Checklist: Essential Small Business Technology 2017

☑ **Massive Growth Makes Mobile a 'Must-have'**
Businesses need to incorporate its use in at least four ways: Website design, apps, payment and use of all-in-one devices.

☐ **Marketing Automation Increases Efficiency**
Score leads, segment messages and set up processes that trigger specific responses based on actions taken by the customer.

☐ **Businesses are Heading to the Cloud**
Cloud-based solutions offer greater scalability, security, efficiency and flexibility regarding access than their on-premise counterparts.

☐ **Collaboration Tools Unite Remote Workforces**
Platforms such as Microsoft Teams make collaboration between disparate work groups more accessible and efficient.

☐ **Chatbots Facilitate Customer Service, Other Uses**
Latch on to the power of chatbots for customer service, finding products, providing shipping notifications, pinpointing business locations and more.

☐ **Business Intelligence: Smarter Decision-making**
Tap into the treasure trove of information available with the click of a mouse

☐ **Email: Tried-and-true Marketing Technology**
Marketing solutions from Microsoft Dynamics 365 help develop email marketing campaigns to target specific customers.

☐ **Live Chat Provides Real-time Customer Service**
Assist customers by giving them the ability to address more complex issues through the use of live chat customer service agents.

☐ **Cyber Security Ranked Number One Challenge**
Secure and protect sensitive information to prevent identity compromise, secure apps / data and safeguard infrastructure.