

# Your Roadmap for How Work Gets Done (with Tech)



**Matt Moline**  
GRIT Technologies



**Brad Wilson**  
SPARK Business Works



Google Search

I'm Feeling Lucky



See photos



See outside

## GRIT Technologies



Website

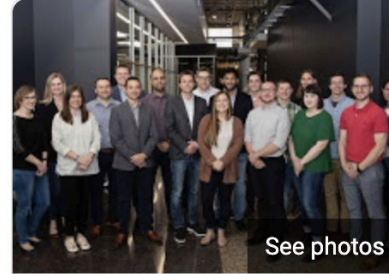
Directions

Save

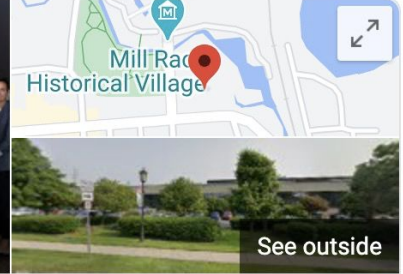
Call

5.0 ★★★★★ 26 Google reviews

Computer support and services in Clinton Charter Township, Michigan



See photos



See outside

## SPARK Business Works



Website

Directions

Save

Call

5.0 ★★★★★ 17 Google reviews

Software company in Northville, Michigan

Success // **Our clients  
do amazing things.**



Construction



Professional Services



Agencies



Manufacturing



Startups

Our Promise // **Help you  
make decisions.**





# We both **keep our promises.**



**Melissa Wahl**

★★★★★ 1 hour ago

SPARK is Fantastic! Going back to work safely after the state mandated shutdown was our industry's first step back to work. We were able to be able to go back to work safely. SPARK has been utilized in our industry and any company that utilizes it will be able to go back to work safely. You SPARK!



**Schupan & Sons Inc.**

★★★★★ 4

Schupan has been able to get them to be re-opened and client queue. Spark will not be able to successfully implement Spark our first implementation. Schupan!

**Derrick Heyt**

★★★★★ 1 hour ago

As an employee of DHE Plumbing and Mechanical we searched for a solution that would encompass man power, training schedules, and project tracking. SPARK gave us the opportunity to create and build what we needed for our day to day operations. The process from the first meeting to the last was very easy to say the least. We would bounce ideas off each other and continue to build the model DHE required. Implementing the system in our office was also seamless with the other employees, if we had questions the people at SPARK responded quickly and provide the solution. If you are looking for a company specific software you can't buy at a box store Spark Business Works will produce what you need.



**Janell Smith**

★★★★★ 2 hours ago



**Chelsey Staat**

★★★★★ 22 hours ago



**Erica Bouma**

★★★★★ Yesterday

Many times out-of-the-box software only checks half of the boxes. Instead of investing in work-arounds or an insufficient solution, we invested in US by creating a custom platform with Spark! Their team heard our needs, took our visions and has since successfully developed multiple apps and web-based platforms for our company. The Spark team is thorough, full of ideas, enjoyable to work with, and they continue to help us drive our company forward in technology.



**Gretchen Keith**

★★★★★ 1 hour ago

Our  
will  
we



**Andy VanDusen**

★★★★★ 23 hours ago

Jatin and his team are wonderful to work with. They make sure they understand the full scope and then work WITH us to make sure the project is completed to our expectations.



# DYNAMIC DUO



How the IT landscape is changing

Building and managing a secure and flexible IT foundation

How the Software landscape is changing

Leveraging digital tools to work way your business works

Optimizing your employee and customer experiences

Measuring success and ROI

**How the tech/IT landscape is changing**



GRIT specializes in expert IT consulting and providing network support services for small and medium-sized businesses across Michigan.

**We Make IT systems work for you.**





**Matt Moline**



**Sales and Marketing Manager  
GRIT Technologies**











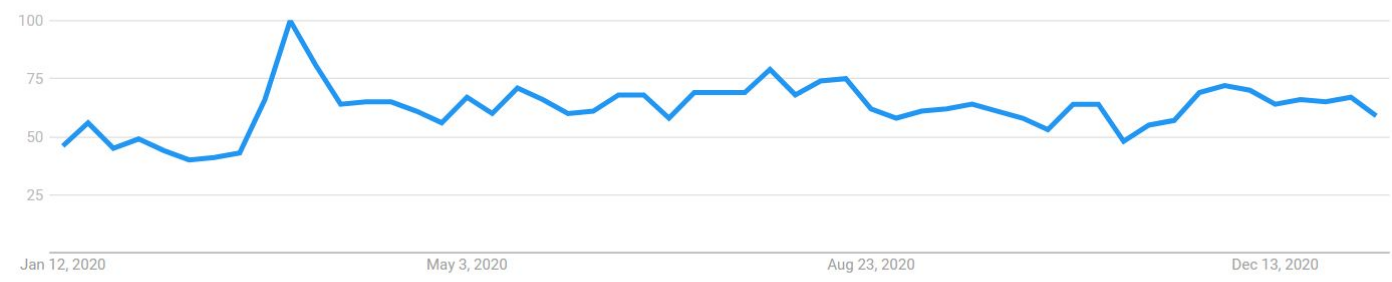


● remote work  
Search term

+ Compare

United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼

Interest over time ?



● remote work  
Search term

+ Compare

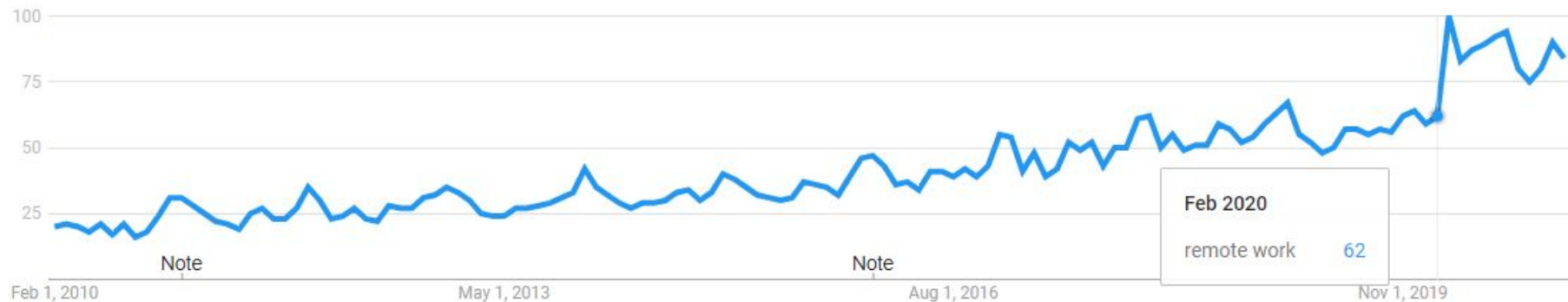
United States ▼

1/2/10 - 2/2/21 ▼

All categories ▼

Web Search ▼

Interest over time ⓘ





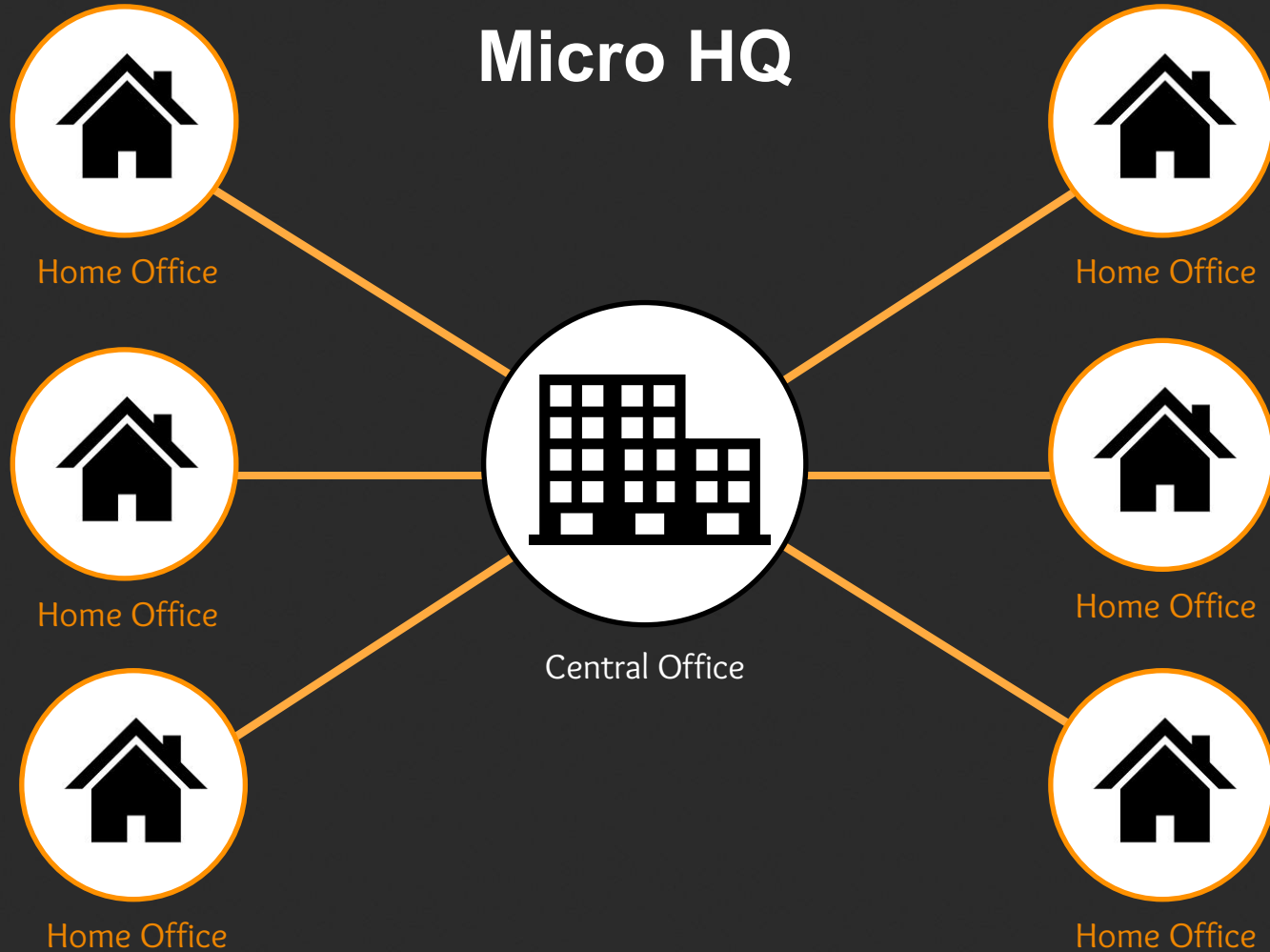
# **work from anywhere is here to stay**

