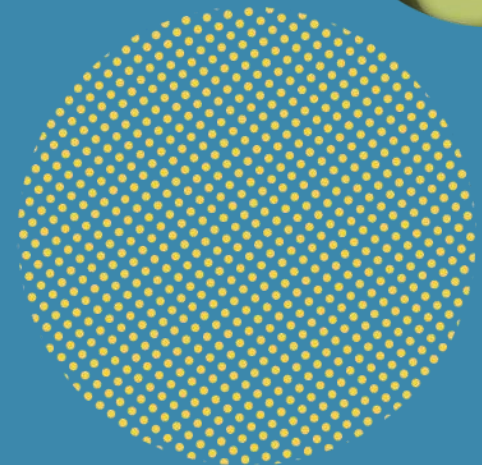
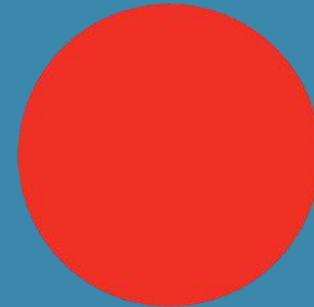


Your Small Business... IT Ain't So Small

January 11, 2022

SPARK's ACE Webinar Series



Agenda

- Introduction / Background
- Information Technology Evolved
- Today's Landscape
- Your Team (scaling without scale)
- The Risks They are a Changing

Introduction / Background

Cary Grigg is a Senior Manager in UHY Consulting's Digital Transformation practice and works with middle market companies in a variety of industries to more effectively leverage technology to enhance client processes and help them realize their business objectives.

Cary is based in UHY Consulting's Atlanta office, but has also spent extensive time in the Midwest having lived in Chicago for over a decade early in his career and more recently on a multi-year project in the Greater Detroit area.

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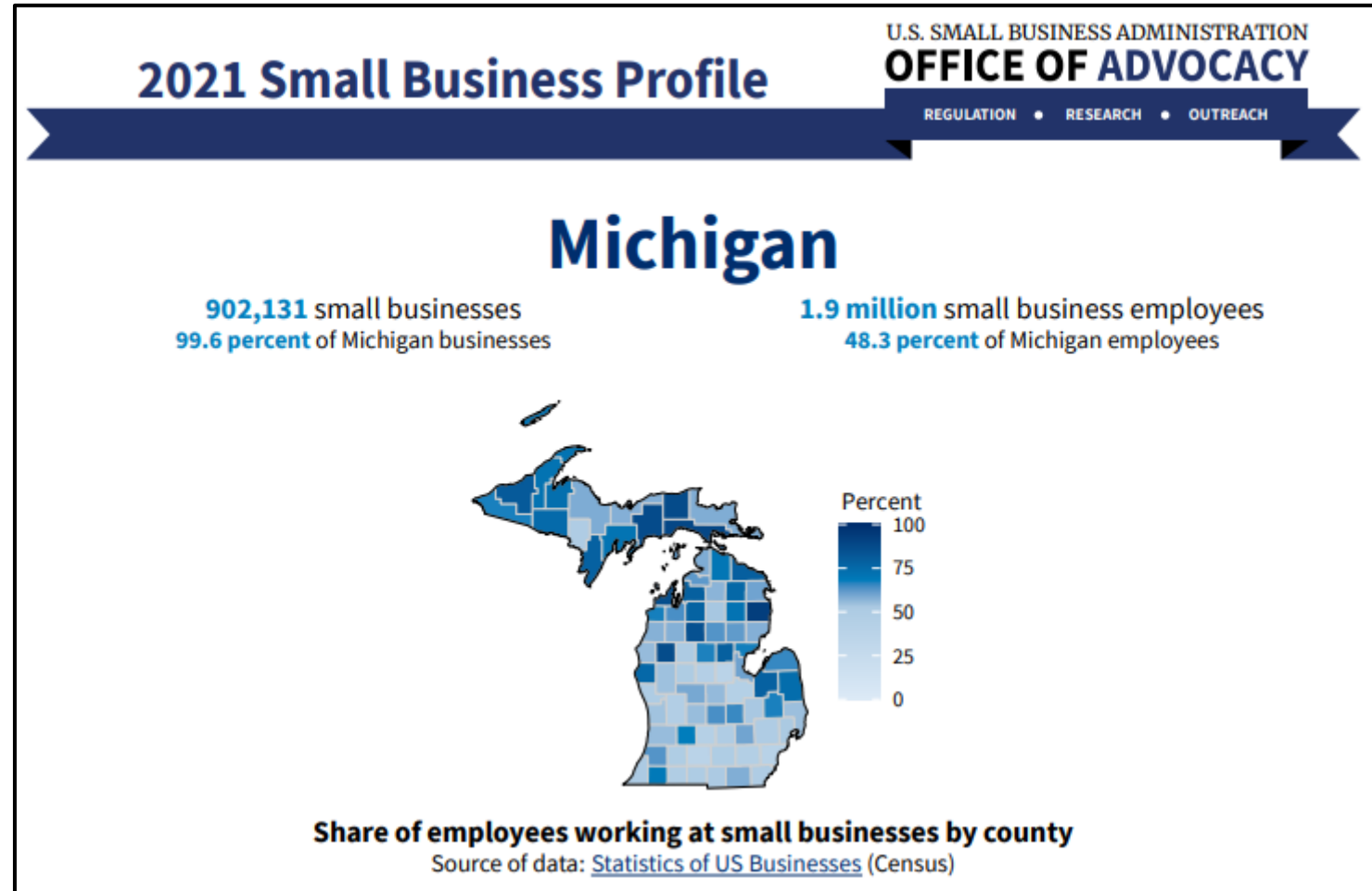
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“Small Business”?!? Yeah, right

