



PinnacleCLO

Technology Leadership
and Advisory Services

Technology Leadership and Advisory Services for
Small & Medium Businesses and Not-for-Profits

You know how to run your business.
We know how to optimize your investments in technology

There's satisfaction in doing more with less.

Whether it's driving high levels of customer satisfaction by providing a closer, more personal touch, or the agility that allows your organization to respond more quickly to trends and opportunities, there are some significant advantages to being leaner than the competition.

But the very same things that make Small & Medium Businesses (SMB) and non-profit organizations great also make for their challenges — especially where tech is concerned. Do you recognize any of these situations?

- Staff fell for a phishing scam
- You need to deal with day-to-day technology issues
- Using old, inefficient systems
- Untested backups
- Operations will fail with the loss of internet service or power
- Lack of access to needed data
- Manual and paper-based business processes
- Technology costs can't be planned, budgeted or managed
- Poor technology vendor performance

PinnacleCIO Technology Leadership and Advisory Services can solve these pain points, providing custom, on-demand expertise and execution that meets your business's unique needs and budget.

As a small business ourselves with decades of success in the industry, we are intimately familiar with the unique needs of SMBs and with the power of tech to overcome key challenges. We offer project-based and ongoing tech leadership to address the essential demands of modern business:

- Cybersecurity Assessment and Training
- Software Selection & Implementation
- Technology Strategy & Roadmap Development
- Technology Budgeting and Oversight
- Business Process Improvement & Automation
- Identification of Cost Saving Opportunities
- Vendor Review and Management
- eCommerce & Mobile Apps
- Addition of internet service redundancy

Whether it's reducing the risk of a costly data breach or cyberattack, propelling internal productivity, or establishing new channels to better meet customer needs, SMBs and non-profits simply can't afford to not have technology at the forefront of their business planning.

Without specialized knowledge or the budget for dedicated headcount, taking a proactive approach to tech can often feel out of reach. But expert guidance on technology is no less important than professional tax or legal advice. Simply put, smaller businesses can't afford to leave technology vulnerabilities unaddressed.

Some stats:

- 43% of cyberattacks are aimed at small businesses—but just 14% of SMBs have adequate protections in place¹
- Digitally advanced small businesses earn 2x as much revenue per employee and experienced 4x YoY revenue growth compared to digital laggards²
- 79% of SMBs reported that deploying even simple automation delivered time savings to their companies (and more than 6 in 10 reported improved business productivity and cost savings)³

To learn more about how PinnacleCIO can help, contact us for a complimentary discussion.

About PinnacleCIO: With more than two decades of experience in the enterprise and SMB space, PinnacleCIO are experts at delivering right-size solutions to propel business operations, address technology risks and meet the changing needs and expectations of customers and staff.

¹ <https://www.cnbc.com/2019/10/13/cyberattacks-cost-small-companies-200k-putting-many-out-of-business.html>

² [Deloitte Connected Small Businesses in the United States](#)

³ <https://www.channelpronetwork.com/article/smbs-not-yet-acting-known-benefits-automation>