

*Are you getting the  
**Return On Investment**  
you had hoped you would  
from your computer technology?*

**If the answer to that question bothers you, you need to read this!**

*“You changed the way our organization views technology and introduced us to possibilities we never new existed.”*

- a client testimonial

# Computer Technology & Recognizing Business Value

*Learn how to turn your computer technology  
from necessary expense to value-added  
resource.*

*Learn how to achieve that elusive ROI,  
the unrecognized promise of IT,  
and realize dramatic productivity gains.*

*Ask yourself these questions...*

Did you realize the Return On Investment you desired from your organization's technology purchases over the last few years?

Are you concerned that spending on information technology continues to grow but tangible business benefits seem limited or unrecognizable?

Are many of your organization's day to day tasks performed manually - duplicating input, consuming man hours, and leading to untraceable & avoidable errors?

**Do you want it to be different?**

*(this is a rhetorical question)*

*Focus On Dramatic Productivity Through Automation*

We focus on the strategic use and the business value of systems technology with a special emphasis on *dramatically Improved Productivity and Asset Utilization*. The creative use of automation maximizes the value of your IT - human and capital resources - and increases revenue and earnings.

This takes the form of specialized scripts or applications. Extremely effective tools and automation can developed using Microsoft Office alone.

Using even a small fraction of the available automation feature can produce **double and triple digit productivity** gains for your staff & organization!

*The two most underutilized resources in your business are:*

- Existing computer technology;
- The people using that technology;

*What is business automation?*

*or how to increase productivity by 35900% per employee!*

The best way to understand what business automation is and why it is valuable is to look at a real-life example.

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A client of ours, a home-builder, has a vendor whose software tracks the activities of the various trades **(plumbers, masons, concrete companies, painters, etc.)** working on their homes. This software allows the homebuilder's site managers to check off all completed and scheduled activities. These are then uploaded to the vendors website via a handheld device.

Back at the home office, the accounting department receives invoices from the trade for each of the completed tasks. Accounting personnel then cross-check the vendor's website for completed activities to determine if an invoice should be paid.

This cross-checking activity would take between 28-32 hours each week – nearly a full-time job.

Additionally, due to the number of invoices to check each week – often more than 1,000 – there were frequent errors – invoices paid for work not yet completed and unpaid invoices resulting in phone calls and additional time to research problems.

Kreative Knowledge was retained to find a way to streamline this process. Without any additional capital expense, we were able to realize 35,900% productivity gain!

Using Microsoft Access, a program already installed on the accounting computers, we built a program that checks the vendor's website automatically. It determines which tasks are completed and which invoices can be paid.

After automation, what used to take 28-32 hours a week, took 5 minutes.

*Five minutes!!!!*

That is a net productivity gain of more than 1500 hours a year on this tasks alone - or 35,900%.

*This is how business can recognize the dream of technology and why we are passionate about what we do!*

## Clients & Projects

I have had the opportunity to work with some amazing clients and exciting projects.

### **Partial Client List:**

Northrop Grumman, Waste Management, Primerica Financial, Blue Cross, Pacificare, and many others.

### **Markets:**

Enterprises, small and medium sized businesses, manufacturing, sales organizations, law firms, insurance, homebuilding, title & mortgage, and health care.

### **Projects:**

sales force automation, document assembly, local and web based customer/client tracking, interactive marketing, data mining, executive reporting, knowledge management, and workflow/operational improvement.

### **The Team:**

I've built a team of best-of-breed professionals who share a similar passion for business-value and high-yield asset utilization. For us, *good enough* isn't!

**Automation is Key / Business Value is Critical**

## Background



Let me introduce myself. I am Matt Moran. I am a former **Chief Information Officer** and have been a consultant – helping large and small organizations create value-based business solution – for nearly 20 years. Network design, programming, project management, etc. – I’ve done it!

I have authored numerous articles on automation, business development, professional development, and innovation. I am also the author of **The IT Career Builder’s Toolkit: Your Complete Guide To Building Your Technology Career In Any Economy** (*published by Cisco Press – a Pearson Media, Prentice Hall, and Cisco Systems imprint*) and **Notes From The Toolshed** – a popular blog hosted by IT Toolbox – a worldwide technology knowledgebase and community.

I don’t tell you this to impress you. Believe me, past accolades and achievements are just that – in the past. My goal is simple; intrigue you enough to prompt you to give me a call.

Find out whether the energy, *passion*, knowledge, and *proven experience* that me and my team bring to each and every client we serve can benefit you and your organization.

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