- Small business is anything but small. Small businesses make up the vast majority of employers and Michigan is no different.
- Only 3,623 of Michigan’s 905,754 businesses would be considered too big to be “Small Business”.
- The fact of the matter is that Small Business is a huge driver of the American economy, and your businesses are no different.



The IT Landscape is Getting More Complex

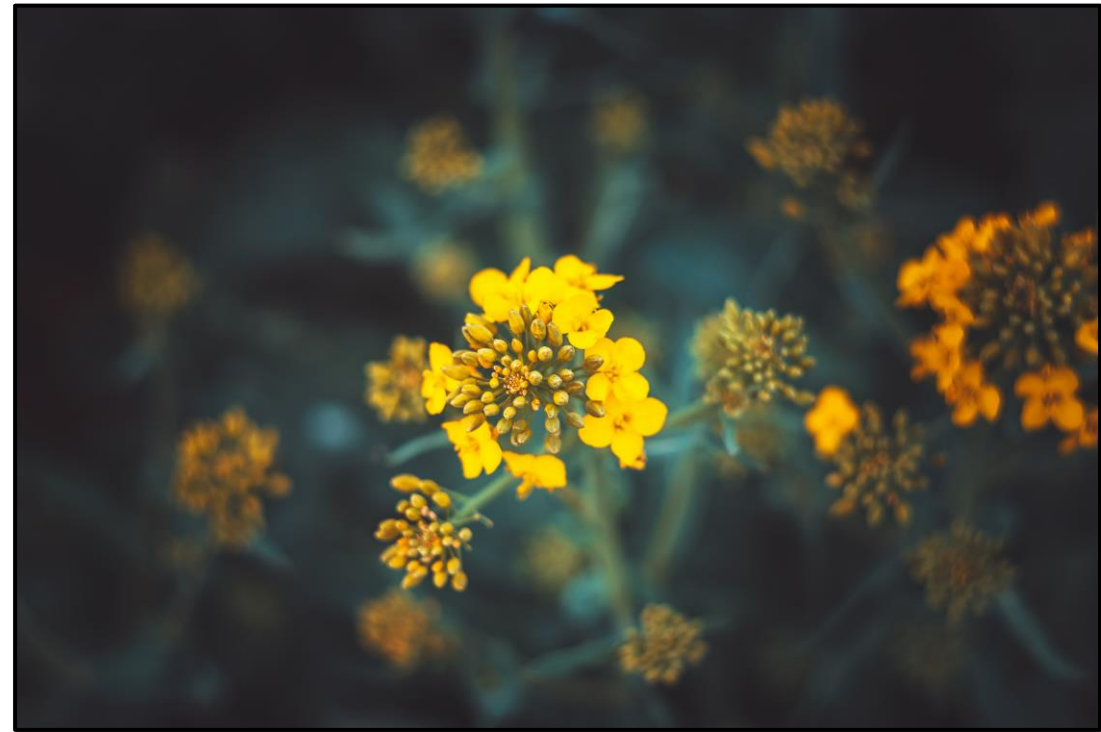
Information Technology is becoming a progressively larger part of everyday business.