**40%- 60% Reduced overhead**  
**Employee productivity Increased by 13%**  
**Improved Employee Satisfaction**

**Where do we go from here?**

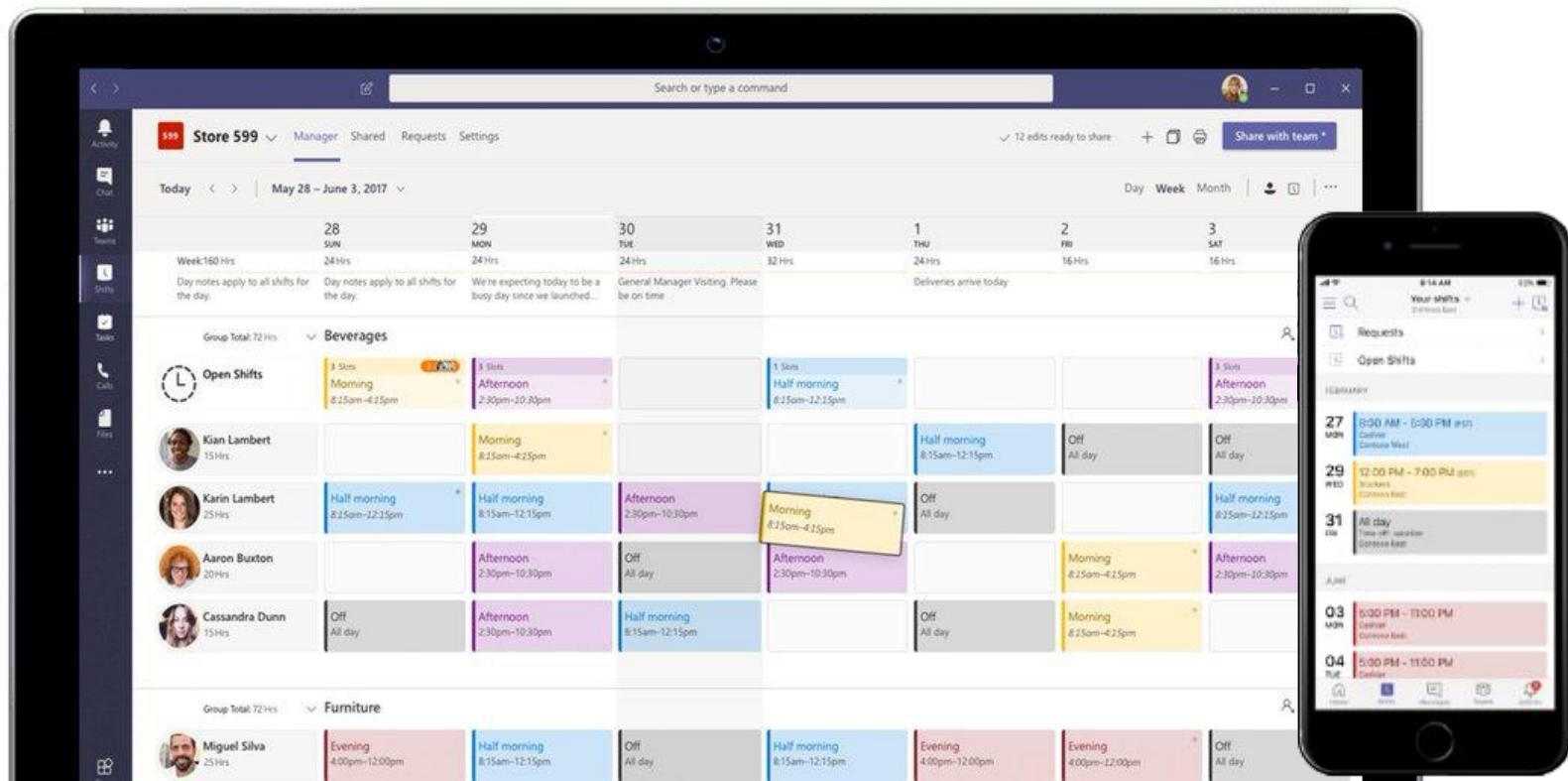


# Micro HQ



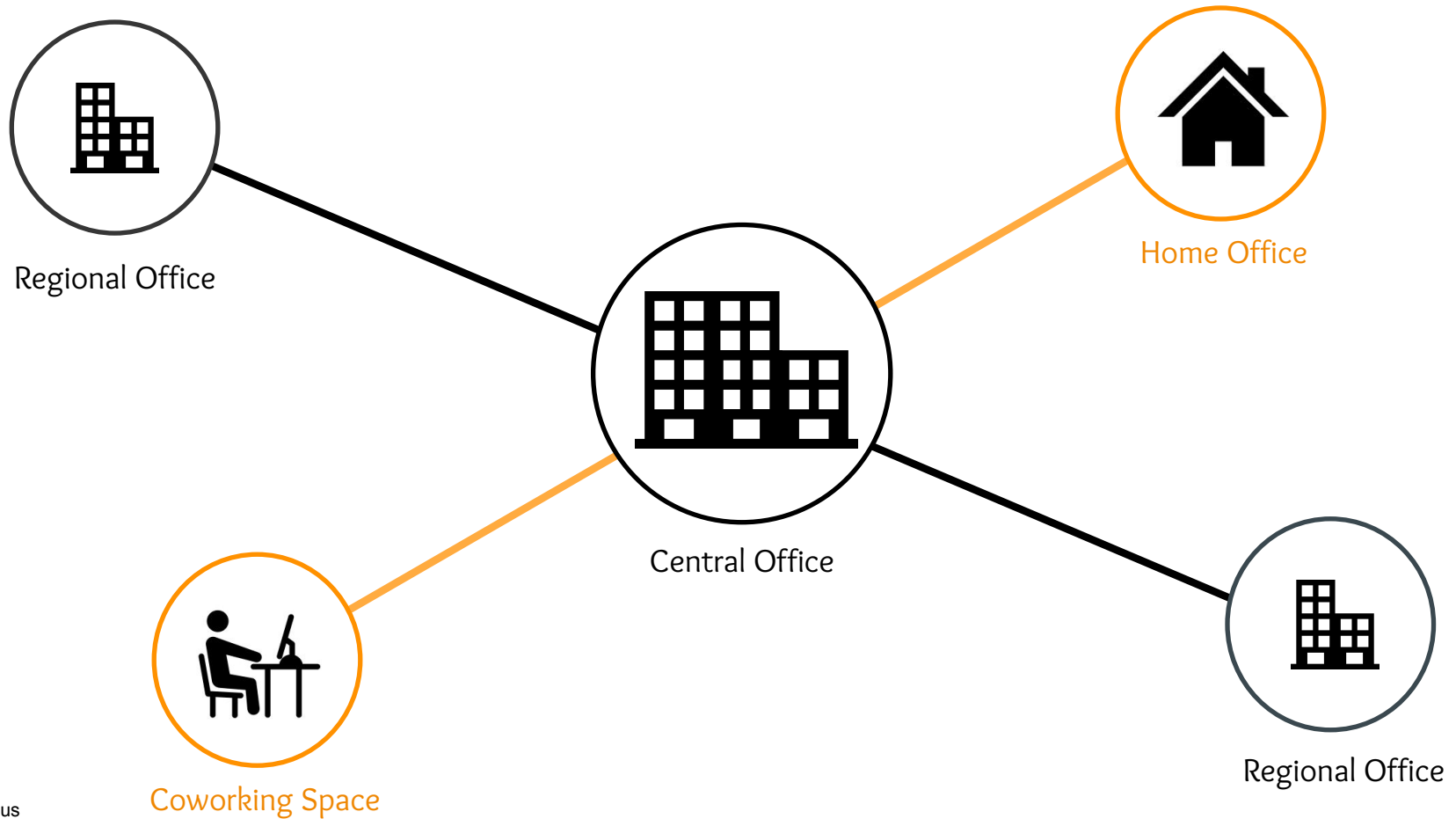


Create, update and distribute schedules using the new Shifts feature in **Microsoft Teams**.





## The Hub and Spoke Model





# CLOUD

## INFRASTRUCTURE

**SMBs** report 11% to 50% of their IT infrastructure is based in the cloud. This is expected to increase over the next 3 years, where most expect 21% to 75% to be in the cloud.





### **Easily Scale**

Add or reduce resources as you need them.



### **Reduce Downtime**

Always be up and running with anywhere access.



### **Fast Deployment**

Don't have to wait weeks for hardware and installations



### **Save Costs**

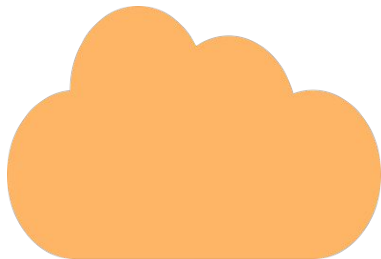
Cut wasteful spending of unused resources



# BENEFITS Of A Remote Workforce

- **Decrease real estate costs.** Forbes reports that by switching a more mobile workforce, insurance company Aetna saved approximately \$78 million. Sun Microsystems saves \$68 million a year in real estate costs.
- **Expand the talent pool.** By having access to an at-home workforce, you are no longer restricted to a 30-mile radius to find the right employees. Options to add 24/7 Support.
- **Save travel costs.** Video chats and meetings using mobile phones or web browsers can take the place of the logistics and expense of traveling to a central site.
- **Lessen employee stress.** Relieving the pressure of a daily commute while providing an easier work/life balance can translate into higher levels of productivity and fewer sick days.
- **Achieve better customer service.** Employees can provide immediate customer answers by accessing data from their mobile device instead of waiting until they return to the office.

**FREE**



# Remote Work Bottlenecks

# Leading causes of downtime for remote work today?



## **Overwhelmed Server**

This mostly happens when a company is trying to use the latest technology with old hardware.



## **No Methodology In Remote Access**

Varying remote login tools/methods or none. No use of VPNs, leaving companies networks wide open.



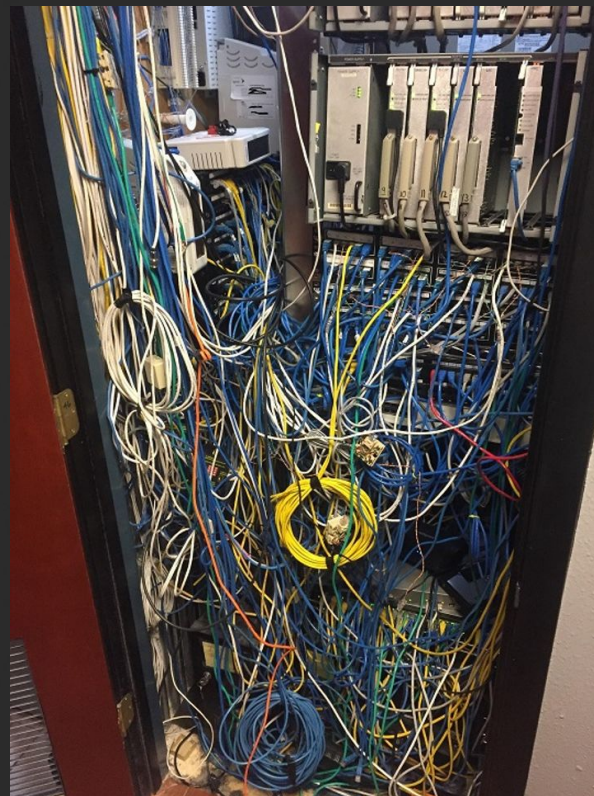
## **Outdated/ Inadequate PCs and Infrastructure**

End of life equipment still in use. Nonbusiness grade computers, servers, switching, firewalls, and cabling.



## **Inadequate Phone Systems**

Use of POTS (analog phones) do not support the mobile workforce, unlike Voip phone systems do.



# Security

**The Annual Global State of the Channel Ransomware Report comprises statistics pulled from a survey of more than 1,000 managed service providers (MSPs) around the world. - [datto](#)**



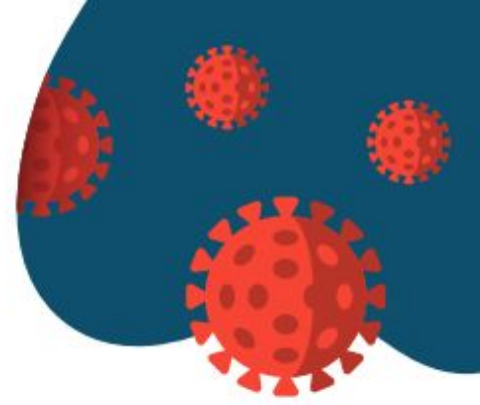
# Security

60% of MSPs

Saw attacks in the first half of 2020. Increased risk can be attributed to user carelessness and security vulnerabilities associated with BYOD (Bring your own device).

72%

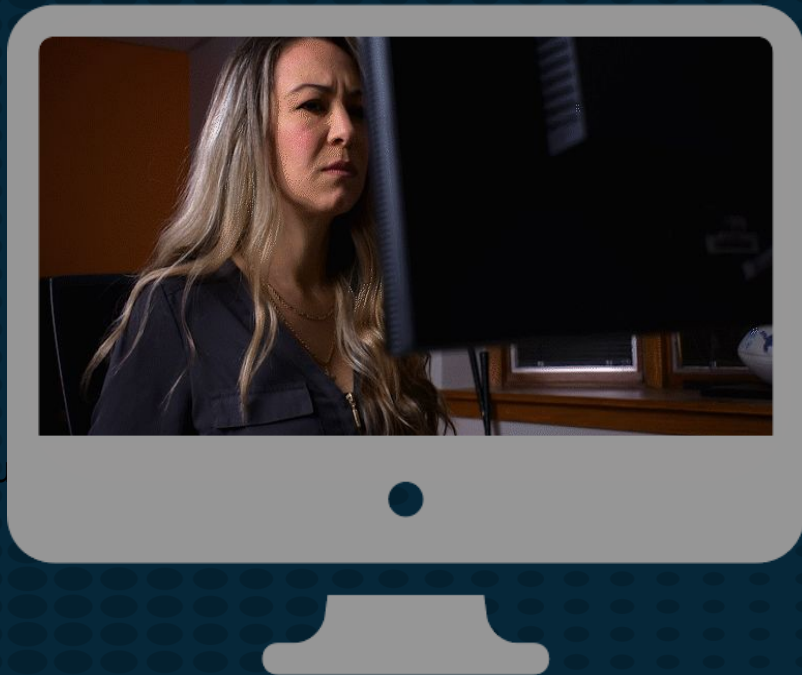
Of organizations lack a plan to secure BYOD devices, or have not yet identified their need for one, and this increases the risk of data breaches and cybercrime. An organization should agree on a list of approved devices based on each device's ability to support the required set of approved apps and storage capacity, and the organization's ability to provide support for the device itself.





HERJAVEC  
GROUP

“More than half of data breaches over the past year involved insider threats. This includes employees who have unintentionally allowed a breach because of bad cybersecurity hygiene. From using unauthorized devices to falling for increasingly sophisticated phishing scams, there are numerous ways employees can be the weak link in even the strongest cybersecurity infrastructure. As enterprises continue to navigate the remote work environment, the internal cybersecurity threat will only increase. Prioritizing cybersecurity awareness and education amongst enterprise teams will be key to protecting your organization against cyber-attacks in 2021.”



# RANSOMWARE

The average Ransom demanded is **\$5,600.00**

The average cost of downtime **\$270,000.00**

**51%** of businesses have been targeted by cyber crime in the last year

**Ransomware** remains the most prominent malware threat. In 2019, 85% of MSPs report ransomware as the most common malware threat to SMBs.

Of the 28%:

**64%**



Office 365

(up from 49% in 2018)

**28%** of MSPs report

**ransomware attacks in  
SaaS applications**

# Leading causes of **ransomware**?



**67%** of MSPs  
Report

**Phishing Emails**



**36%** of MSPs  
Report

**Lack of Cybersecurity Training**



**30%** of MSPs  
Report

**Weak Passwords/Access Management**



Phishing, lack of cybersecurity training, and weak passwords are the top three **causes of successful ransomware attacks.**

**32%** of MSPs  
report

## Construction and Manufacturing most targeted by ransomware

*"It's not surprising that Construction and Manufacturing are top targets for ransomware. These industries are in a constant wave that flows with the ups and downs of the economy. Because of this, much of their work is project-based and recurring revenue is rare. As a result, it makes it difficult to invest in IT staffing or IT services that require monthly fees."*

**Vince Tinnirello**, Managing Director, Anchor Network Solutions, Inc.

**31%** Professional Services

**23%** Healthcare

**20%** Finance/Insurance

**18%** Non-Profit

**18%** Legal

**15%** Retail

**12%** Real Estate

**9%** Architecture/Design

**9%** Government

**8%** Education

**7%** Consumer Products

**5%** Travel/Transportation

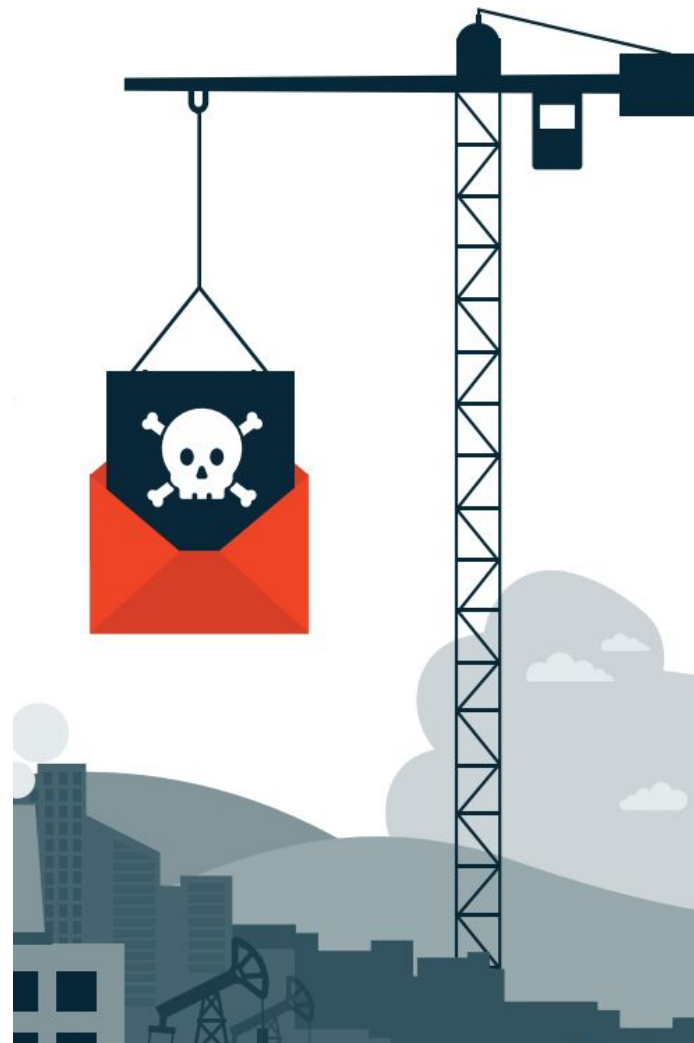
**6%** Media/Entertainment

**4%** High Technology

**4%** Energy/Utilities

**2%** Telecom

**11%** Other/None



# FREE

## 5 Strategies

you can implement today!



**Where do you start?**

# IT House Model



BLAs (Business Line Apps) =  
Electrical, HVAC and plumbing



Security = Doors, Windows  
and Walls



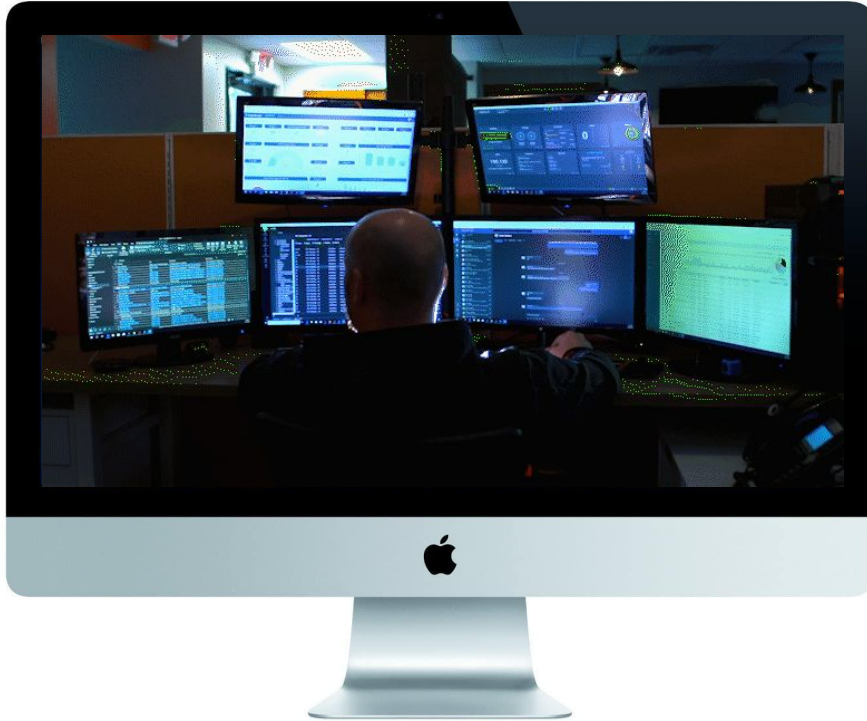
Infrastructure = Foundation





# Benefits of using an MSP





### **Save On Time**

Focus on other areas of the business and reduce downtime.



