on this issue, or to learn more about MAD Technology Solutions, LLC and our CIO4U™ service, please visit us online at <http://www.justgetmad.com> or call us today at (717) 474 – 3386.