Futuristic technology has been springing up in unexpected places lately, it seeks to aid previously unrelated household tools like ovens and refrigerators, and used as supplements to help people aid their everyday lives. It is highly advantageous to be on the cutting edge of new technology, as it is not only showing up to help consumers, but to aid offices and business owners around the world. Are you paying attention to the latest trends?

Why Be Trendy?
Simply put, utilizing cutting edge technology will give your business an advantage over your competition. However, it may be hard to find time to keep your nose in the news to discover the latest in business technology. As a business leader, you likely don't have a "look for new technology" appointment blocked out in your schedule every day. With the incredible new technological solutions entering the market for business use, we think that you can't afford not to be spending time researching new technology developments.

Think how business was done just 20 years ago. The Internet was a fairly recent tool that many businesses and consumers had yet to integrate with their everyday operations, the post office was having a hay day because widespread email use had yet to catch on, cell phones were carried around in bags, pagers were "cool", and...beige.

The modern office is substantially different from the office of 1994, thanks to technology. From beige to black, CRT to LCD, and portable bag to pocket, technology has been consistently upgraded, one device at a time.

Take it From HD DVD
When considering technology upgrades, it's important to do research and acquire knowledge about the product that you're upgrading to. It's crucial to understand why the new product is superior to your current model, and how it's going to cut costs for your business. However, a skill that can be learned the hard way is being able to have the foresight to make technology purchases that won't be obsolete in a short time. A prime example of this is how families decked out their living rooms with HD DVD players back in 2007. The entertainment industry was cruel to these families, as HD DVD production was halted in 2008, rendering the whole format entirely useless, unless those families are really into their HD DVD copy Mr. Bean's Holiday.

**IT Consultation**
Upgrading your current technology can be risky for this reason. Therefore, it's wise to seek council from a technology consultant to help with these decisions for your business. An IT consultant will spend time to understand your business and its technology needs to make recommendations on the best technological solutions that will maximize productivity and minimize expenses for your company. Another advantage of an IT consultant is that they can introduce you to technology solutions that you may not have known about otherwise. How great would it have been to have an IT consultant back when you bought that HD DVD player? They would have told you to wait until Blu-Ray won the format battle, and to invest in a Blu-Ray player instead.

Network Synergy can serve as your company's IT consultant, analyzing your business needs, and giving you suggestions that will benefit your company. We do the research, so you don't have to. For instance, if your company needs to upgrade to a new server, we'll do some homework and introduce you to the best server unit choices for your business that lie within your budget range.

Whenever you need advice about your current technology, or ideas for upgrades, give us a call at 203.261.2201. We can help you maximize your business dollars with the most current technology, and help you stay the trendiest business of your kind in Connecticut.