### **Predictable budgeting**

All-inclusive, all-you-can-use, flat-rate IT services



### **Boosts Workplace Productivity**

With a secure, stable network and fewer help desk tickets, staff and IT departments can do more with their time in the office.



### **Advanced Security**

Proactive security focus and cyber security training.



### **Peace of Mind**

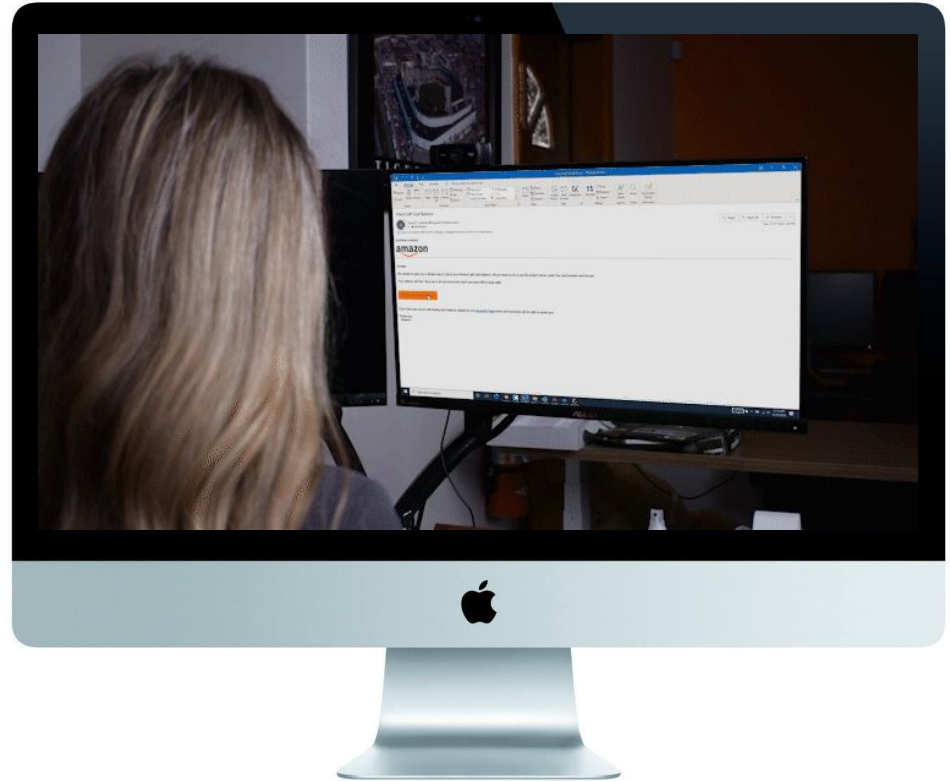
your systems are monitored 24 hours a day, 7 days a week, 365 days a year

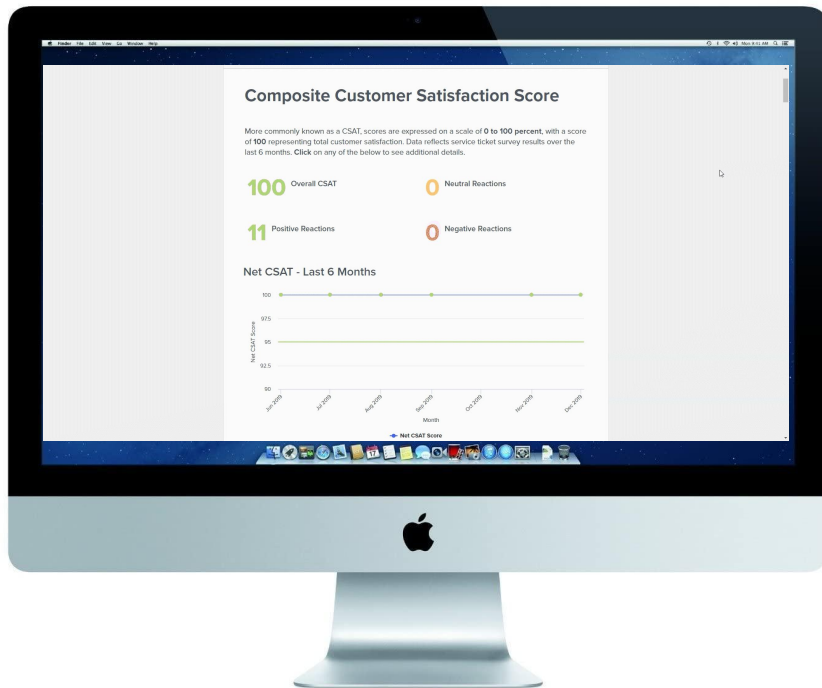




## Simulated Phishing Campaigns

- Focuses simulated phishing emails to employees.
- Scheduled training for employees on the latest cybersecurity threats.
- Monthly reporting at the user level to identify employees that are the most risk to your organization.
- Unlimited access and training for all users of your organization.





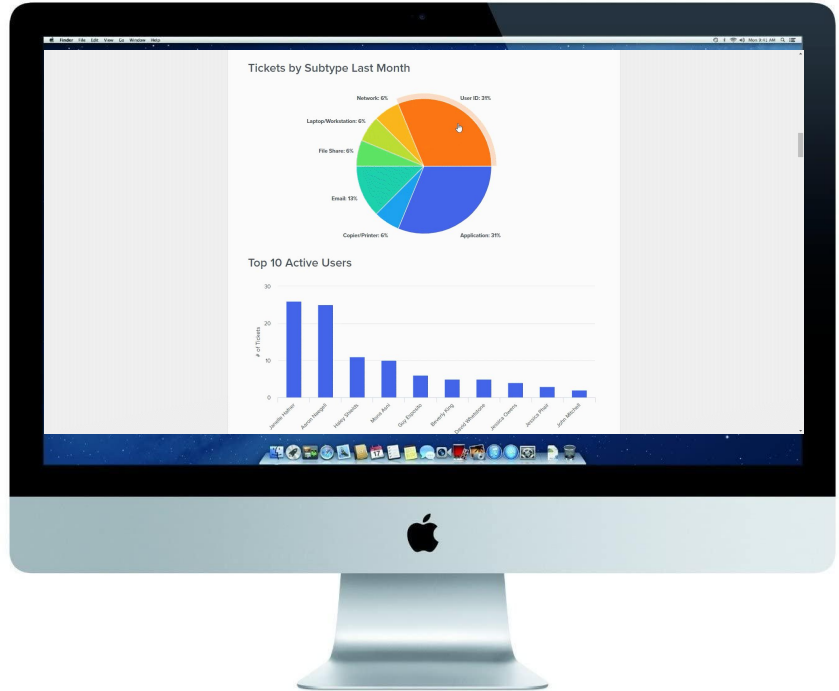
## Monthly Service Review

- See all tickets that were sent in for your company on a monthly basis.
- Report of employee satisfaction with the service desk
- See ticket trends over time.
- Breakdown of Total Tickets, support tickets and IMAC tickets.



## Drill down data at the user level

- Breakdown of tickets by subtype.
- Easily identify areas of issues that your employees are experiencing.
- Identify users that have the most support need.
- Organized data to help you make the best business decisions for your company.





# How the Software Landscape is Changing

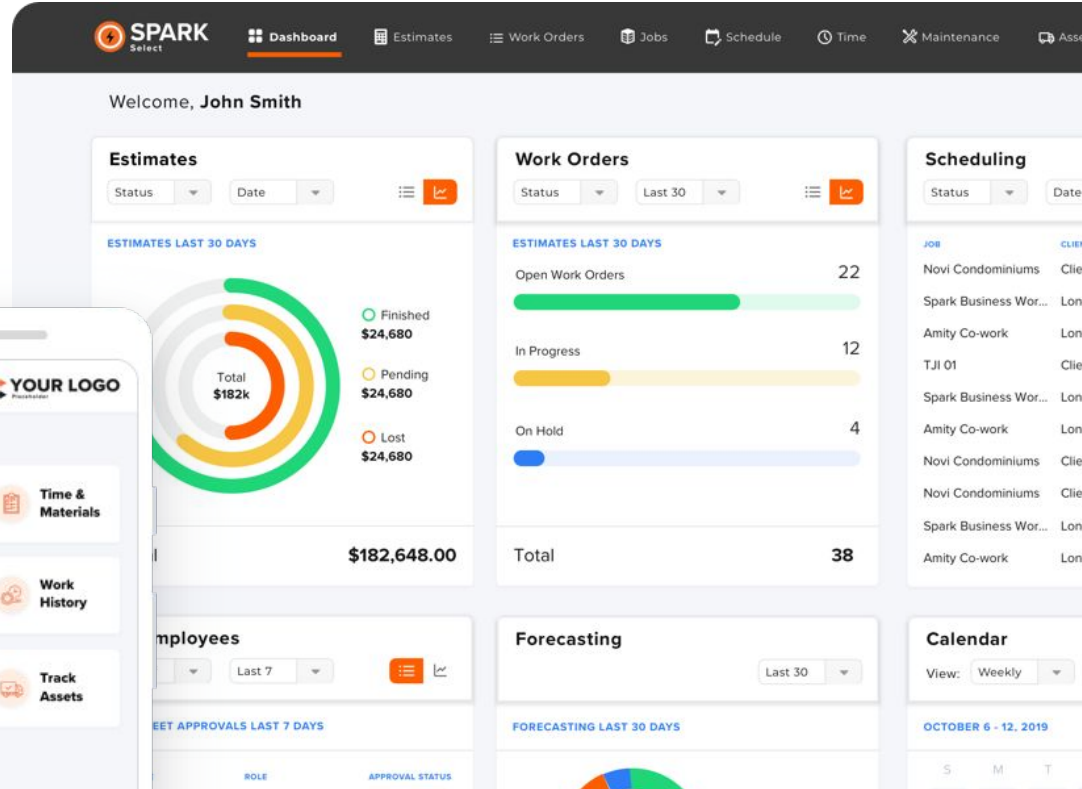
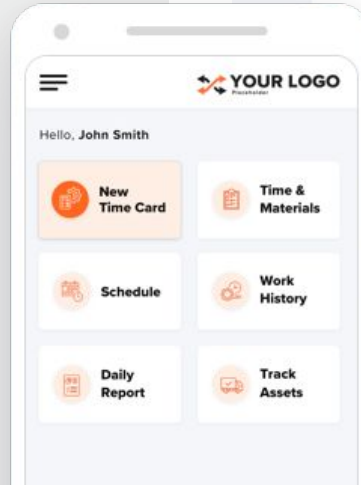


# SPARK

Business Works

SPARK builds custom software that brings your team together where it matters.

## Just Right for the Way You Work





**Brad Wilson**



**Vice President  
SPARK Business Works**



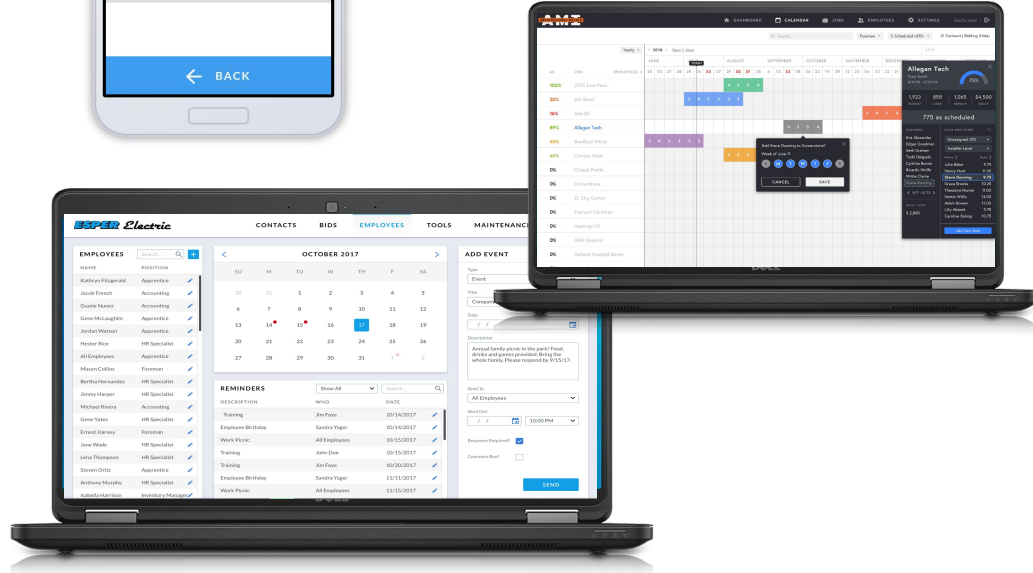
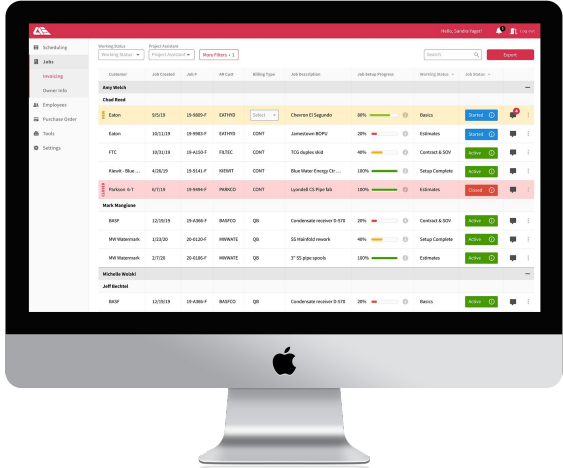
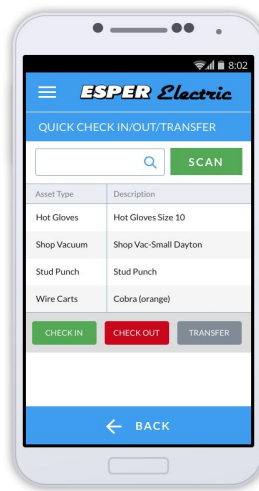
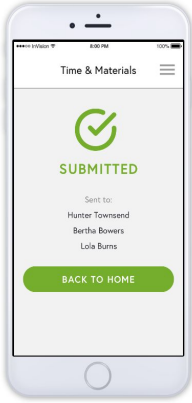
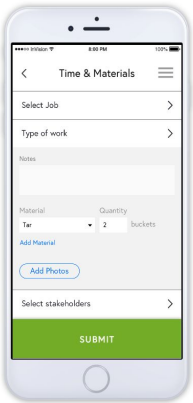
We build custom  
business tools you  
will be **proud** of.



