



NEWS RELEASE

10 Technology Strategies That Separate Top and Bottom Performers in the SMB Space

New e-book by Phoenix-based itSynergy provides action steps for best practices

PHOENIX, Ariz. (March 17, 2017) – A new e-book published by Phoenix-based [itSynergy](#) offers small and mid-market businesses a comprehensive guide to improving strategic thinking in their business in order to compete in an ever-changing digital world. The e-book, “Ten Technology Strategies That Separate Top and Bottom Performers in the SMB Space,” takes an in-depth look at everything from mitigating risk and developing IT standards to budgeting, auditing, maximizing ROI on technology investments, and more.

“Too often, small businesses either lack the understanding of critical strategies they should be implementing or they neglect to invest time and resources to improving their business,” said Michael Cocanower, founder and president of itSynergy. “One of the characteristics of top performing organizations is a relentless adherence to standards. Even in bottom performing organizations that attempt to establish a standard, the strategy fails because of the fact that they never revisit those standards once they have achieved compliance.”

Cocanower and his team reviewed the business practices for dozens of local small and mid-sized businesses ranging from 20 to 500 employees. The itSynergy team established success characteristics based on characteristics they were able to observe as the primary technology provider for these organizations, including: employee growth rate; equipment refresh rate; adoption of new technologies/processes/practices; IT management success metrics such as reactive tickets per endpoint per month, employee satisfaction ratings, and response time performance; coverage in local media, trade publications, and other press; and awards received – both industry specific as well as more generalized.

Cocanower is a cybersecurity expert who was named one of 20/20 Visionaries in *Channel Pro Network* magazine’s May 2016 issue. His inspiration for publishing the e-book came from a desire to help small businesses avoid missed opportunities for growth.

The 24-page e-book is intended to be a guide that business owners can immediately put into practice to improve results in their business. Each of the 10 strategies is described, but also includes action steps required to implement the strategy in a business. In addition to addressing high-level strategies, the e-book goes into detail educating business owners about back-up versus disaster recovery, measuring SLAs (service level agreements), educating employees and the need to implement real-time monitoring of all technology – not just computers.

To request a free copy of “Ten Technology Strategies That Separate Top and Bottom Performers in the SMB Space,” visit <http://itsynergy.com/research/>.

Cocanower also conducts free 15-minute “Hacking the Human” webinars on the second Thursday of every month at 11:30 a.m. designed to educate employees on becoming ‘security smart’. The next topic on Thursday, April 13 is about Social Engineering. Interested participants should register at <http://www.itsynergy.com/webinar>.

For more information, call itSynergy at (602) 297-2400 or visit www.itsynergy.com.

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About Michael Cocanower, Founder & President of itSynergy

He has his black belt in the Kung Sul division of Hwa Rang Do, a Korean martial art, so it's fitting that Michael Cocanower's passion is helping small and medium-sized businesses defend themselves against malicious cyber intruders. A Phoenix native, Cocanower founded itSynergy in 1997, and under his leadership, the company has experienced exponential revenue growth. A long-standing Microsoft Partner, itSynergy provides strategic technology management services for small and mid-sized organizations on a fixed monthly fee. Cocanower has received numerous awards and widespread industry recognition throughout his career, including being named one of 20/20 Visionaries in *Channel Pro Network* magazine's May 2016 issue. The magazine regularly turns to him for input on current IT trends, and called him a "shrewd and articulate observer of the SMB market." In addition, the Arizona chapter of Entrepreneurs' Organization (EO) recently appointed Cocanower to the board of directors as membership chair.

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