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Using technology to build a resilient, efficient and competitive business

Challenging times often force us to think differently, and while rising costs impacting every organisation create pressure, they are often necessary – investing in cyber security for example - but can also present opportunities such as using innovative technology to operate effectively and remain competitive.



John Airey
Southern Regional Client Partnership Lead

Email john.airey@waterstons.com

When change is necessary, it can be the perfect moment to innovate, streamline, and build a more resilient business. Necessity is the mother of invention, and change inevitable, so why not harness both and use technology as the key to not just surviving but thriving. The right investments now could make your business more efficient, resilient, adaptable, and competitive in the long run—turning cost pressures into catalysts for growth.

There's no silver bullet, but there is smarter spending

There's no magic wand to suddenly make IT cheaper - technology is essential to running a business, and you can't simply switch things off or ask employees to share laptops. Cybersecurity measures can be costly, but the price of a cyber incident is far greater. IT is a fundamental part of modern business, and cutting costs recklessly can lead to greater inefficiencies and risks down the line.

However, that doesn't mean you can't be smarter about where your money goes. Many businesses are spending more than they need to, whether through outdated systems, underused software, or inefficiencies in processes. The key is to identify where savings can be made without compromising business performance.

For example, it's easy to assume that replacing out of date hardware is the best option, but it could be that it's the software in use that is actually costing you more? Legacy systems can be expensive to maintain, drain time and resources, and slow down productivity.

Similarly, many businesses continue paying for software and services they no longer need. Are you getting the most from your software licences? Are you paying for tools that duplicate functions? Could better user awareness and training help consolidate systems and reduce unnecessary spending?

So where to start?

By taking a step back and evaluating your current IT landscape, you may find opportunities to optimise and reduce costs without sacrificing efficiency or security.

- Process automation – Can technology help reduce manual work? Automating repetitive tasks can free up valuable staff time, increase efficiency, and reduce errors.
- Data-driven decision making – Using your business data effectively can help with forecasting, planning, and cost control. Smarter decision-making leads to better resource allocation and reduced waste.
- Enhancing user experience – Investing in intuitive, user-friendly technology can improve client and employee engagement and retention, ultimately boosting revenue.

Quick wins for immediate impact

While long-term strategic planning is essential, there are immediate steps businesses can take to bring IT costs under control.

1. Licensing reviews – Conduct an audit of your software licences. Are you paying for unused or underutilised licences? Ensuring you're only paying for what you need can lead to significant savings.
2. Cloud optimisation – Cloud services are scalable, but many businesses end up over-provisioned and paying for storage or computing power they don't use. Reviewing your cloud strategy and right-sizing resources can help reduce unnecessary costs.
3. Application rationalisation – Many organisations use multiple applications that perform the same function, leading to unnecessary spending. Assessing your software landscape and streamlining applications can cut costs while improving efficiency.

A smarter approach to cost optimisation

We help businesses take a strategic approach to technology investment—finding the right balance between cost savings and operational efficiency. By reviewing existing IT infrastructure, identifying inefficiencies, and planning for the future, businesses can optimise costs without sacrificing performance.

There's no escaping rising costs, but with the right technology strategy, businesses can remain competitive, efficient, and financially resilient. We're here to help you understand how to achieve this and make the most of your technology investments while keeping costs under control.