A meme featuring two characters from the TV show 'The Office'. On the left is Dwight K. Schrute (played by Steve Carell), wearing his signature white shirt, patterned tie, and suspenders, with a wide-eyed, questioning expression. On the right is Stanley Hudson (played by Paul Giamatti), wearing a dark suit and glasses, with a serious, slightly skeptical expression. They are both sitting at a desk in an office setting with cubicle walls in the background. The text 'SO WHAT IS IT...' is overlaid at the top in large, white, bold, sans-serif font with a black outline. The text 'THAT YOU'D SAY THAT YOU DO HERE?' is overlaid at the bottom in the same font style.

**SO WHAT IS IT...**

**THAT YOU'D SAY  
THAT YOU DO HERE?**



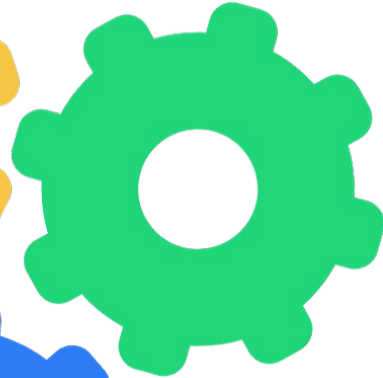
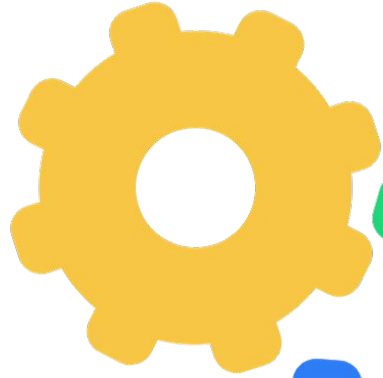
*I know there's  
a better way..*







People

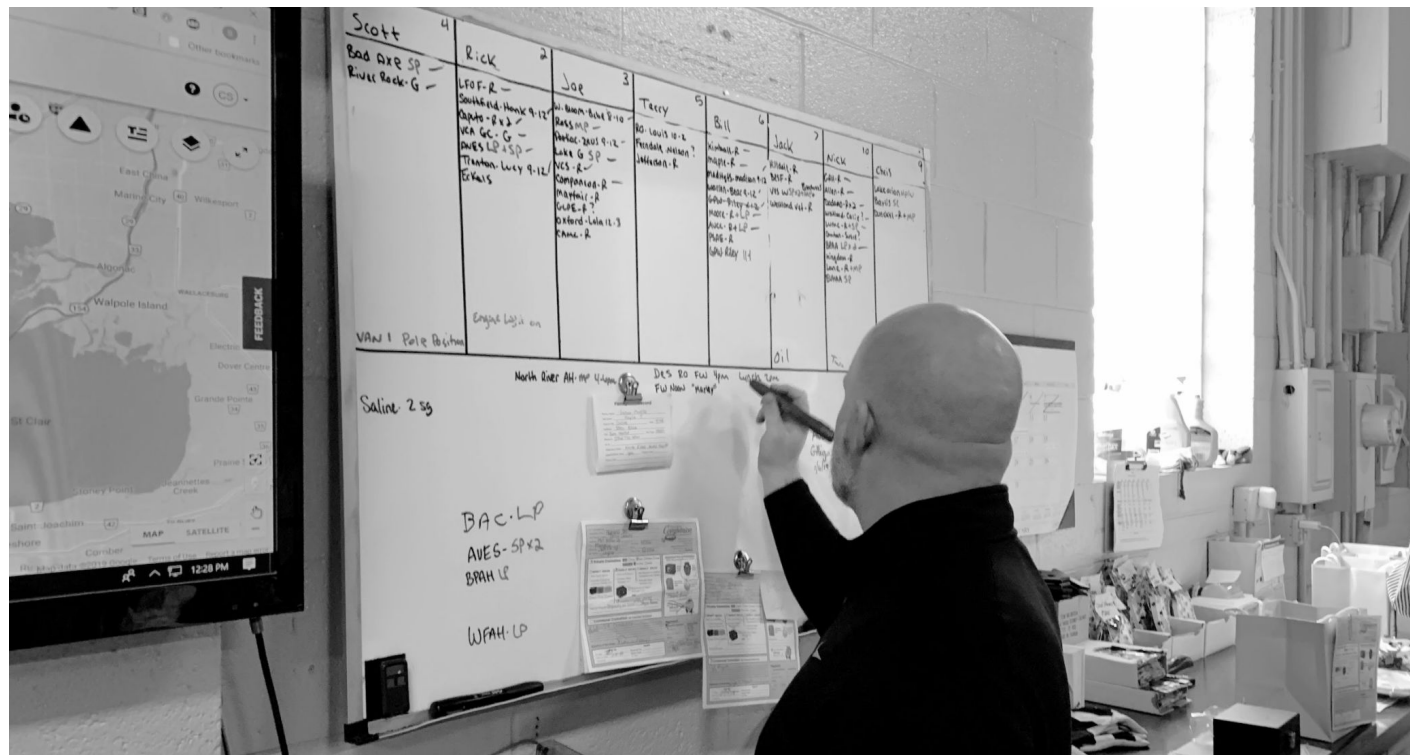


Process



Technology

# Offline Logic



# Paper Forms

**CORNERSTONE**  
St. Clair Shores, MI 48080  
248.675.5252 (office)  
Licensed & Insured

Customer: Brad Wilson  
Street: 38489 Tuscony  
State: MI Zip: 48154

Chimney repairs & Tuckpointing  
Paver repairs  
Cultured Stone  
Urethane Sealant

Project Number: 3497  
Date: 10/27/17  
Home Phone: \_\_\_\_\_  
Cell Phone: (313) 570-7168  
City: Livonia

and perform all the work described on property (Same As Above)

DATE: 11-13-2019  
**WORK ORDER**  
PESTICIDE LICENSE 630214  
**AEROSEAL**  
Sealing From The Inside

**CUMMING'S PLUMBING**  
125 GOLDSMITH  
PLYMOUTH MI 48170  
(248) 453-4622

Bill To: Brad Wilson  
38489 Tuscony Ct  
Livonia MI 48154

Material: Checked Out Per-UP  
Assembly Oil Mark  
Lat. Drainage Tank

QTY. \_\_\_\_\_ PRICE \_\_\_\_\_ AMOUNT \_\_\_\_\_

**AMISTEE INSULATION**  
CELLULOSE • FIBERGLASS  
DUCT CLEANING  
47087 GRAND RIVER AVE.  
NOVI MI 48375  
248-349-8877  
WWW.AMISTEE.COM  
"Family Owned, Customer Inspired"  
A complimentary customer can give us a referral to a friend or family member. Thank you for choosing Amistee!

Estimator: Rick Date: 11-13-2019  
Name: Brad Wilson Customer: \_\_\_\_\_  
Address: 38489 Tuscony Ct  
City: Livonia  
State: MI

**INSULATION ESTIMATE**

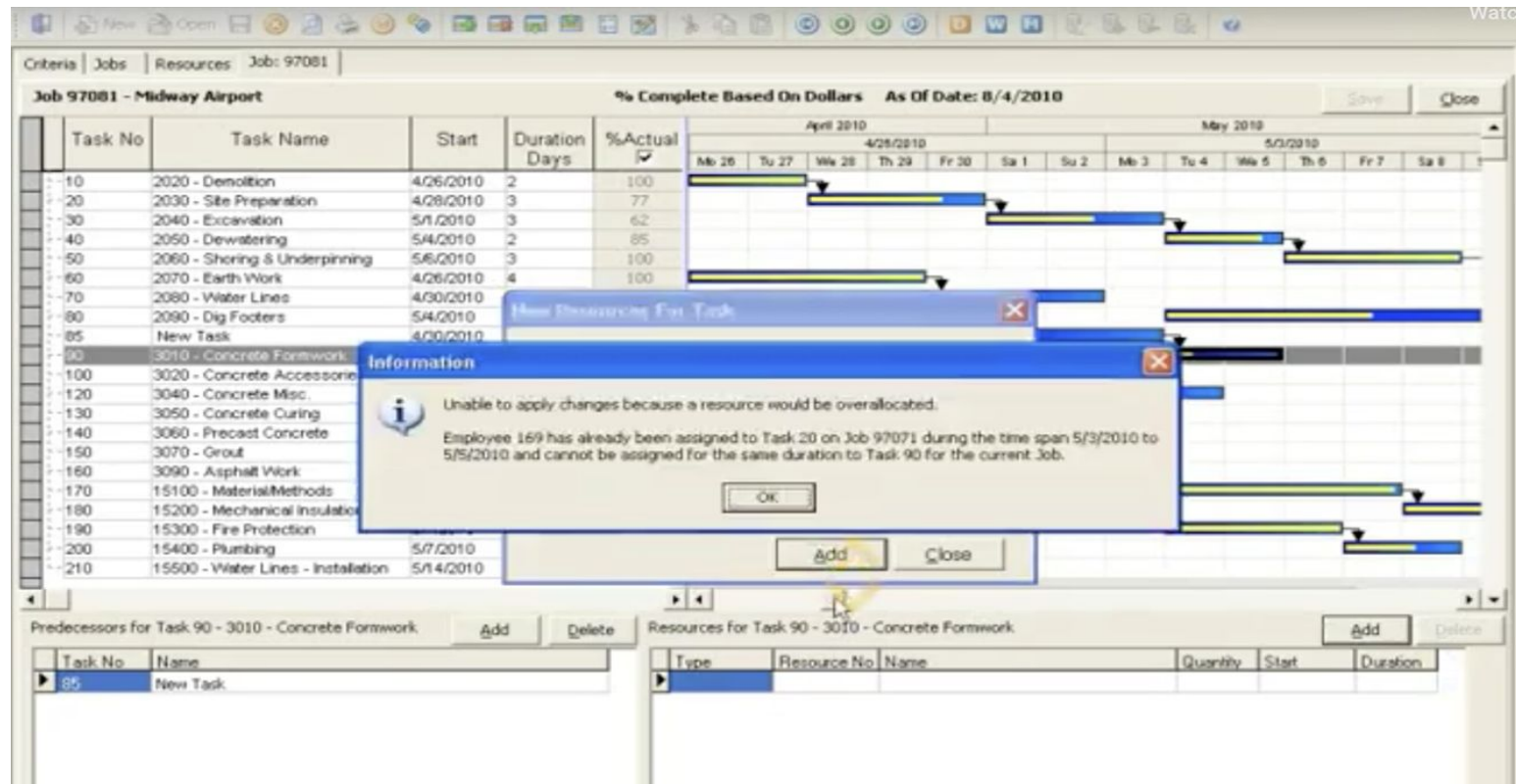
**JOB INVOICE**  
54354  
12-3-19  
Customer's Referral Number

2 store

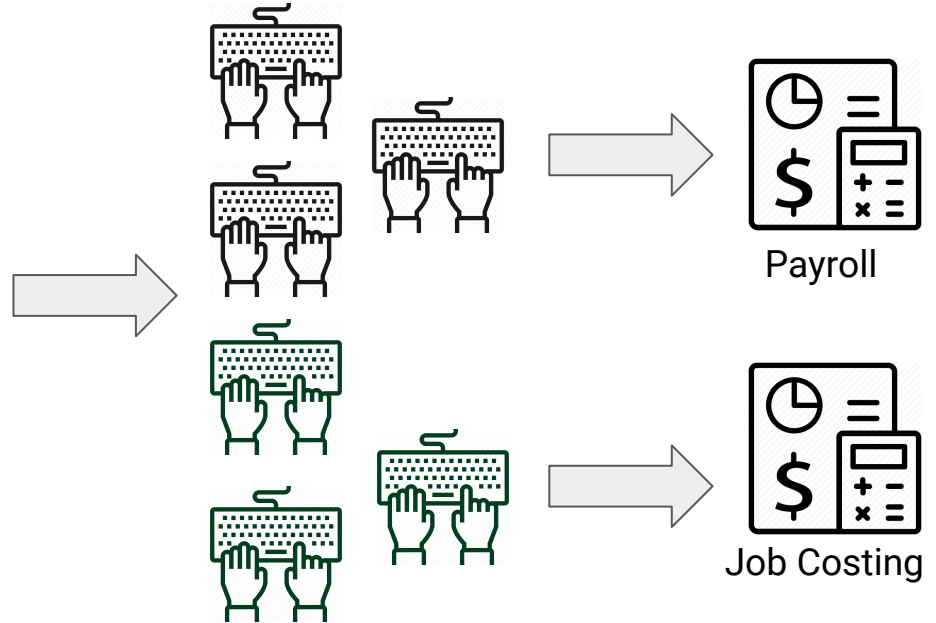
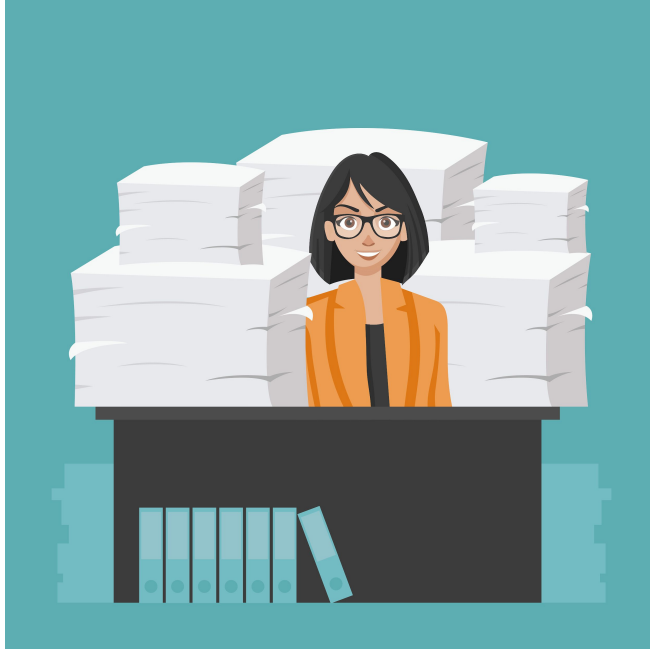
# Spreadsheets

[illegible]

# Rigid Software



# “Sue” is holding it together...





# What's **blocking** you from growth?

- ✗ Inefficient Scheduling
- ✗ Double Data Entry
- ✗ Manually running reports
- ✗ Tracking down statuses
- ✗ No Forecasting
- ✗ Missed Margins

