

**LYNX**  
**NETWORKS**



**Nine Ways to Convince  
Your Boss to Get a  
Network Upgrade**

**Business budgets are being squeezed like never before, so for those times when you legitimately need to convince your boss to splash out on an IT refresh, what can you say to get the boss to say yes?**

**Help is at hand with our Nine Ways to Convince Your Boss to Get a Network Upgrade.**

## **1 New opportunities need new technologies**

Make sure you know what new opportunities your business is looking at and show that the upgrade will support them. It's likely that the old network won't be able to run next generation applications that demand increased bandwidth and quality of service functions.

## **2 Make sure your numbers stack up**

Any business expenditure will only get the go ahead with a rock solid financial case. It's not just the technological benefits you need to focus on; you need a compelling business case. Show exactly how a network upgrade can reduce costs or increase revenue; demonstrate how it will make employees more productive; remember to highlight a positive return on investment (ROI).

## **3 Same people, more output**

With the optimum network design, your applications will run faster and the people in your organisation will be more effective. In one school, a library database went from loading in over a minute to loading in under three seconds simply by applying basic design principles to the network.



## 4 Improve reliability

Downtime affects any modern business, whether large or small. If a business cannot rely on its network, its customers cannot rely on that business. One of the most compelling arguments in favour of network upgrades is the ability to make the organisation's IT system more reliable and reduce the level of downtime.

## 5 Is your data as secure as your building?

Your building is locked and alarmed every night but are you leaving precious property exposed? Your computer network is wide open to intrusion unless you properly secure it. If your company connects to the internet for web browsing or email, there is a chance that a hole exists in your defences for unwelcome visitors to come in and for valuable and confidential data to pour throughout. A true security platform for computer networks must include policies covering the minimum of anti-virus, anti-spam, firewalls and wireless connections. All of these solutions should form part of your overall strategy.



## **6** Go green

Climate change is the greatest environmental concern of our time. As a consequence, organisations across the world are coming under increasing scrutiny to demonstrate a commitment to minimising the greenhouse gas impact of their operations. If you're choosing an energy efficient server or any other hardware that reduces the amount of power your company uses, shout about your green credentials and factor the energy savings into your figures.

## **7** Are your old technologies still supported?

As technology moves forward, older network devices not only come to the end of their working life but quite often are cut adrift from ongoing support by their manufacturers. Trying to continue without software patches, technical support or replacement parts creates more problems your business doesn't need. Network upgrades present the opportunity to renegotiate your support contracts and drive costs down.

## **8** Simpler to manage

Upgrading the network gives you the chance to simplify and improve network tools, making problem diagnosis and day to day management easier.

## **9** Easier to build on

Changing to a more modular network ensures you have built-in capacity to make further changes to the network more smoothly in the future.



# Headache free IT is one step away

Our approach is consultative and advisory, not hard sell, and we will never recommend you buy something you don't actually need.

So if you are unhappy with the amount of downtime on your network, frustrated at a lack of support from your suppliers or simply fed-up with an IT solution that only puts short-term fixes on long-term problems, get in touch with Lynx Networks today.

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