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Micro Visions News

Hey, It's Free!

By: Rob Lough

Are You Ready?

Daylight savings time is coming early this year on Sunday, March 11. This could cause headaches for you if your computer system is not prepared. Will your system accept the earlier time change? Check with your Micro Visions System Engineer, call 616-776-0400.

Site to See

Look for our new look. Micro Visions will soon unveil our redesigned website. Currently in production, we hope to debut our new look in the coming weeks. Until then access to our current site and it's resources are available at: www.microrvisionsinc.com.

Value of Research

Every once in a while we all learn the hard way. When it comes to technology no one is immune to making a choice that has consequences (see our December 2006 issue, *Life on the Edge*). If you would like help in choosing the right technology for your business call Micro Visions at 776-0400.

Tech Quote of the Month

"Beware of geeks bearing .gifs"

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In our business we often encounter value-added-resellers (VARs) who appear to offer the same services that Micro Visions offers. They may even refer to themselves as technology service providers. We frequently find ourselves competing with VARs for prospective clients, usually because the prospective client assumes all technology service providers are the same.

The difference of course is that VARs sell products. They recommend to their prospects and clients the very products they happen to sell. Generally, VARs will happily offer a free quote for the opportunity to sell you the products they represent.

Consider the following scenario:

You're looking for transportation. You call a Ford dealership, a Chevy dealer, the nearest Lexus store, and an independent transportation consulting firm (is there such a thing?). Representatives from each are dispatched to your office, presumably to determine your exact transportation requirements. At the conclusion of each discussion the dealership representatives promise you a free quote on the vehicle of your dreams. The independent consultant promises you a recommendation for the vehicle that meets your requirements, but she wants to charge you for it. Well, all things being equal, you opt for the free quotes, right?

The problem is that all things are not equal. While the Ford representative quotes you a Ford, the Chevy guy a Chevy, and the Lexus person a Lexus, none meet your specific requirements. But, because those are the manufacturers they represent, that is what you're quoted. From those you settle for what you think comes closest to your ideal.

The independent consultant, however, could have objectively quoted you the vehicle that meets your exact requirements, or could have at least reviewed with you the quotes from the three dealerships to help you choose the options that best fit your specific needs and eliminate those options that exist primarily to profit the dealerships. Further, she could have found the exact vehicles you were quoted for less money at different dealerships or directly from the manufacturers, and would have researched manufacturers' incentives and various rebates to ensure you were getting the best deals.

Additionally, she may have researched the feasibility of modifying your existing vehicle that it might better meet your needs at a cost far less than total replacement. In the end, you would have truly ended up with your ideal vehicle at the most reasonable cost. How much is that worth?

The independent consultant is contractually obligated to focus on your best interests. The value of the objective recommendation is obviously greater than that of the free quote. This is why objective recommendations are not free. Apply the hypothetical account detailed above to your business technology systems. If a technology service provider resells specific products and offers free quotes, how closely will they come to meeting the specific requirements of your business at the most reasonable cost?

By the way, the costs associated with those "free quotes" are built back into the quoted prices. In the end, there truly is no such thing as a free quote. And, yes, Micro Visions is your independent consultant. A VAR would not provide you with such an article.