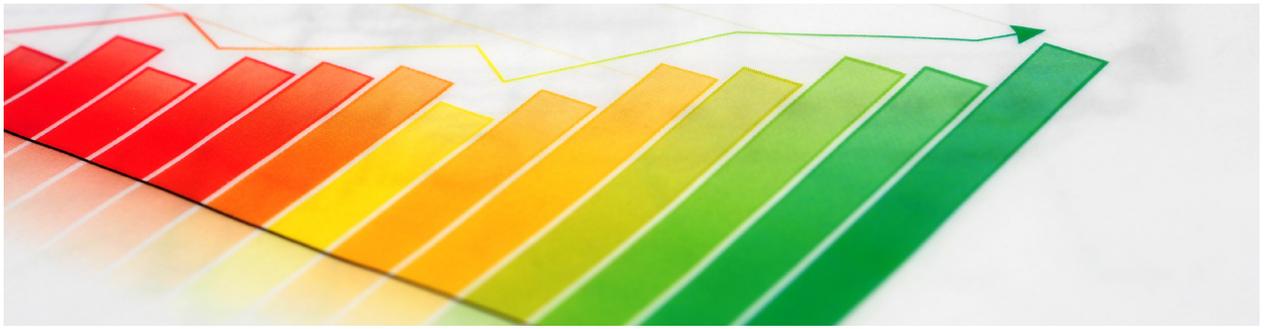


The Challenges of Growth



Growth is a benchmark and goal for most small businesses, but it's also a challenge. It can come with some unwelcome side effects, especially if you don't have the right technology in place. And even with the right technology, you still need the right team to help you keep up as things continue to change.

Growing Pains

Small businesses experience growing pains for many reasons, but when it comes to IT, there are some common pain points. Let's look at five of the biggest challenges small businesses face during growth, and how our Cortavo solution helps with them.



Challenge: Living with a break/fix mindset

We typically find that small businesses operate their IT with a break/fix mindset, meaning they deal with problems as they arise rather than planning ahead to prevent them. While this reactive approach may save money upfront, it often results in bigger expenses in the long run because many problems are more expensive to repair than they are to prevent. More often than not, you'll experience some sort of downtime, and if it's in the middle of the night, you'll pay a higher hourly rate to fix it. And downtime could even lead to lost revenue if the problem causes your critical business system to become unavailable.



Solution: Get proactive with a partnership

When you choose to work with Cortavo, you won't have to worry about your technology headaches growing with your business. Our proactive approach is designed to catch small problems before they become big expenses. Since you pay a flat fee for us to monitor and manage your IT systems, oftentimes we'll fix problems before you even know there's an issue.



Challenge: Expanding to an additional location

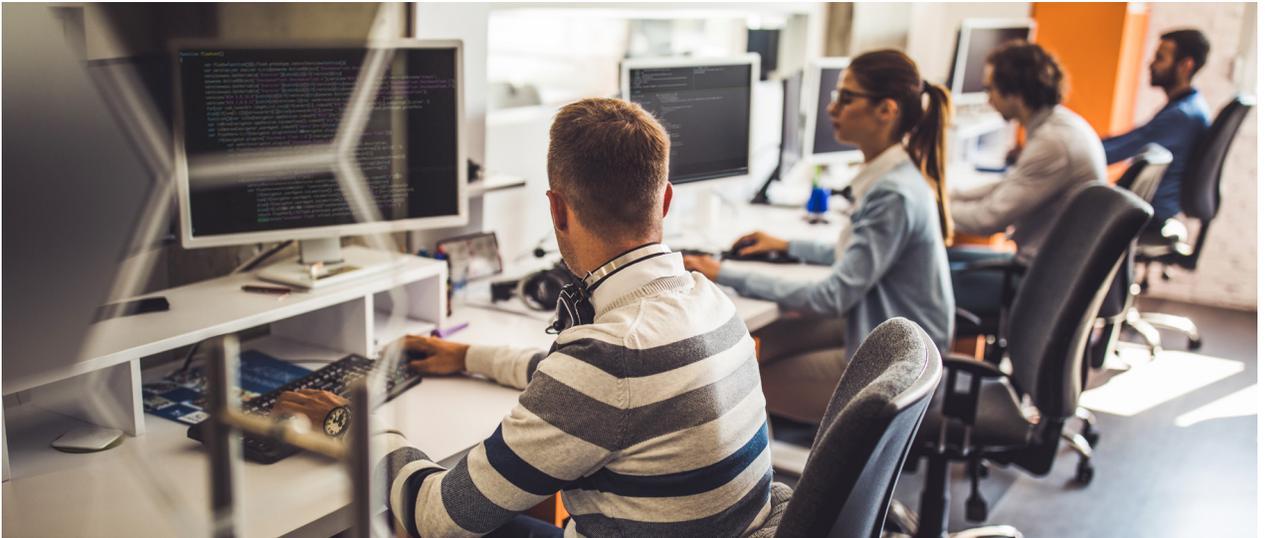
Growth is a positive for businesses, but it also comes with many challenges. Whether you're moving to a new, larger space or are opening a second (or third) location, it can feel a lot like starting from scratch. In addition to adding staff, you're creating an entirely new workspace for them — all while not missing a beat with your current operations.