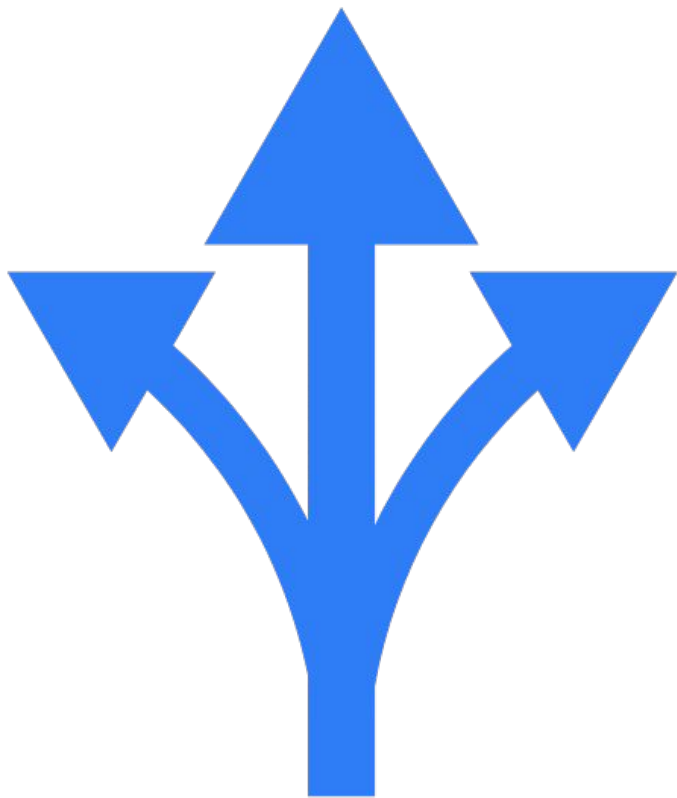


**It's 2021...**

**Isn't there a better way??**



*Same  
thing?*



*Find an  
app?*

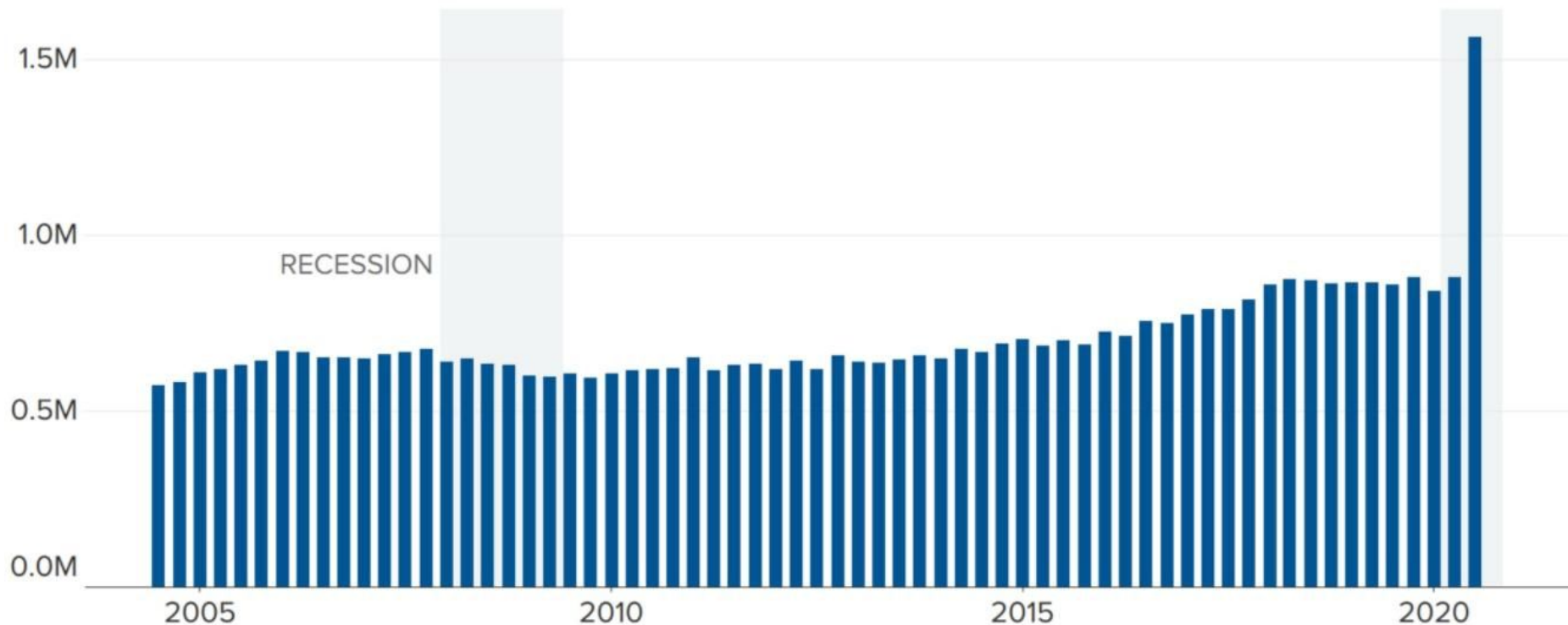
**THERE'S AN 'APP'**

**FOR THAT**

makeameme.org

# Business applications in the U.S.

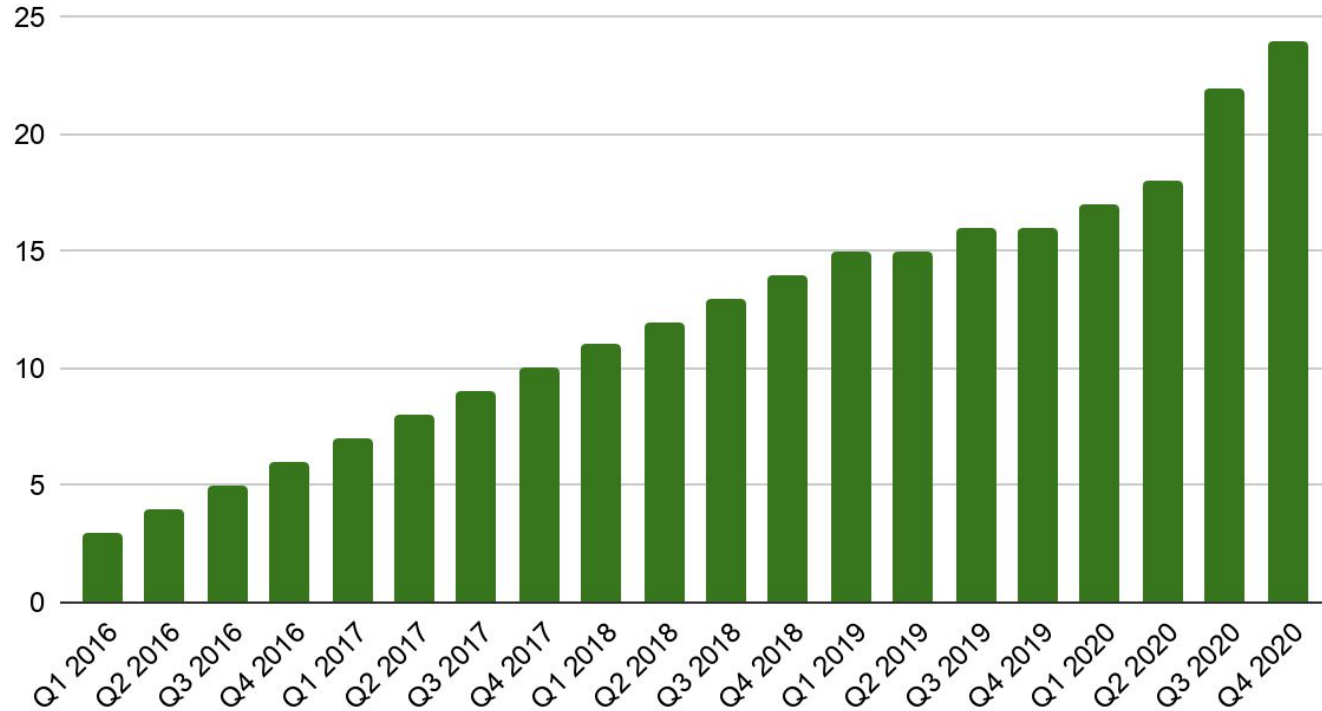
Number of applications for tax IDs required to set up a new business. Data through the third quarter of 2020.

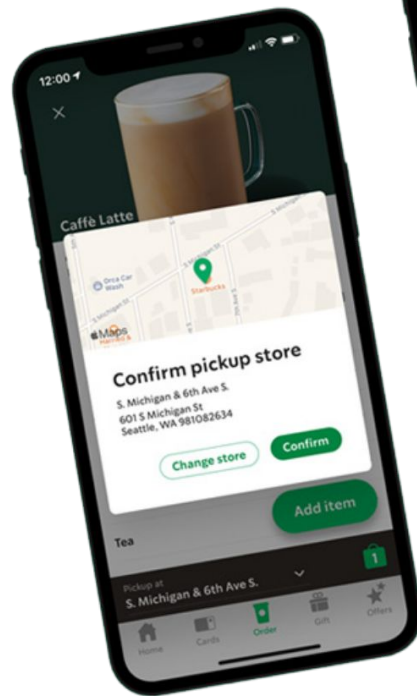
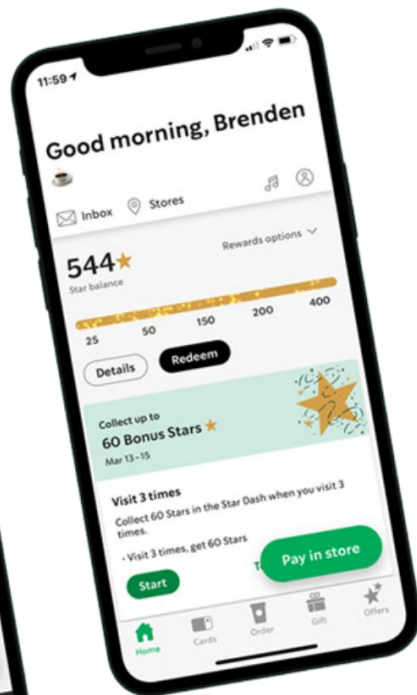
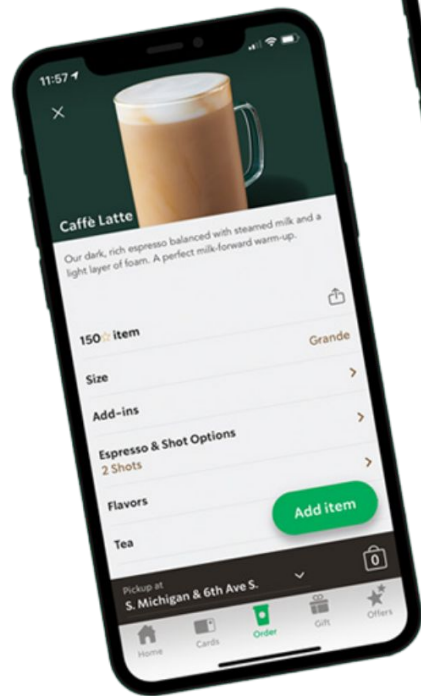


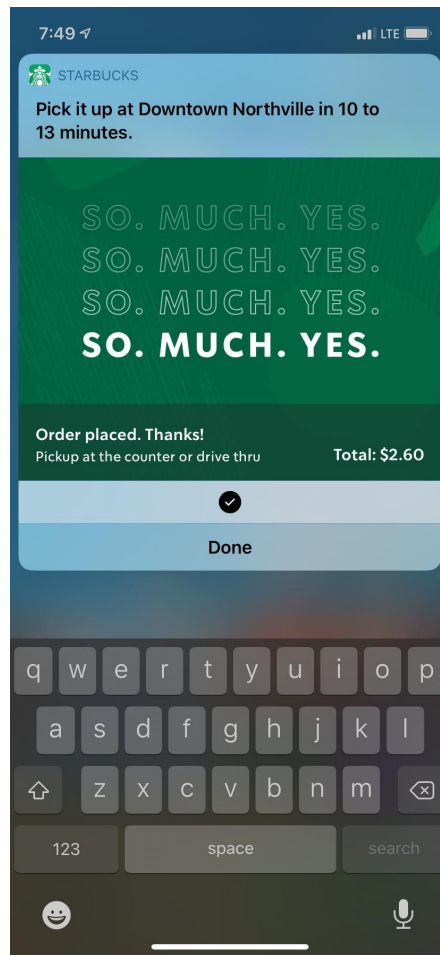
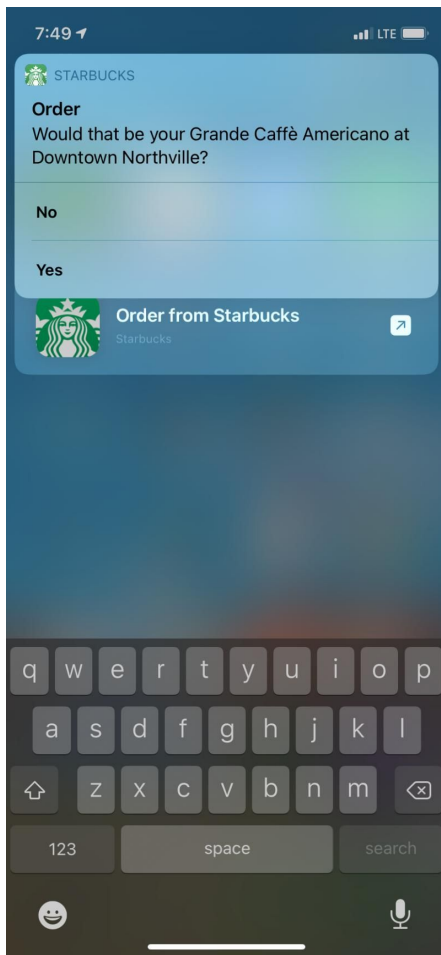
SOURCE: U.S. Census Bureau via FRED, Federal Reserve Bank of St. Louis. Data is seasonally adjusted.



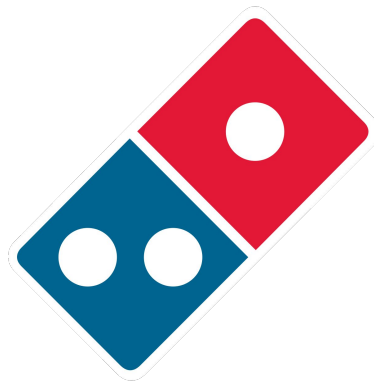
## Starbucks mobile orders as % of total transactions:











## PIZZA TRACKER

You got 30 minutes and you got Domino's Pizza headed your way. Our delivery experts have specifically engineered the Pizza Tracker to keep you up to date on the status of your order from the moment it's prepared to the second it leaves our store. You got tracking where tracking has never gone before.

ORDER PLACED

PREP

BAKE

BOX

DELIVERY

1

2

3

4

5

YOU GOT ORDER ASSEMBLY - YOUR ORDER WAS BOXED FOR DELIVERY AT 12:37 PM

FAVORITE PENDING

### YOUR LOCAL STORE:

Contact your Domino's with any questions:

2282 South Main Street  
Ann Arbor, MI 48103  
734-332-1111

### YOUR ORDER DETAILS:

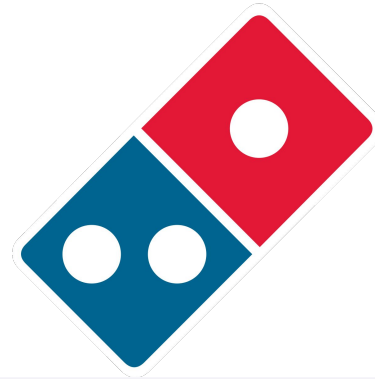
- 1) Small (10") Hand Tossed Pizza  
Extra Cheese, Sauce, Pepperoni, Italian Sausage.
- 1) Chicken Kickers
- 1) 2-Liter Coke

### RATE YOUR DOMINO'S

When your pizza arrives tell us how it was.  
(RATE OUR SERVICE FROM 1-5)



STORE AVERAGE: ★★★★★ LEAVE US A MESSAGE



## Project Progress & Consumed Budget

Status



Date



### PROJECT

### PROGRESS

### CONSUMED BUDGET

SPARK Business Works

62%

51%

\$9,009,337

Amity Co-Work

50%

76%

\$3,474,722

TJI 01

12%

10%

\$2,500,000

Novi Condominiums

46%

65%

\$2,402,844

Amity Co-Work

50%

76%

\$3,474,722

SPARK Business Works

62%

51%

\$9,009,337

Total Projects

**Leading firms think like a  
“software company”.**

# Options

What are the pathways firms are choosing from?

1

**Keep doing the same thing.**

Paper, Spreadsheets, Whiteboards, Excel...

2

**Attempt to adopt an off-the-shelf product.**

Tons to choose from!



**Create a custom solution.**

Build something that works the way your business works.

