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JULY 14: Using Information Technology to Run and Grow Your Business

PRESENTER Murray Portnoff

Thursday, July 14 | 12-1:30 pm EDT



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Information technology can be simple or complex, but as your company grows, so will your IT needs. Companies often start simple: setting up a website and social media accounts, using Google Apps, sending emails and running cybersecurity programs to prevent viruses. Growing companies will quickly need to address more complex issues, such as identifying the right infrastructure that allows your data to flow from one program to another and incorporating solutions for future growth.

Are you focused on supporting the tools that help run your business or are you actually running and growing your business? Leveraging the right IT tools can help you successfully move forward. After discussing the various levels of IT, see online demos of different computer programs to help you identify solutions for both your present and future IT needs as your company grows.

ABOUT THE SPEAKER

Murray Portnoff, a frequent presenter for SCORE, brings over 25 years of experience to the table in helping businesses, large and small, define and implement IT solutions. His experience includes Application Lifecycle Management Architect, Enterprise Architect, Operations Control Center and Support Architect, Service Delivery Lead, Support Escalation Manager and Technical Consultant for a major enterprise software vendor. Portnoff's objective is to leverage his vast IT experience to help others reach their business goals.

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