**Keystone**
TECHNOLOGY CONSULTANTS

KEYSTONE.
WHEN IT MATTERS.

BUSINESS CHALLENGES.
IT SOLUTIONS.

**Technology Newsletter**                                          **May 2017**

# Application Selection

**Dear Sean,**

As your team discusses your business issues, no doubt you are trying to do more with less or extract some more efficiency from a process.  These are perfect opportunities for technology solutions.  But, since there are as many options as there are issues, a defined and systematic plan involving a seasoned IT leader is the ideal starting point.

There is a lot to consider.  The complexities vary from industry to industry.  The needs, outcomes, users, budgets, and requirements are all critical points that require a skilled executive to navigate.  All areas of the organization need to be represented and consensus needs to be reached.  In the end, this decision needs to also run properly on the technology platform that you have.

It does not make sense for every organization to have a CIO, but there are critical times when technology decisions like this are made that a CIO presence with a clear application selection process can make a positive and long lasting difference.  You cannot afford to be wrong.

I would be happy to speak with you about this Keystone service if you have interest.

# Choosing CRM Software:  A Buyers

## In This Issue

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## Selecting Enterprise Applications

Selecting enterprise applications is a necessary evil for organizations, and yet it must be done occasionally to keep up with the technology curves and market demands. Enterprise applications are those that affect a significant portion of the user base and often the entire organization. These include Enterprise Resource Planning (ERP), Electronic Medical Records (EMR/EHR), Customer

# Guide

**By Sara Angeles, Business News Daily Staff Writer**

Looking for CRM software? Here are three things to focus on when selecting one for your business:

1. How much are you willing to pay?
2. Why does your business need a CRM software?
3. What features does your business require in a CRM software?

To help you answer these questions, here is our 2017 guide on how to choose the right CRM software for your business. If you already know what you need and just want to see our recommendations for the best CRM software, visit our best picks page.  [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.
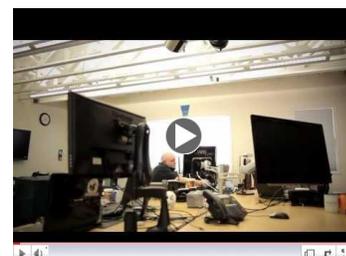
I would enjoy the opportunity to discuss your IT business needs and how we might be able to assist your company!

**Gene Whaley**
**Business Development**

Relationship Management (CRM), Document Management Systems (DMS), and other significant platforms which may be unique to your organization or industry. Because of the number of users affected and the key business processes embedded in these applications, selecting enterprise applications is a significant decision and should be carefully thought out. Suitable planning at this stage will provide much better results and an easier path with less disruption for users.
[Read More](#)

We understand the critical role that our service desk team has in the success of your IT initiatives.  With that understanding, we have identified inherent and natural talents that are critical within our engineers to to be a part of the team.  And we utilize the "Strengthsfinder" digital assessment to test for those strengths!

In this edition, we are introducing Jason Schmidt. His strengths are learner, harmony, arranger, includer, and communication.
[Read More](#)

The Keystone Difference

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