**Leveraging digital tools to work  
the way your business works**

# 3 Stories

# More than 200 field employees...

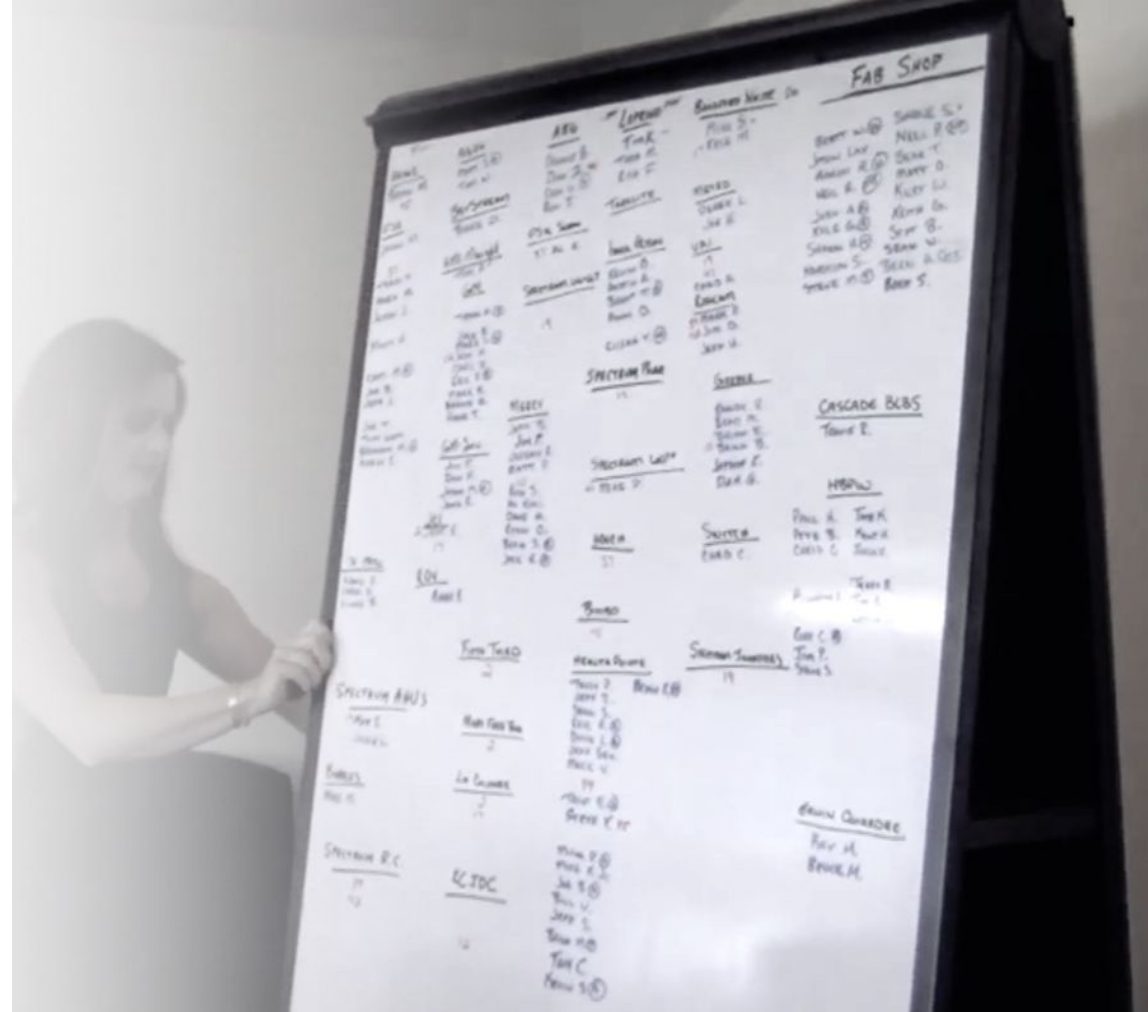
Each with different certifications, training, skills and specialties.



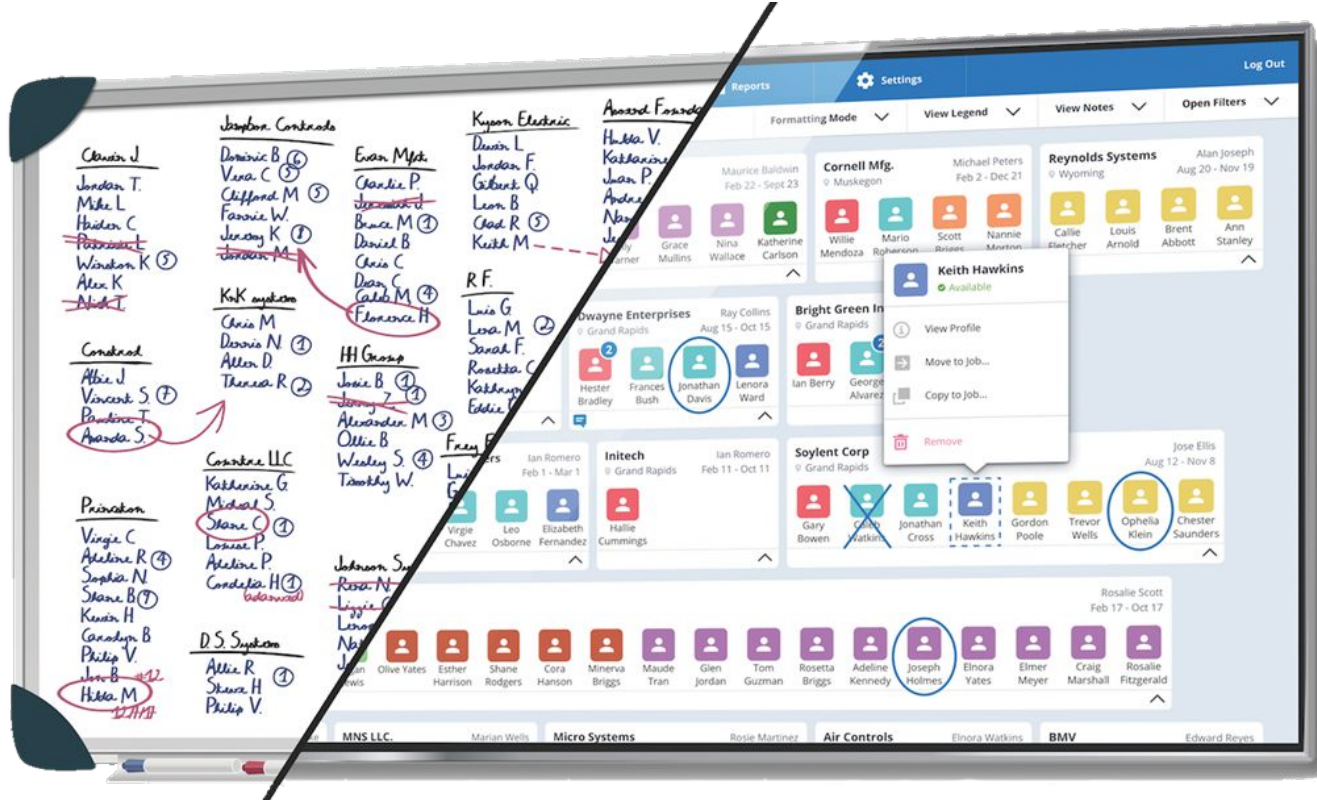


# How labor was assigned...

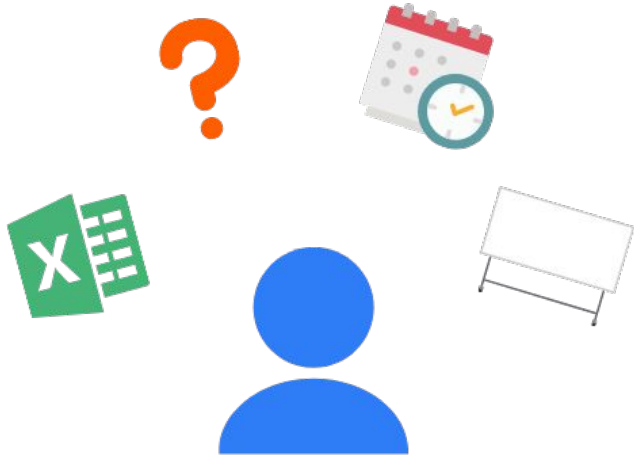
- Dry Erase Boards
- Spreadsheets
- Post-It Notes



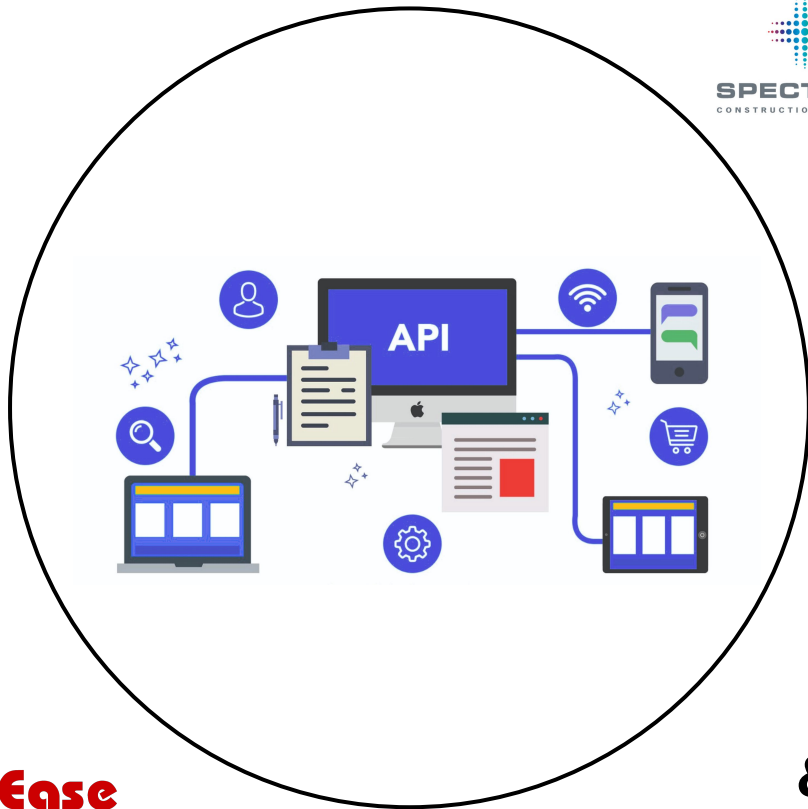
# There has to be a better way!



# Automating Your Logic

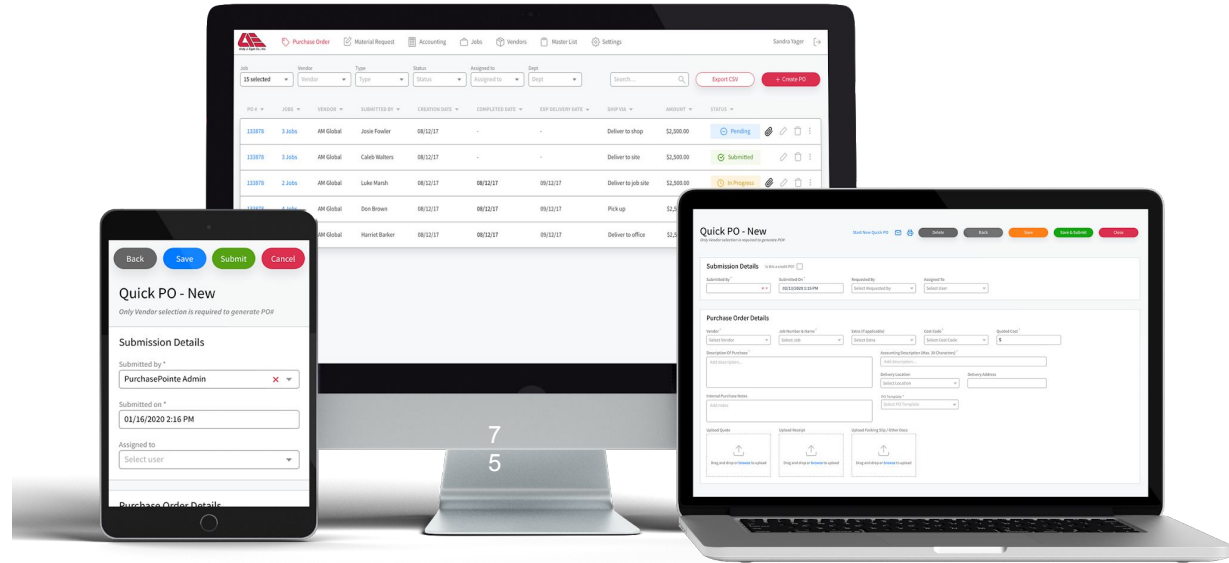


# You can integrate with your existing software



& more!

# Custom Workflows



# New Normal!



# Automated data from the field to the office.



Tracy Siepker - CFO

*“We love the new streamlined PO communication across our PMs, leadership, vendors, and accounting teams!”*

*In the first month of implementation, we processed over 1,000 POs!  
The **efficiencies** are exceptional!*





**Think like a  
software  
company.**

# Story 2

*Our  
Secret  
Sauce*



# VISION

Build SPARK to serve 1,000 proud clients that share our values through small, collaborative, fun teams.





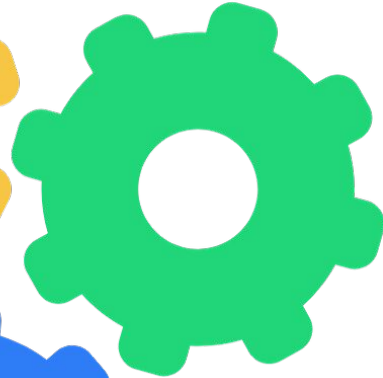
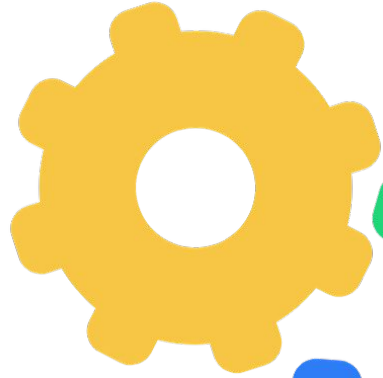
# How we do it

