Exploiting Opportunities to Utilise ICT

ICT, (Information and Communication Technologies), is now present in all aspects of business from Accounts through to Customer Relationship Management and e-Commerce. Your business therefore needs to exploit ICT effectively across the enterprise to be competitive in today's digital environment. In doing so you will gain access to better management information, new markets, and increased revenue streams. In addition, by streamlining processes, service levels can be increased while costs are reduced.

GMR Consulting can assist companies to exploit ICT by addressing:

- **Education**
- **ICT Needs Assessment**
- **Implementation**
- **Continuity**

Education

One of the challenges facing businesses today is staying abreast of the rapid developments in the ICT sector. GMR Consulting can boost awareness of the benefits of embracing ICT, and the limitations placed on your organisation by failure to do so.

ICT Needs Assessment

It is vital that the correct solution is selected, so that it meets the needs of your organisation whilst being manageable and affordable. We can help you to identify and integrate the appropriate ICT into your business strategy.

Implementation

By gaining a thorough understanding of the correct implementation methodology, risks will be reduced and the business benefits more quickly realised. This includes ensuring staff buy in to new systems, which will smooth implementation.

Continuity

The focus here is on ensuring ICT systems continue to function effectively, and grow in line with the needs of the business. How much support will be needed? What staff training is needed, and of vital importance - how secure is the company data?

We cover the following core ICT areas:

- **E-Commerce**
- **ERP Systems**
- **CRM**
- **Mobile Computing**
- **ICT Infrastructure**

E-Commerce

Today's customer often wants to source goods and services 24 x 7. This is not possible if your office is closed and you do not have email or a web site. Your competitors are embracing this technology now, so it should be high on your agenda. Price and quality have always been of high importance, but the market is now looking at service as the other major performance criteria.

ERP (Enterprise Resource Planning)

Most modern systems attempt to integrate the functions of all departments onto a single computer system. This should provide everything from sales and purchasing functionality through to human resources and payroll. The integrated approach will offer big benefits if selected and implemented correctly.   These include better cash flow, management information, customer service, and reduced administration.

CRM (Customer Relationship Management)

CRM is not just a software solution; it is also a set of skills and competencies to make each and every customer relationship profitable, as far as possible. CRM systems integrate all areas of the business that touch the customer - marketing, sales, and service. The philosophy is that it is much easier to retain a customer than to acquire a new one, so managing the relationship effectively can be highly beneficial.

Mobile Computing

Access to the latest company information on stock, customer orders and so forth on a mobile device, on demand, can be a major benefit to sales people or directors on the move who need to close a deal. This is a high growth area in the ICT sector, and the technology has now matured.

ICT Infrastructure

The underlying platform that is utilised by ICT is now recognised to be of critical importance to the strategy of the business. Email has assumed almost equal importance to the ERP system, and choosing the correct platform whether it is XP or UNIX etc, is now a major decision factor.