

# Overcoming the New Challenges of Old Technology



No matter how impressive and cutting-edge your technology is when you first start using it, there will come a time when it can no longer do what you need it to do. These days, equipment becomes obsolete faster than ever before, as the pace of change continues to accelerate. To stay competitive, companies need to stay current with technology, but that can be expensive and challenging.

Without a clear technology plan, small businesses often find themselves on a slippery slope. They're trying to save money and make do with their existing equipment while adding new software and applications that aren't fully supported. On paper, using older equipment for its entire life expectancy can seem like a great way to avoid the cost of investing in new hardware. But as many business leaders have learned, it usually ends up costing more in the long run.

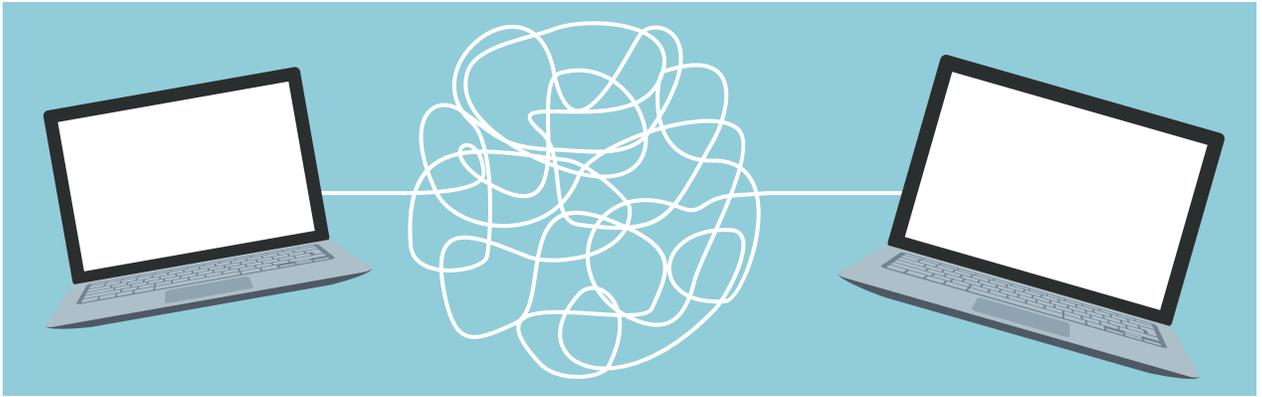
The longer you hold on to old equipment, the greater the costs of usage and maintenance become. At first, you may not notice it — a little extra time spent here, a few more help desk tickets there. But over time, it grows into a problem that is costly to resolve and increasingly difficult to manage.

## The Challenge of Outdated Equipment

Outdated equipment creates headaches for many reasons, beginning with its inability to perform at the speed of more current technology. This creates frustration and wastes employees' time; instead of spending time working, they're trying to get their old and incompatible devices to work properly and harmonize among themselves. And when equipment is out of warranty, it becomes more expensive to maintain and is less likely to work with newer devices.

Software can be an issue too, as older equipment may not meet the minimum hardware requirements for new or updated versions of software. That situation forces you to choose between updating your hardware and working with outdated software. That's a decision that can keep business owners up at night; updating your hardware is costly, but outdated software is not only less efficient and powerful than new versions, it can also leave your business vulnerable to security threats.

## Overcoming the Challenge of Old Technology



All of these roads lead back to your budget in one form or another. Without the budget to invest in new equipment, you'll face a continual loss of revenue from equipment maintenance and employee downtime, and that adds up quickly. Even if you know that an IT refresh is the solution, your books say that it's not in the budget.

Sound familiar? The good news is that it doesn't have to be this way.

### **Let Cortavo Build Your IT Future**

Cortavo is designed to solve the hardware problems that deprive you of sleep and money. Rather than paying to invest in an entirely new infrastructure, you'll pay one low monthly fee to update your existing infrastructure and create the system your company needs. Cortavo is brand-agnostic and will include your choice of any brand's latest laptops or desktops, complete with a dual monitor setup and docking station. Our packages even include a laptop bag, gel mouse pad, Polycom Color Touchscreen phone, wireless keyboard and mouse.

Unlike other MSPs, Cortavo doesn't force you to trade in your old equipment and get nothing in return. Our extensive buyback program gives you credit in return for your old equipment, so there is truly nothing to lose. But there's a lot to gain — like the excitement of your entire team when they're given high-performing, up-to-date technology that no longer holds them back.

### **Helping Your Business Improve**

We've worked with many business leaders who have discovered the Cortavo difference. We'll seamlessly transition your technology while saving you thousands of dollars. And unlike other MSPs, Cortavo ensures that you'll never have to worry about hidden fees, setup fees or price jumps. Even better, our team is available to you 24/7, 365 days a year to make sure you never have to wait for solutions.

At Cortavo, we know that running a small business isn't easy, and trying to run one using outdated hardware is even more challenging. Old technology can slow down your growth in ways you may not even notice and stop your company from reaching its full potential. Our success is based on helping your business become more successful, so we have a vested interest in making sure you have the right tools for the job. Because when we do our job right, you can do your job better.