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## Ways You Can Fight Back Against Big Cellular/Broadband providers

### Reduce your Reliance on Manual Systems

Paper and spreadsheets are simple, but software systems have caught up. Teams are willing to adopt new ways of working as they see how it make their lives easier and reduces errors - from in the field, to operations, to customer service, to back office financials.

### Become More Customer-Focused

Software can be very helpful. But this is also a shift in thinking: from Management always looking for ways to address unmet needs, to all contacts from in the field to customer service being aware of how important their interactions are.

### Partnerships

Leverage partnerships to expand your offerings, share expenses you couldn't afford on your own and more. Look for situations where you both win to vet opportunities.

### Leverage Data that Already Exists in Your Company

You have data in different parts of your business than can help other parts make more informed decisions. Make sure your software systems "talk" to each other to make that possible.

### Get the Tool that make the BIG GUYS so Competitive

The big guys have enterprise software that helps their teams become more efficient, adopt industry best practices and pull data to make better decisions. It used to be only affordable to them but that's no longer true.

### Question Your Assumptions

"My business has always been X." "I can't afford the tools the big guys have." "That company would never partner with us."

There is no single cure-all. But we've found a way to bring the tool that makes the BIG GUYS so competitive within reach. Find out how we made it affordable to you at [www.itksolutionsgroup.com/white paper](http://www.itksolutionsgroup.com/white paper).