

TECHNOLOGY DECAY

Can It Be Effectively Addressed By Mid-Market Solutions Providers?

All customers of high-technology solutions experience, to some degree, a phenomenon Starnet refers to as "Technology Decay".

Technology Decay can be summarized as the diminishing rate of return (ROR) on high technology investments as the result of the declining performance of those investments, relative to the initial rate of return directly following implementation.

The causes of Technology Decay are many and complex yet the measures to inhibit or prevent it are relatively simple. Despite the simplicity of these measures, most high-technology customers can point to specific and often significant cases of Technology Decay within their organizations.

These causes are predominantly maintenance related. These include the traditional 'product' maintenance measures (i.e., software versioning, hardware care, environmental factors). But perhaps more importantly, the factors that lead to the greatest amount of declining rate of return on technology investments are people-related. Most notably product use re-training, system training for new employees and re-synchronizing system design to meet the ever-changing market dynamics experienced by business and other users of high-technology solutions.

It should be clearly evident that most technology implementations deliver their highest ROR directly following implementation. The need for the solution is clearly in play, the products are versioned correctly, the hardware is new, the training is fresh and the usage of the technology is mandated by management and supported efficiently by staff.

Over time, these factors all diminish. In many cases the technology solution is not maintained to a level that enables it to yield an optimum or even acceptable ROR, as compared to what the investment delivered directly following implementation.

Why is this costly phenomenon allowed to occur?

In most cases, the technology solution was initially purchased and implemented to either increase revenue by providing competitive advantage, or to reduce expense by improving efficiency. In some cases, the factor or condition that inspired the technology purchase is no longer in play and the interest of the organization in 'maintaining' the technology wanes. As a result, Technology Decay occurs without significant justification to address it.



In most cases again, the condition or factor that inspired the initial purchase is still in play when Technology Decay sets in, but it has been supplanted at the forefront of the organization's mindset by more current issues. As a result, efforts to maintain the ROR on the technology investment lose mindshare. Technology Decay then sets in at a cost to the organization far greater than the cost to inhibit or eliminate it.

Can Technology Decay be addressed by today's mid-market solution providers to aid their customers in realizing optimum rates of return on their investments over time?

Most certainly, with the correct focus and service deliverable offering.

At Starnet we have created a voice communications solution to assist our customers to combat Technology Decay. **StarASSURE** is designed to minimize the effects of Technology Decay by prescribing a predefined set of services that are delivered over time, specifically designed to minimize both the technology and people related causes. **StarASSURE™** is intended to assure our customers that they will earn the maximum rate of return on their technology investments over time.

Our **StarASSURE™** solution includes prescribed 'strategic' maintenance services such as quarterly onsite configuration review sessions, quarterly on-site training/re-training sessions, monthly onsite system health and data backup visits as well as 'tactical' technical support and problem resolution services.

We welcome the opportunity to discuss our **StarASSURE** solution with you in more detail. Please contact your Starnet Business Development Manager to learn more.

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