



May 28th, 2020

Best Practices

INVEST IN YOUR INFRASTRUCTURE

Written by: Jesse LaDousa, Chief Operating Officer

There is much talk in the news about how to best restart and recover our economy. The current environment has greatly hurt traditional brick and mortar shops, stores, restaurants and service businesses. However, we as a country have further increased our reliance on home delivery of goods, food, and even services. This puts greater pressure on our infrastructure which is in desperate need of investment to repair, replace, and expand.

As our friends in transportation and logistics know, investment in our country's infrastructure is badly needed and could be a huge avenue to help our economy recover. Investment in your core always yields positive results and, in this case, can be a key driver to restoring parts of our economy.

Careful scrutinization your own internal infrastructure may reveal gaps that will prevent you from taking advantage of the new opportunities that are arising each day - as the way we work, interact with each other, and deliver services to our customers. These gaps can be simple things like not

having the right set of collaboration tools to connect your now remote workforce, or larger needs like human capacity to deliver on project work that has been paused for the first part of this year. Perhaps you just need a fresh set of eyes on a strategic issue that you think could become a competitive differentiator for your organization.

As our country slowly and cautiously opens, now is the time to reflect on your own internal infrastructure and determine where changes are needed and what gaps exist. Determining where best to invest will yield positive results when our country comes roaring back as we all expect and know it will.

At Clientek, we've spent 28 years helping our clients with this type of analysis and implementation. Our approach focuses on targeting business value by using a proven strategy and toolset to analyze, compare, and measure solutions to ensure maximum return on investment. Let our team help you determine where best to invest and quickly realize the value of the right solution.