A glimpse into the SPARK process





People



Process



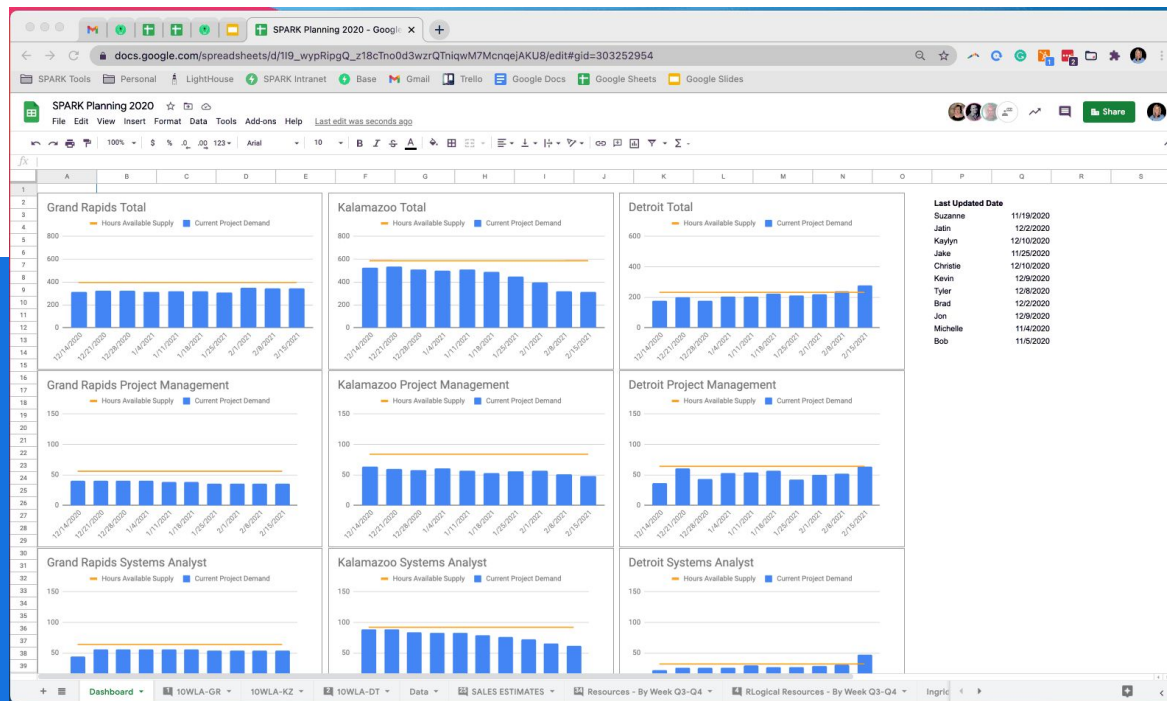
Technology

# Resource Planning

→ Google Sheets

→ 10 Weeks Out

→ Supply / Demand Comparison





22

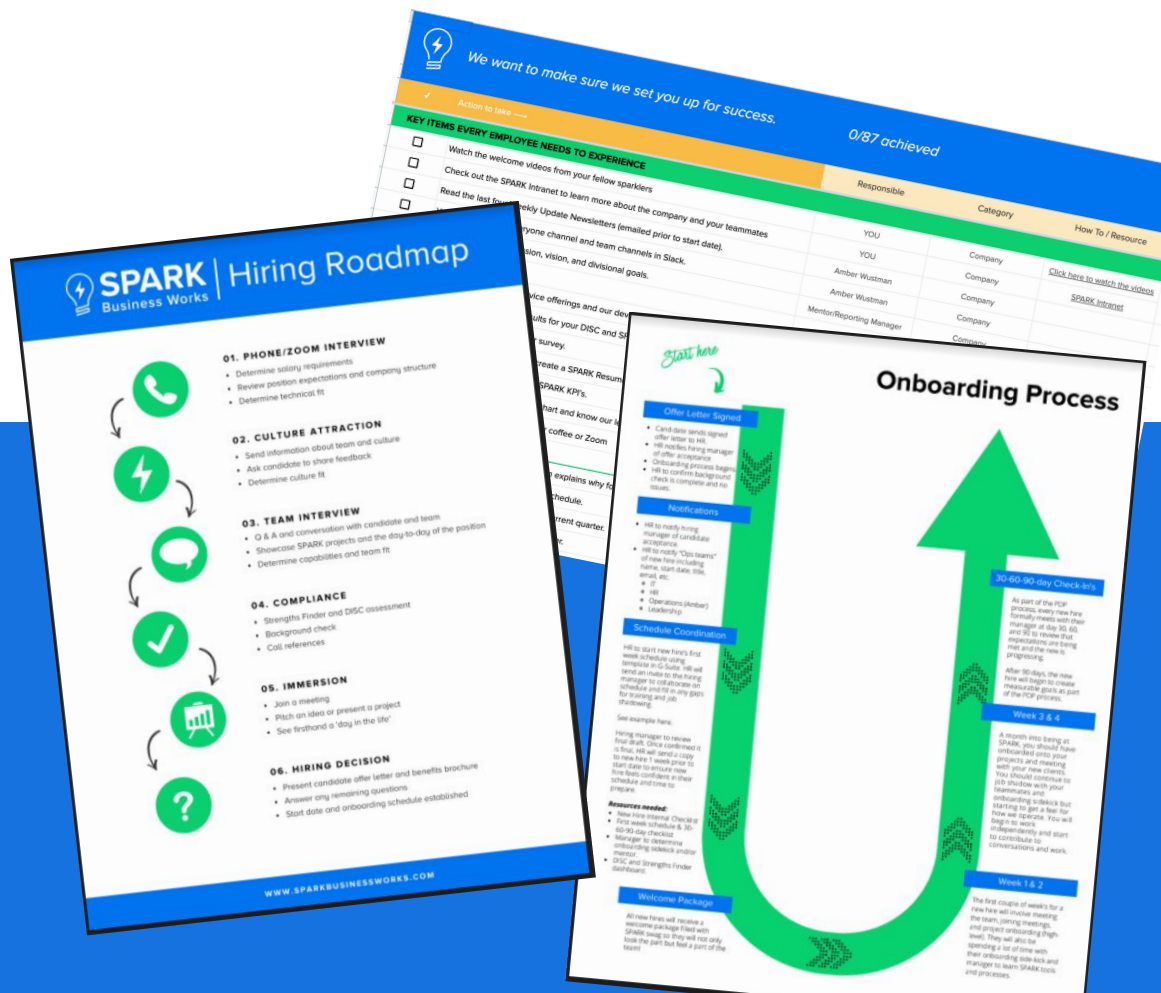
**New Hires**

# Recruiting and Onboarding

→ Trello and GSheets

→ Culture

→ Communication





## SPARK Business Works

449 followers

1mo • 

Have you met SPARK Product Manager, [Kevin Kwiatkowski](#)? Kevin is based in our Kalamazoo office and is often found making everyone laugh with his amateur impressions. He excels at Sean Connery and Elmo. [...see more](#)

*Meet Kevin*



### STRENGTHS:



ACHIEVER



POSITIVITY



DEVELOPER



WOO



COMMUNICATION

### EXPERTISE:

PROJECT MANAGEMENT

CLIENT / CUSTOMER SUCCESS

RELATIONSHIP BUILDING

ENGAGEMENT

   48 • 12 Comments

 Like  Comment

# Managers



Private Notes



🔒 **Lighthouse Recommends:** Since you're expected to have 1 on 1s, the best thing you can do is give your team feedback and praise. Ask yourself:

## Action Items

+ Add Items

Bruce's Action Items

☒ Research design conferences in M...



Your Action Items

☐ Talk to Bruce about project Jason...



☐ Check Product budget for confer...



Your Team



**Amy Pond**  
Sr. UX Researcher



**Clara Oswald**  
Product Designer



**Dona Noble**  
UI Designer

→ 1:1s

→ Career Paths/Training

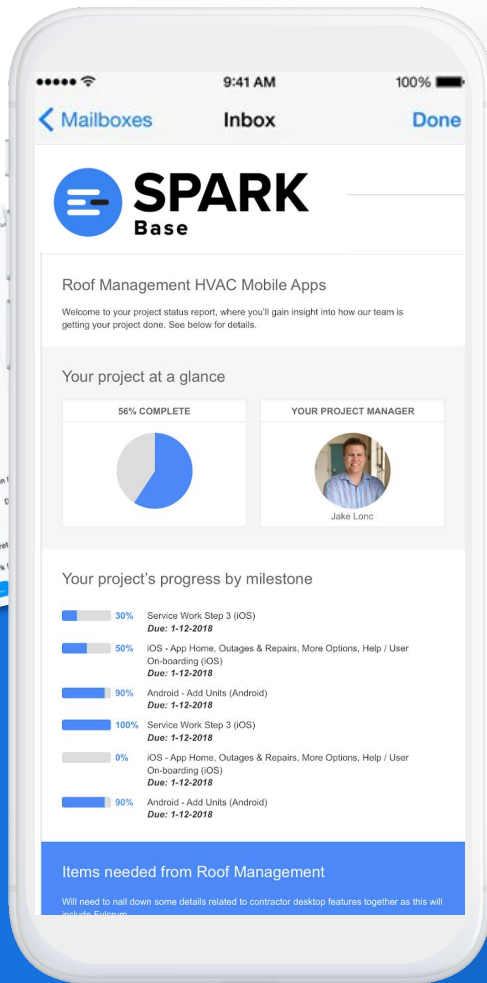
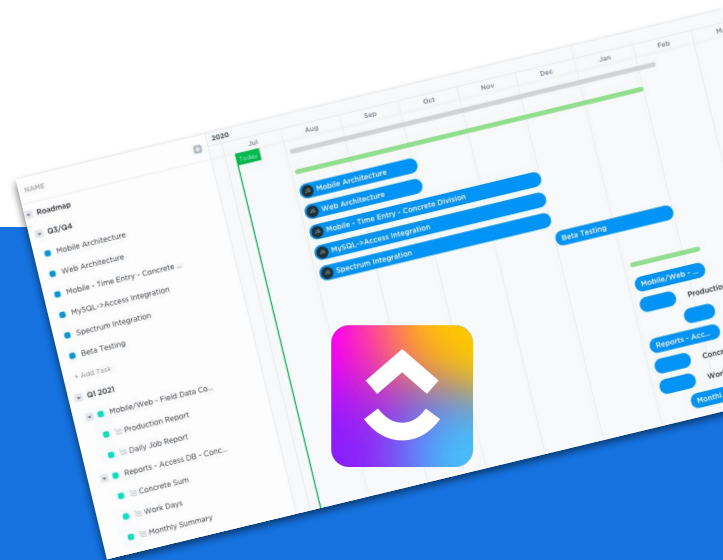
→ Documentation

# Product Management + CX

→ Central - Custom

→ Project Based

→ Communication



# Experience matters to



**Your  
Customers**



+



**Your  
Team**

# No Code

- New
- Not proven
- Design phase
- Changes frequently

# Some Code

- MVP Secret Sauce
- Refining a process
- Connect systems
- Testing automation
- Prototype + Iterations

# Software

- Industry specific
- Validated Secret Sauce
  - ◆ CX
- Repeatable, Transactional
- Value Add
- ROI



1. Think Like a Software Company

2. Embed Technology that is

**Easy, Fast, and Simple**

**Optimizing your employee and  
customer experiences**

# Story 3

# FAITHFUL *Companion*<sup>TM</sup> PET CREMATION SERVICES



FC Cremation # \_\_\_\_\_ Date \_\_\_\_\_  
Veterinary Clinic \_\_\_\_\_  
Pet Owner's Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone # \_\_\_\_\_ Alt # \_\_\_\_\_  
Pet Name \_\_\_\_\_ Type of Pet \_\_\_\_\_



☐ **Private Cremation** **SIZE:** ☐ Exotic ☐ Small ☐ Medium

**RETURN TO:** ☐ Vet Clinic

☐ **Option 1 405.00**

- Pick Up & Return
- Includes Engraved  
Cultured Marble Urn



☐ Black ☐ Tan

☐ **Option 2 295.00**

- Pick Up & Return
- Includes Pet  
Wood

# 1,545 orders

## DISPATCHED PER MONTH

### at a single location

## Locations

Charlotte, NC

Cincinnati, OH

Clifton, NJ

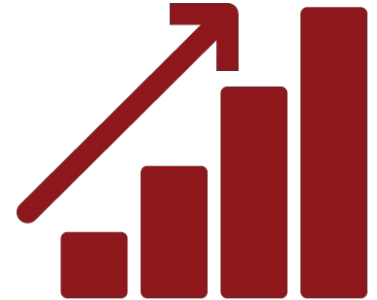
Naples, FL

Nashville, TN

Northwest Indiana

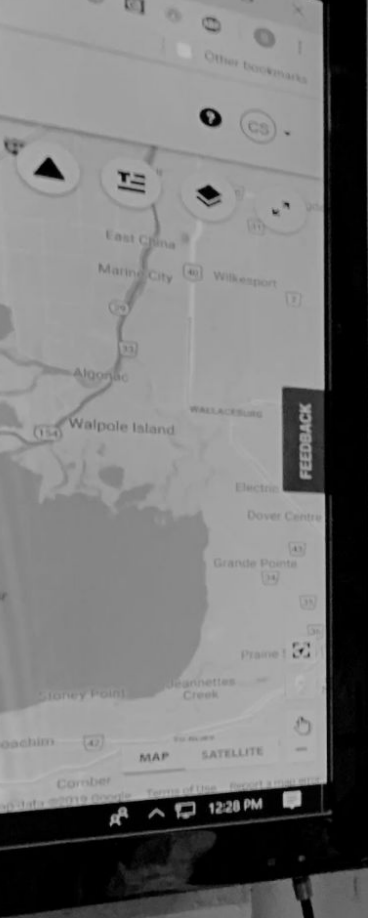
Royal Oak, MI

# 30% Growth









Scott 4	Rick 2	Joe 3	Terry 5	Bill 6	Jack 7	Nick 10	Chris 9
Bad Axe SP - River Rock-G - LFOF-R - Southfield-Hank 9-12 Kipito-R x2 VCA GC-G - DUES LP+SP - Trenton-Lucy 9-12 Eckels	LFOF-R - Southfield-Hank 9-12 Kipito-R x2 VCA GC-G - DUES LP+SP - Trenton-Lucy 9-12 Eckels	LFOF-R - Southfield-Hank 9-12 Kipito-R x2 VCA GC-G - DUES LP+SP - Trenton-Lucy 9-12 Eckels	LFOF-R - Southfield-Hank 9-12 Kipito-R x2 VCA GC-G - DUES LP+SP - Trenton-Lucy 9-12 Eckels	LFOF-R - Southfield-Hank 9-12 Kipito-R x2 VCA GC-G - DUES LP+SP - Trenton-Lucy 9-12 Eckels	LFOF-R - Southfield-Hank 9-12 Kipito-R x2 VCA GC-G - DUES LP+SP - Trenton-Lucy 9-12 Eckels	LFOF-R - Southfield-Hank 9-12 Kipito-R x2 VCA GC-G - DUES LP+SP - Trenton-Lucy 9-12 Eckels	LFOF-R - Southfield-Hank 9-12 Kipito-R x2 VCA GC-G - DUES LP+SP - Trenton-Lucy 9-12 Eckels

VAN 1 Pole Position

Engage Light on

Saline 2.5g

North River AH-MP 4.4pm DES RO FW 4pm Lush 2pm  
FW Head "Marek"

