

How IT Outsourcing Has Changed the Role of the CFOs

Voice Smart Networks Educates CFOs on the Future of IT Management & How It Impacts Their Position

Los Angeles/Ventura/Orange County/San Diego — January 26, 2016— Voice Smart Networks, a leading provider of unified communications, announced today that the company is launching an educational campaign for CFOs at rapid-growth organizations. In the recent years, the industry of IT management has shifted dramatically, due in large to the huge influx of sophisticated managed IT service providers. As a result, a very high percentage of SMBs (small to mid-sized businesses) have chosen to outsource the day-to-day management of their IT networks to 3rd party vendors, which has brought a number of unique challenges along with it. When a company makes this decision, the CFO is the most common person to be asked to manage the transition, and many CFOs become overwhelmed because they don't understand every single facet of the underlying technology that supports the operations of the business. Moreover, they feel concerned because they think that they need to become technology experts in addition to being financial geniuses. Voice Smart Networks argues that CFOs don't need to understand all the intricacies of how each piece of technology works, but instead, they need to learn best practices on how to keep an outsourced managed IT services provider accountable for

high-performing networks. This release dives into more depth on best practices, tips and tricks for CFOs facing this new challenge.

Essentially, CFOs enter this situation and are pulled into multiple directions. They are told that they need to invest in *this* technology or that competitors are using *that* technology and they scramble in order to make the right decision. However, the most important factor to address is to step back from the minutia and to ascertain the corporate level growth strategy. In other words, strategic initiatives dictate which tools an organization needs, not the other way around.

While CFOs do need to become educated on best practices to ensure that their servers are always running, the necessary upgrades are made on-time, what to expect when managing multiple outsourced vendors and how to keep them accountable, Voice Smart Networks remains firm that CFOs absolutely do not need to know every single function, of every single piece of software, on every single computer works. Furthermore, as more companies transition to cloud and hybrid-cloud environments, CFOs need to be able to pick the best providers that have experience facilitating this type of enterprise-level shift. Here are a couple key distinctions CFOs need to look for in order to confirm that they are working with well-equipped providers.

They Better Have Very Detailed Reporting. The more

detailed the better. CFOs should expect monthly meetings where their IT advisors dive into the details of the reports in order to give decision-makers absolute clarity on which steps they need to take in order to keep the organization running at peak performance. For example, one key item to look for is a running timetable of technology that tells decision-makers, which pieces of technology need to be upgraded, which are fine “as is” and when these upgrades need to be made. This allows CFOs to properly budget so they get a full understanding of the *true cost* of their IT network. Basically, this they need to provide detailed reports that enable CFOs to forecast their technology budgets, properly.

They Better Manage All Aspects of the Network “Under One Roof.” One of the most common problems in malfunctioning technology is the “finger pointing” that happens when it takes multiple vendors to make something work properly. For example, if one company manages the cloud-phones and another company is responsible for high-speed Internet, what happens when the cloud-phones aren't working properly? Oftentimes, the Internet provider will blame the telecommunications company, and the telecom company will blame the Internet provider. Stalemates like these cause huge drop-offs in productivity and the solution is to *only work* with a single unified

communications provider who is fully capable of servicing *all* aspects of the network. That way, when something goes down, there is one party responsible for making sure that it gets up as quickly as possible. When one company is responsible for the well-being of the network, accountability is clear and there is nothing in the way of high-performing networks.

They Better Not Require Long-Term Agreements. One of the quickest ways to ascertain as to whether or not the managed IT services provider is trustworthy or not, is by making sure that they don't ask decision-makers to sign rigid, long-term contracts. This is the most surefire way to experience a lack of network performance, because it misaligns financial incentives. Elite providers are eager to back-up their bold claims with month-to-month agreements that let customers decide as to whether or not they're getting the value they were promised. The most prestigious and experienced providers focus on the result they

generate for the SMB. When an organization is bold enough to offer month-to-month agreements, a customer can rest assured that their network will be high-performing.

Voice Smart Networks has taken it upon itself to make sure that CFOs are learning these principles and they are regularly educating the marketplace. They have even gone so far as to launch technology-centric peer groups for CFOs that can see this transition coming before the masses. For more information on Voice Smart Networks please visit www.voicesmartnetworks.com. or call 800-500-2696.

About Voice Smart Networks

Founded in 1982, Voice Smart Networks is Southern California's leading data and voice company. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Voice Smart Networks is the only

provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers' trusted technology advisor, Voice Smart Networks has earned the position as the market leader and its customers' business through quality products and services.

As a premier member of Technology Assurance Group, Voice Smart Networks is able to fulfill all of its customers' technology needs. This means that the organization is the ultimate resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster Recovery.

Voice Smart Networks delivers future technology today! For more information, please visit please call 800-500-2696 or visit us at www.voicesmartnetworks.com