

KEYSTONE.  
WHEN IT MATTERS.

BUSINESS CHALLENGES.  
IT SOLUTIONS.

Technology Newsletter

April 2017

## Add IT to Your Team?

### Greetings!

As most of our customers are experiencing sustained growth, there are a few questions that I get asked regularly. My guess is that it is probably relevant to you also- so I try to bring these questions and our insight to this newsletter often.



both. In most cases, we suggest a different path.

Usually, we are presented with an opportunity to assist a company in finding a multipurpose IT resource. Sometimes it is for the network, sometimes for the users, usually it is for both. In most cases, we suggest a different path.

In today's fast moving business environment, informed decisions are critical. We suggest adding a resource that understands not only your culture and the proprietary products and services that you offer, but can then dig through your ERP and systems to provide meaningful and critical data to influence decisions. This should be the priority. Typically, this is a data analyst. Sometimes you can find a talented DA with business analyst skills as well.

## 5 Ways Data Analytics Will Shape Business

By George Mathew, Alteryx; published in Forbes

Over the past few years, we've seen a steady rise in the

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### Building IT- Who to Hire First?

A key growth point for business involves building IT, and the corresponding decision is "When should we hire an IT resource?" Small enterprises often start with a person who knows computers better than anybody else, and who by default becomes the responsible party. They may be younger or more technological aware, or the CAD engineer with the best computer, or the hobbyist that tinkers at home. The organization is strapped for

importance of data analytics, in organizations as varied as consumer goods companies, professional sports franchises, political consultancies, medical research institutions, and financial firms. At the steering wheel of many of the analytics these organizations perform is not necessarily the ever-elusive data scientist but often a data



analyst who understands his or her business and department in addition to the data it uses to drive decisions. In fact, the US Bureau of Labor Statistics reports that the job market for various data analyst disciplines is growing at 27% annually-far exceeding the national job growth average, which is a mere 11%. [Read More](#)

## FREE ASSESSMENT

Not really sure how secure your data is? You've heard all the talk, but really are not sure where to begin? We are willing to help you with that first step.



Every client is as different as their needs. We do not offer a "one solution fits all". We want to discuss your future business goals and your current needs. We want to assist you in getting on the right technology roadmap for your company.

For the next 30 days, we are offering this assessment to you for free. We have a limited number of time slots available, so please don't wait. SECURE your spot now!



Named 'Keystone' after the stone within an arch that holds the structure together, we're founded on the principle that it's our job to serve as the glue that holds critical business processes and support mechanisms in place, securing reliable, effective results.

I would enjoy the opportunity to discuss your IT business needs and how we might be able to assist your company!

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funds, buys PCs on sale at Best Buy, and cobbles together something that works most of the time. Users are appreciative when the IT specialist finally gets around to looking at their issue, and rigs a solution from what they can find on Google. Eventually the organization grows to the extent there is a clear need for more capable and available help. [Read More](#)



Keystone understands the critical role that our service desk team has in the success of your IT initiatives. With this understanding, we have identified inherent and natural talents that are critical



within our engineers to be a part of the team. And we utilize the "Strengths Finder" digital assessment to test for those strengths!

In this edition, we are introducing Jared Wesley, one of our Sr. Project Engineers. His strengths are Deliberative, Harmony, Learner, Relator, and Restorative. [Read More](#)



The Keystone Difference

