



Consultancy and Mentoring

PROVIDING AN INVALUABLE SOURCE OF SUPPORT AND INFORMATION

ICT is an enormous subject, and one of the key limiting factors in business today is a distinct lack of knowledge about the tangible and intangible benefits of its use. This lack of knowledge leads to two possible scenarios:

- A Belief in the hype of ICT which leads to over investment in systems that will have either no effect or a detrimental effect on the overall business performance.
- A Fear of ICT where a company will try to ignore or postpone any activity including research into possible technological advantages.

Fear or poor understanding of ICT can be attributed to one or many of the following factors:

- Cost - This is one of the most prevalent factors.
- Complexity - Most ICT systems are seen as extremely complex.
- ROI (return on investment) - There is often a difficulty in measuring results when compared to a milling machine for example.

- Tradition - A large proportion of Ireland's businesses having never needed ICT before still believe that they never will.
- Lack of training and expert support.

Couple these factors with the inevitable gap between implementations and usage and you will quickly find an environment where companies do not have the confidence to seek advice on issues.

Netramedia Mentoring and Consultancy solutions penetrate deep into an organisation's business strategy with a scalable solution that concentrates upon the company's real needs and not their perceived needs. It is an invaluable source of expert support and information that will help to break down the barriers that a company faces when it looks to technology for a possible answer. There is no doubt that the most difficult time for a company in ICT is the very early stages where information is difficult to come by and even more difficult to verify.