

The right tools for the job.

Top 10 technology purchasing tips when starting a business.

1 There are laptops, and tablets.

It's early days, and you're going to be on the move. A lot. So choose a laptop, or tablet, not just for its power and functionality but for its practicality.



Make it light. Make it portable. And choose one with staying power.

Battery life's important when you're away from base.



2 Put your head in the cloud...

Cloud computing can be great for start-ups.

Instead of buying expensive software – and expensive storage on which to keep it – you can **subscribe** to key apps and access them online on a **pay-as-you-go** basis.



3 ...and while it's there...

see marketing automation.

Online tools enable you to run campaigns across a number of different platforms. You can keep track of what's working and what's not, boosting your profile and your sales – and once again, it's all in the cloud.

4 Talk, don't type.



3x faster

Speech recognition software is really smart nowadays.

It's not just about dictation: you can issue commands within apps, open new ones, create and send emails and much more. For instance, check out [Dragon NaturallySpeaking](#). It's three times faster than typing.

5 Get into teamwork

PDFs can be a great way for people to collaborate

– but only if the software doesn't get in the way. With the right **PDF software**, everyone can scan paper or convert electronic documents into searchable PDF files and then add comments – while retaining the underlying original so there aren't any version control problems.



6 Don't follow the crowd

The industry leader may be the easiest choice, but it isn't always the best.

For example:

- **Google Apps for Work** bundles basic apps and is a great alternative to Microsoft Office
- **Power PDF** has more functionality and flexibility than Adobe Acrobat – and it's cheaper too
- Standard desktop accounting software packages aren't your only option. Check out **cloud-based accounting** alternatives.

7 Hello? HELLO?

A good noise-cancelling headset can do wonders

for your productivity and for everyday human interaction too. They'll hear you better, and vice versa. Take your conference calls in a coffee shop, the car – wherever your business takes you.



8 Make the most of your mobility

Being out of the office shouldn't mean being out of circulation.

Make sure the devices you use gives you the anytime, anywhere connectivity and coverage you need – whether that's through:



built-in cellular functionality



plug-in dongles



Wi-Fi connectivity



device-to-device local hotspotting

Miss an email or web conference, and you may miss a deal.

9 Think big

Heard of big data?



It's about finding ways to stand back from masses of information, make sense of it and spot hidden opportunities. And it's not something only for major multinationals. Somewhere buried in those spreadsheets and emails of yours you may find all kinds of potential sales – and the **analytical tools** to help you locate them are becoming much more affordable these days.

10 Keep it personal

Ultimately, business is about people. So use technology to stay in touch.

A good customer just got promoted? Send your congratulations. A supplier contact changed jobs? Say hi. A rival salesperson is looking for career opportunities? Make them an offer they can't refuse.

Start your day with LinkedIn Connected. It tells you what's happening out there to people you know – and you can drop them a line even before you get out of bed.

Do you need to make your business more efficient?

[Learn more](#)