- **Hardware** (SANS, Servers, End User Machines, Shop Floor Equipment, etc.)
- **Software** (MS Office, G-Suite, ERPs, Production Machinery Software, Collaboration Tools, etc.)
- **Infrastructure** (MPLS, SD-WAN, VPN, etc.)
- **Vendor Partner / Supplier** (E-Commerce Portals)
- **Regulatory / Compliance Concerns** (HIPAA, FCPA, AML, PCI, SOC, etc.)
- **Cyber Security** (Ransomware, Malware, Phishing, Spear Phishing, Smishing, Trojan Horses, Viruses)
- **Redundancy & Resilience** (Recovery Time & Recovery Point Objectives, Hot Sites v Cold Sites, redundancy)
- **Financial Systems**
- **Operational Systems**
- And the list goes on...



All Small Business is Not the Same

- What works for someone else's business might not work for yours
- Industry can sometimes dictate requirements
- Strategic direction and succession plans can impact technology choices or even constrain them
- Digital natives are here. They've grown up with technology from the time they were born. Their expectations of workplace technology and experience are different
- The characteristics of Customers differ by businesses even in the same industry
- There is no one size fits all
- And software companies have noticed...



The Landscape is Changing

Today's Information Technology is not the IT of yesteryear. Take the ERP/Financial Packages and compare how far software has come in a few short years.

Legacy Software Approach (Prescriptive)

- The vendor heavily guided the implementation and consulted with the organization
- Vendor informed how the software works and the organization shaped its processes to match (or to at least get closer to) how the vendor thinks the organization should operate
- There were some choices to make, but mostly the software was not very flexible

Current Software Approach (Collaborative)

- Tell us how your business works and we will make the software do that
- We can only make the software do what you tell us you want it to do
- There are literally tens of billions of ways to implement any particular piece of software in regards to the number of choice combinations possible
- Process clarification and documentation should take place before a software is chosen to identify requirements and define the current state (The organization can't say "we want a racecar", and not know whether you want to go off-road racing or the Indy 500)

Scaling without Scale (Your Service Partners)



1. Cloud Based Partners such as Amazon, Microsoft, Google, IBM and others are all investing heavily to gain market share as this segment becomes even larger.
 1. SaaS (Software as a Service)
 2. IaaS (Infrastructure as a Service)
 3. Authentication Services (MS Azure Active Directory, Google, Auth 0, and others)
 4. Database Services (MS Azure SQL Server, Oracle Cloud, Mongo, and others)
2. These services allow Small Business to quickly scale and leverage the investment of large companies and reap the benefits. The skills and cost needed to develop and maintain these capabilities would otherwise be prohibitive for most businesses large or small.
3. Even then, sometimes safety in numbers is not enough...

Connectivity is a Double-Edged Sword

- Connecting to and using these wonderful offerings makes it possible to provide a levels of service to your customers, which was once only the territory of the big companies.
- However, with more connections comes more risk. Kronos time clocks were hit with Ransomware December 11th, and are still recovering from the attack almost a month later.
- We should start thinking more seriously about our businesses as not only targets themselves, but also as vectors to target businesses.
- Careful management and monitoring of connectivity and vendor/3rd Party risk is needed more than ever to keep tabs on a constantly evolving landscape.

TECH

Ransomware attack on Kronos could disrupt how companies pay, manage employees for weeks

Michelle Shen USA TODAY

Published 5:33 p.m. ET Dec. 13, 2021 | Updated 1:49 p.m. ET Dec. 14, 2021



In Summary

- Your business is not Small Business. IT **IS** Business.
- There are a ton of IT areas to consider, and the landscape continues to get more complex.
- All businesses' needs are different.
- Workforces and customer expectations are changing, and one size never fits all.
- There is more flexibility and customization available than ever before.
- Vendors of all kinds can now provide services to scale your business without large investments
- However, there is no free lunch.
- Connectivity and ease of scaling mean that one set of risks is traded for another and require constant management and monitoring.



Questions?



Thank you!

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