

Just Get MAD About...

Small Businesses Missing Out On Software Benefits

Half of U.S. Small Businesses Still Use Paper for Organizing Business Information

In our current age of technology, software has become an increasingly more affordable and powerful tool, however, too many small businesses are failing to take advantage of software to continue to grow their sales and profitability. In addition, this lack of software also provides for a reduced capacity to scale their core business operations.

In a recent nationwide survey, commissioned by a leading document management vendor, it was discovered that nearly half of small businesses (approximately 48%) with 100 employees or less are still using paper-based systems to organize and manage their business data. Key areas of business data identified in this survey were customer contact information, vital business documents and contracts, sales data and decision-making information. In the same survey, most of the small businesses polled (approximately 45%) agreed that their businesses would grow significantly if they were using a more automated system to perform key business operations.

The following are some vital statistics resulting from this survey:

- 30% of small businesses still are using paper-based systems to store and manage their vital business data
- 31% of small businesses plan to spend more on technology in 2006, whereas only 14% will spend less
- 52% of small businesses are unable to share key pieces of data and information with over 52% of their workforce.

It has been determined that there are many ways to implement solutions to this issue including customized software development, document management and other business information reporting systems.

But what can you do about this issue?

About MAD Technology Solutions

MAD Technology Solutions is a leading provider of low cost, high quality, professional technology solutions and services to businesses of all sizes. MAD Technology Solutions will utilize our customer focused approach to work with you and your organization to first understand your exact business needs, and second, to plan, design and deliver customized software, document management or data and information management solution that matches your exact business needs.

In our fast paced world of today, technology can be a tremendous challenge, but with the right solutions and services, it is also a significant benefit. So when you and your organization think about technology, just remember:

Don't worry about technology...just get MAD

For additional information regarding this issue, or to learn more about MAD Technology Solutions, please feel free to visit us online at:

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