

# How the Right IT and Cybersecurity Strategy Can Grow Your Business

## Three Pillars of Revenue Growth with Optimized IT and Security Solutions

Despite numerous technological advances and reports of new and evolving cyber threats constantly dominating the news cycle, IT and cybersecurity budgets are still viewed by many executives as an expendable cost rather than as an essential building block for business stability and growth.

With the right IT and cybersecurity strategy, you can take your company's revenue growth to the next level.

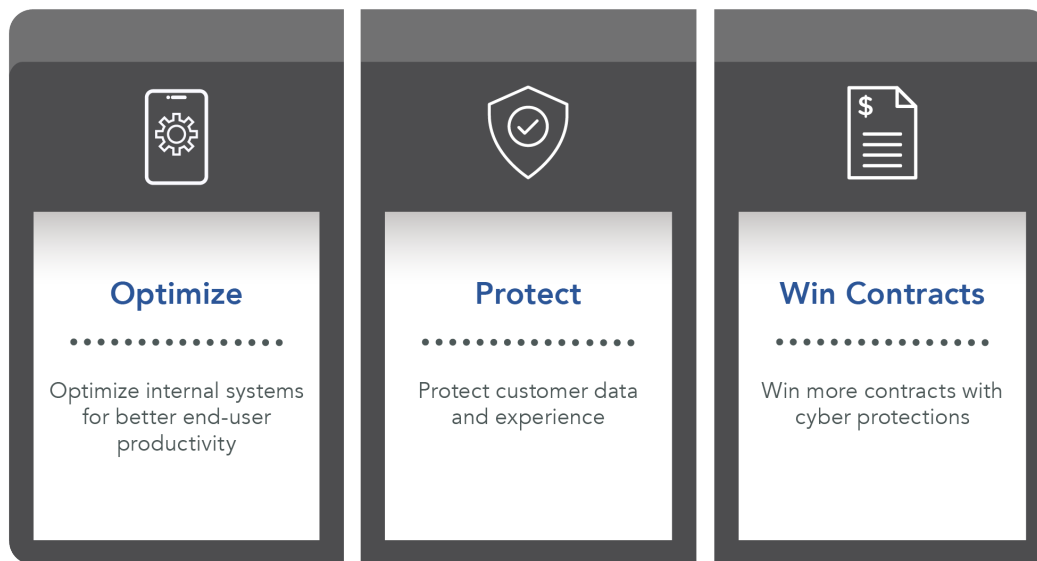
### Starting with a strong foundation

It all starts with rooting your essential business operations in an IT environment that actually works for you rather than against you. Too often, companies settle for outdated systems that they inherited, just because that's the way that it's always been (and on the surface, seems like the more cost-effective option).

In reality, out-of-date technology can leave your company vulnerable to costly cyberattacks, stalled business operations, and missed revenue in lost productivity time. Or worse, slow and inefficient processes could mean poor customer experience and loss of revenue to your competitors.

IT-fueled business growth offers unique opportunities to leverage the combined expertise and efficiency of an organization's IT team with the network platforms that effectively produce, sell, deliver, and maintain final product to customers. It's important to not let this key sales source be sidelined during your revenue planning.

There are three pillars of IT-based revenue generation:



*The Three Pillars of Revenue Growth with Optimized IT and Security Solutions*

## Pillar One

### **Optimize internal systems for better end-user productivity**

*Better leverage your network and technology for greater efficiency*

Optimized IT and cybersecurity systems mean that you can maximize the efficiency of your essential business operations, end user productivity, and data processing securely.

For many companies, optimizing your environment looks like implementing unified communications and device administration, as well as a mobile device or mobile application management policy to manage all of your end points and users through a single pane of glass.

With optimized systems and enhanced visibility into their organizations, companies can ensure that key systems are effective and continually online. A strong strategic IT environment that enables this efficiency is the necessary foundation of business and revenue growth.

## Pillar Two

### **Protect Customer Data and Experience**

*Safeguard your company's and customers' data with proactive policies and security systems*

No other team is more closely tied to customer data and user experience than IT. But too often, cybersecurity is a reactive rather than proactive affair. Companies frequently wait until they've suffered a ransomware attack and lost valuable data before investing in a robust cybersecurity framework —hurting their customers in the process and diminishing customer retention, as well as causing significant business disruption and financial loss.

With the right IT and cybersecurity strategy, you can protect your customers' data while improving their user experience on your platforms.

Additionally, don't undervalue the impact of a seamless customer experience from start to finish. Close to 50 percent of customers cite "inefficiency" as a reason to stop buying a brand, whether over ecommerce or platform usage. A positive customer experience drives loyalty and revenue growth, so optimizing the systems that process, store, and manage customer data and the platforms customers use is essential.

## Pillar Three

### **Win More Contracts with Cyber Protections**

*Add value to your business by demonstrating compliance*

Selecting, executing, and maintaining robust cybersecurity not only ensures that new cyber threats are identified and addressed, but can serve as a competitive advantage when bidding on contracts. Being able to show potential clients that you already have a robust cybersecurity framework in place to meet their needs could be just the differentiator your organization needs to bring in more contracts.

Today, many vendor contracts even have required cybersecurity clauses that stipulate:

- Vendors within the supply chain have a certain set of cybersecurity plans, protection, and response strategies to assure that customer data and networks are safe from threats facilitated by vendor relationships and integrations
- Vendors agree to adopt, implement, and maintain industry-best administrative, technical and physical safeguards required by the client company

And for many industries, these stipulations are not only a matter of preference, but regulatory requirements. While complying with data privacy regulations can be daunting, it's more important than ever to streamline the compliance process so that companies can focus on growth by innovating new offerings and extending business reach. Many organizations will need to conduct due diligence risk analysis and assessments, develop policies and procedures, and test solutions to ensure compliance. Is your cybersecurity framework up to the task?

## Build revenue with comprehensive IT and cybersecurity strategy

Creating and maintaining the appropriate IT and security infrastructure you need to become a key revenue generator requires the right knowledge, experience, and expertise. Proactive technology and cybersecurity solutions are no longer optional — they are essential building blocks for stable, high-performing business operations.

However, finding and retaining skilled IT and cybersecurity resources is particularly challenging. Even if your company does have an in-house team, outsourcing the day-to-day activities means your team has more time to dedicate to strategic, value-added initiatives. If your internal team needs support or additional expertise in one or more areas, it's worth considering outside sources, particularly within areas or skill sets that aren't directly tied to your core business area.

## Grow and safeguard your company's essential operations with Corsica Secure<sup>SM</sup>.

Corsica Secure, a powerful combination of integrated IT and cybersecurity services, provides the technology to accelerate business outcomes with a strong security foundation to keep your company protected.

With a cohesive IT and cybersecurity strategy from one unified service provider, your company will be able to leverage technology to gain a competitive advantage while receiving a higher standard of protection. Achieve the security goals of your business, your clients and prospects while building revenue with an optimized IT environment with Corsica Secure.

To learn how Corsica Secure can accelerate your business success, [request a consultation today](#) or call (855) 411-3387.

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### About Corsica Technologies

Consistently recognized as one of the country's top managed IT and cybersecurity providers, Corsica Technologies helps organizations leverage technology as a competitive business advantage. Our integrated IT and cybersecurity services protect companies and enable them to succeed.

**Accelerating Your  
Business Success.**

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