Solution: Let Cortavo manage your IT setup

With Cortavo managing the IT at your new location, you won't have to worry about a thing. From setting up your ISP and configuring/connecting your new network to managing new hardware setups, we'll make it painless for you and your employees. We'll run the testing and even assist with wiring and outlet location. All you'll have to do is turn on the equipment.

The Challenges of Growth



Challenge: Trying to hire the right IT staff

Right now, IT is a hot career path, and it isn't going to cool down anytime soon. And while it seems like that would mean a bigger talent pool, the truth is that it can make recruiting top talent even more difficult. Many small businesses can't offer the salaries and benefits of larger companies, so even if you do land a talented IT pro, you may not be able to retain them for long. That puts you back in the position of recruiting, hiring and onboarding someone new — creating a cycle that quickly becomes exhausting, expensive and inefficient.

Solution: Hire the right MSP

At Cortavo, IT is our lifeblood. We have a dedicated, knowledgeable team that functions as your IT department, plus you'll never have to worry about whether they'll show up! Putting your IT in our hands means you won't have to worry about recruiting, hiring or firing IT staff; in fact, you won't have to think about IT at all.

Challenge: Holes in your security

Security is everything in today's business environment. As your business gets bigger so does the opportunity for vulnerabilities within your network. Without proper security, your sensitive information might be vulnerable, which can lead to security breaches, and in turn, lost customers.

Solution: Don't allow holes in your network

You can't afford to let holes in your security torpedo your reputation and stunt your growth. Putting your security in the hands of a company that knows how to protect you and that stays on top of the latest threats and security patches is one of the best ways to ensure your sensitive information is never compromised.

The Challenges of Growth



Challenge: Structuring for future growth

We get it. You're more concerned about the growth you're experiencing right now than you are about what will happen five or 10 years down the road. In fact, you may already feel like you're barely keeping up with today's challenges. Who has time to think about tomorrow?

Solution: Work with a company that plans for your future

Failing to plan for the future can make your businesses more vulnerable as growth occurs. It can leave you without the right equipment or infrastructure and unprepared to bring on new employees. When you work with us, we'll not only provide you with a virtual CIO to help you plan for your future, we'll also scale with you. We can help you plan for growth and select the proper tools to help make your team as organized, efficient and productive as possible. And, when it's time to onboard new employees, we'll make that easier, too, by ensuring they have all the right tools and the access they need to hit the ground running. We'll also make offboarding departing employees a breeze, ensuring that all the loose ends are tied up and your information remains secure.

Challenge: Finding the right MSP

Once you realize how much an IT partner can do for your business, you'll face a new challenge: finding the one that's right for you. You want an MSP that is responsive, always available and willing to listen to your needs rather than offering cookie-cutter solutions off the shelf. While they might look good on paper and in meetings, it's a big commitment, and you need to be sure to find a team experienced in your business' growth plan and challenges.

Solution: Work with Cortavo

At Cortavo, we make it our business to mind your business. We are available to answer your call and will monitor your business 24/7, 365 days a year. No matter how your business grows, we will grow with you. Our solutions are scalable, affordable and customizable to fit your needs — today and in the future.