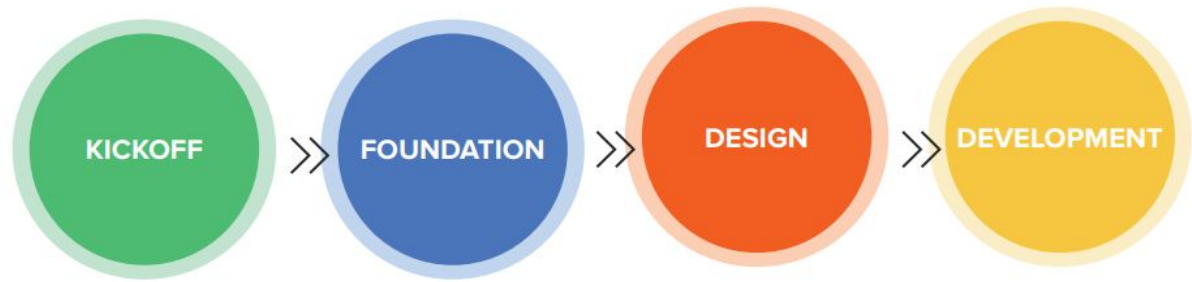
BAC-LP  
AVES-SP x2  
BRAH LP

WFAH-LP



# Steps to *Launch*

---



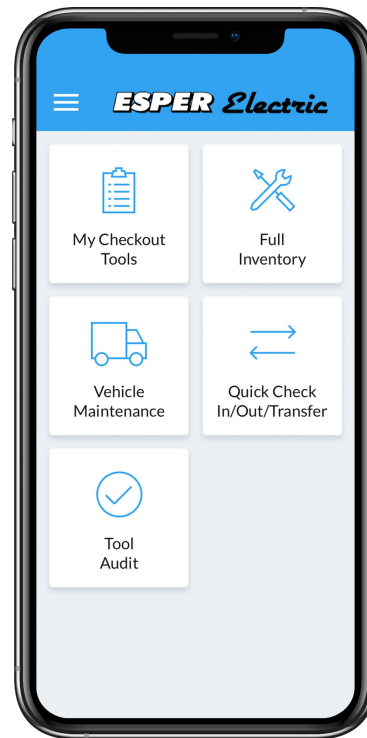
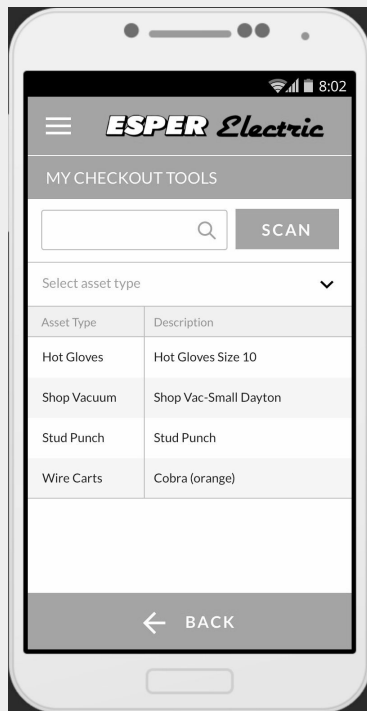
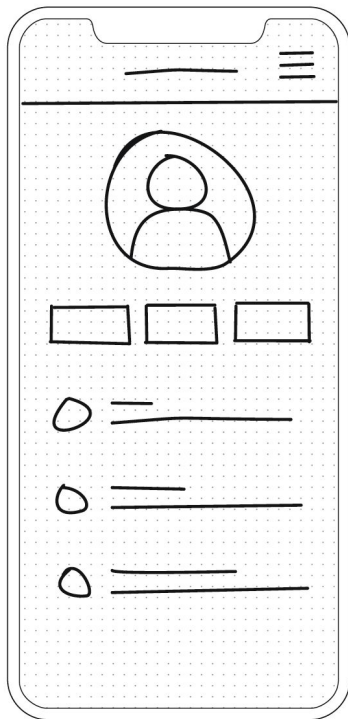
# Crawl



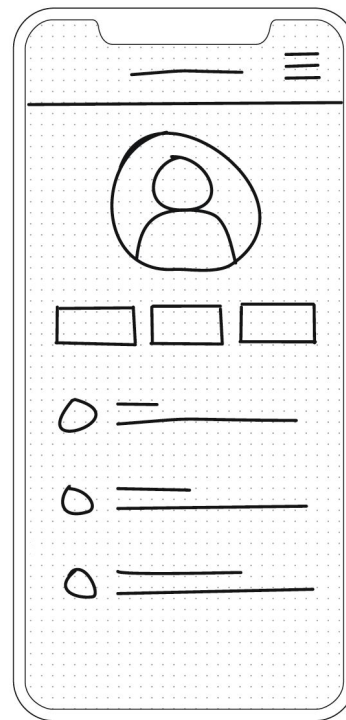
# Walk



# Run



# Start simple

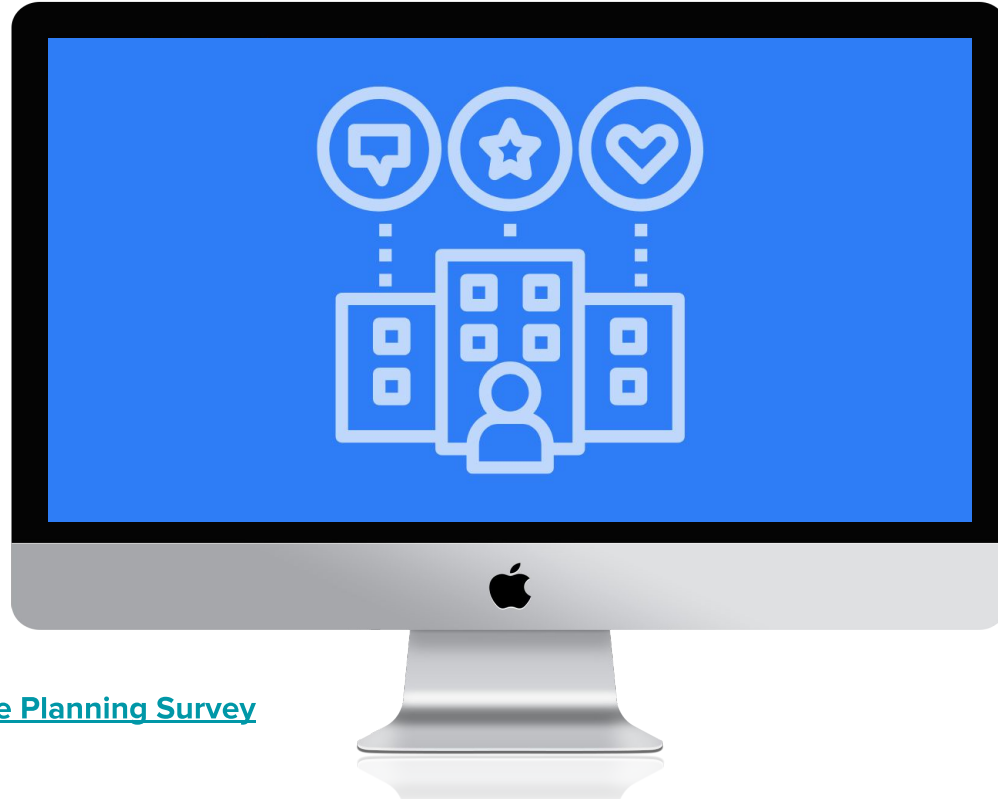


[Get Wireframe Templates](#)

# Kickoff

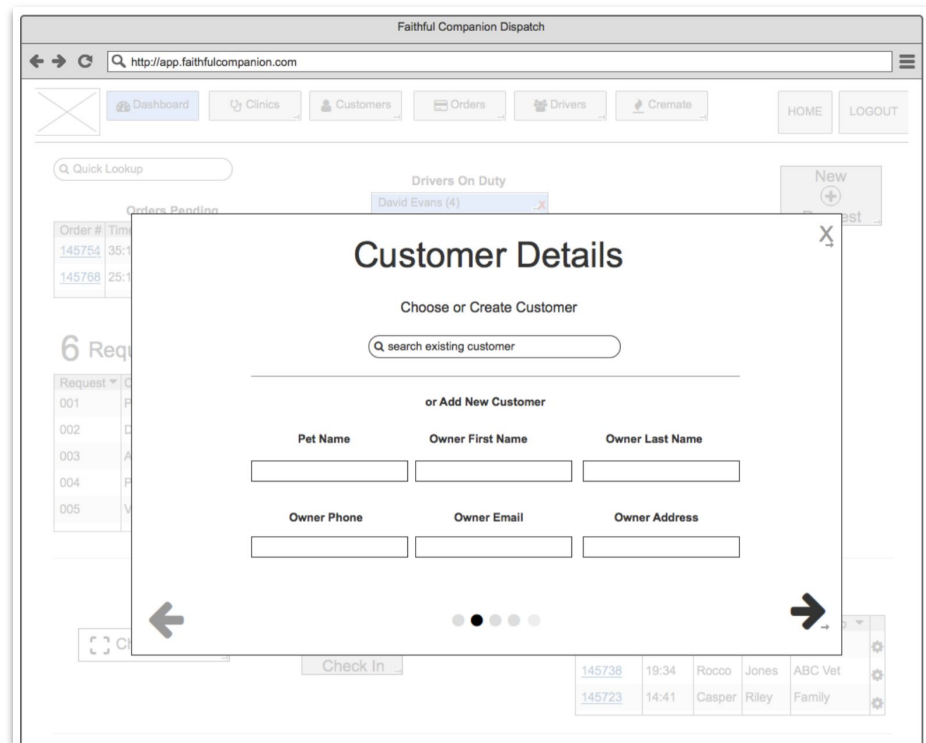


# Be Intentional about Getting Input and Buy-In!

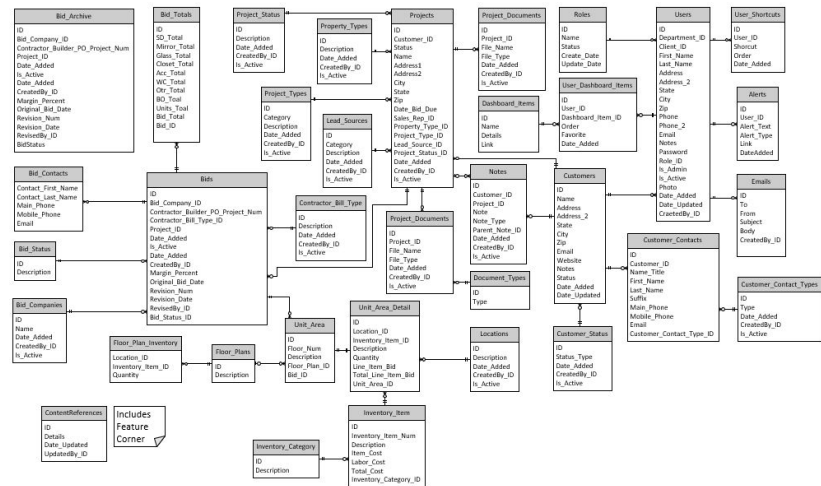
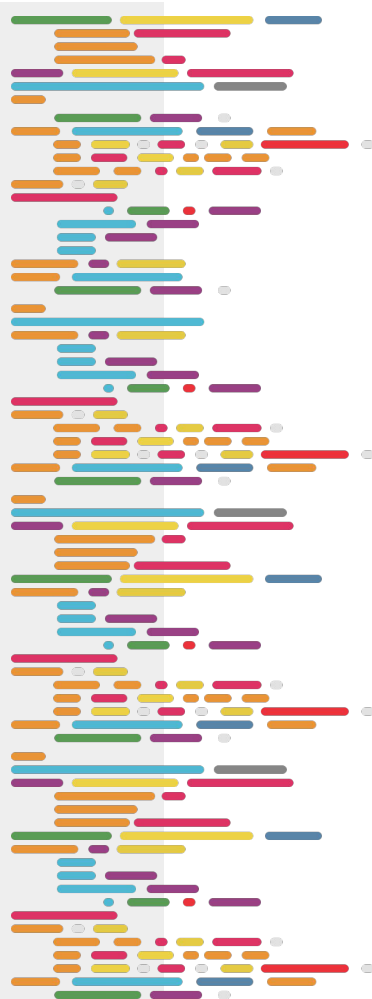


[Get Custom Software Planning Survey](#)

# Design

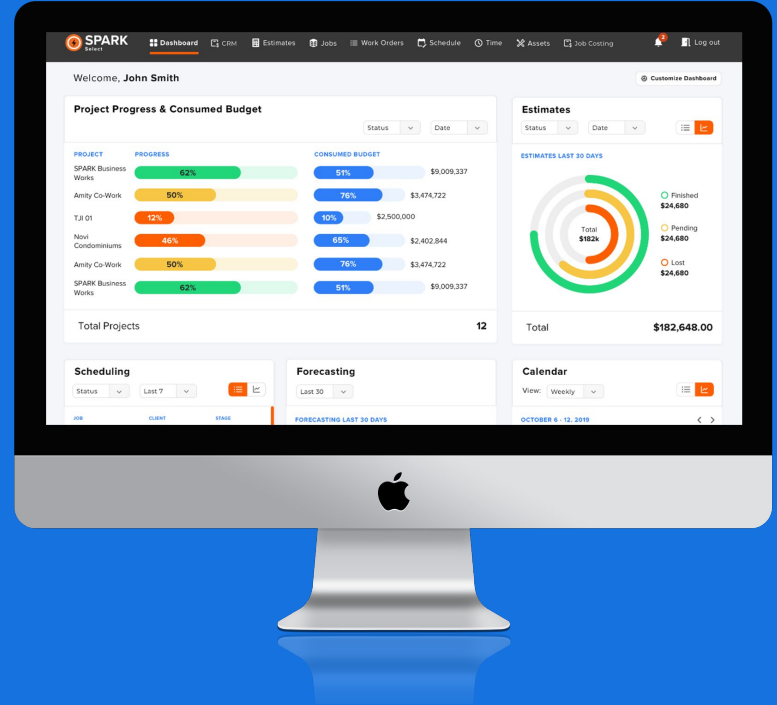


# Develop





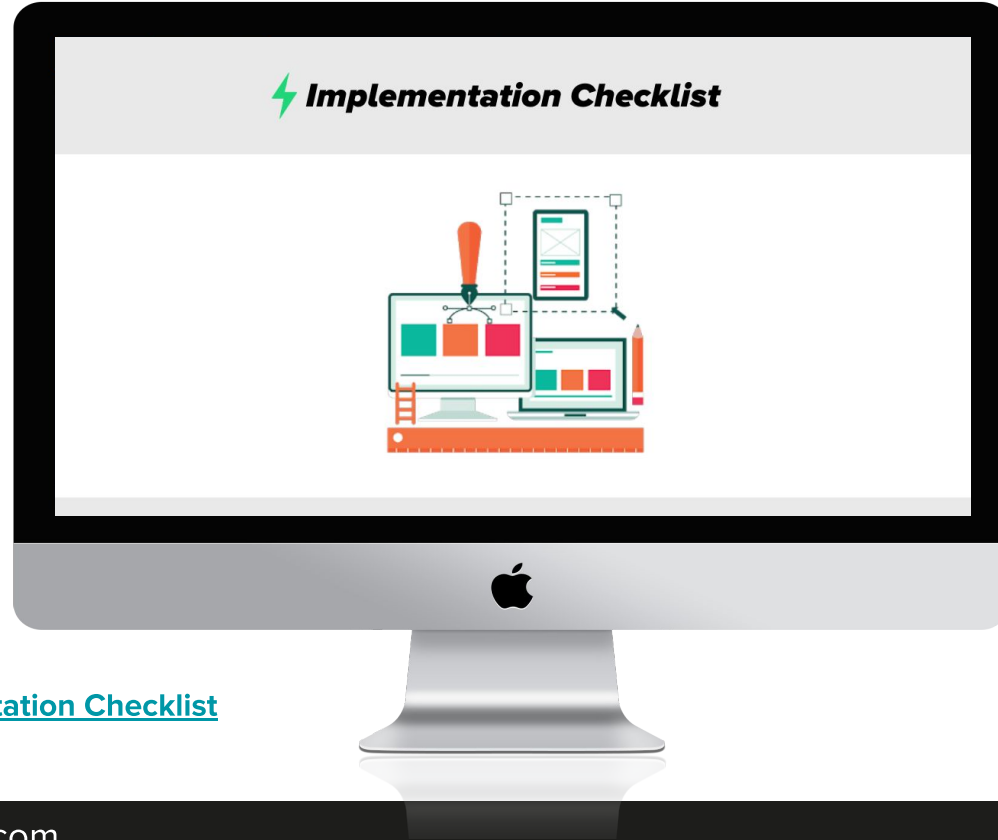
# Automating Your Logic





How do you pull the project  
across the finish line?

# Make sure it's clear who OWNS each part of implementation.



[Use the Implementation Checklist](#)

# New Normal!





What do we need to look out for  
when embedding software into  
our businesses?

# Risk Factors

Address these early on!

1

## **Not getting buy-in**

Bring the users to the table

2

## **Not clearly defining the ROI**

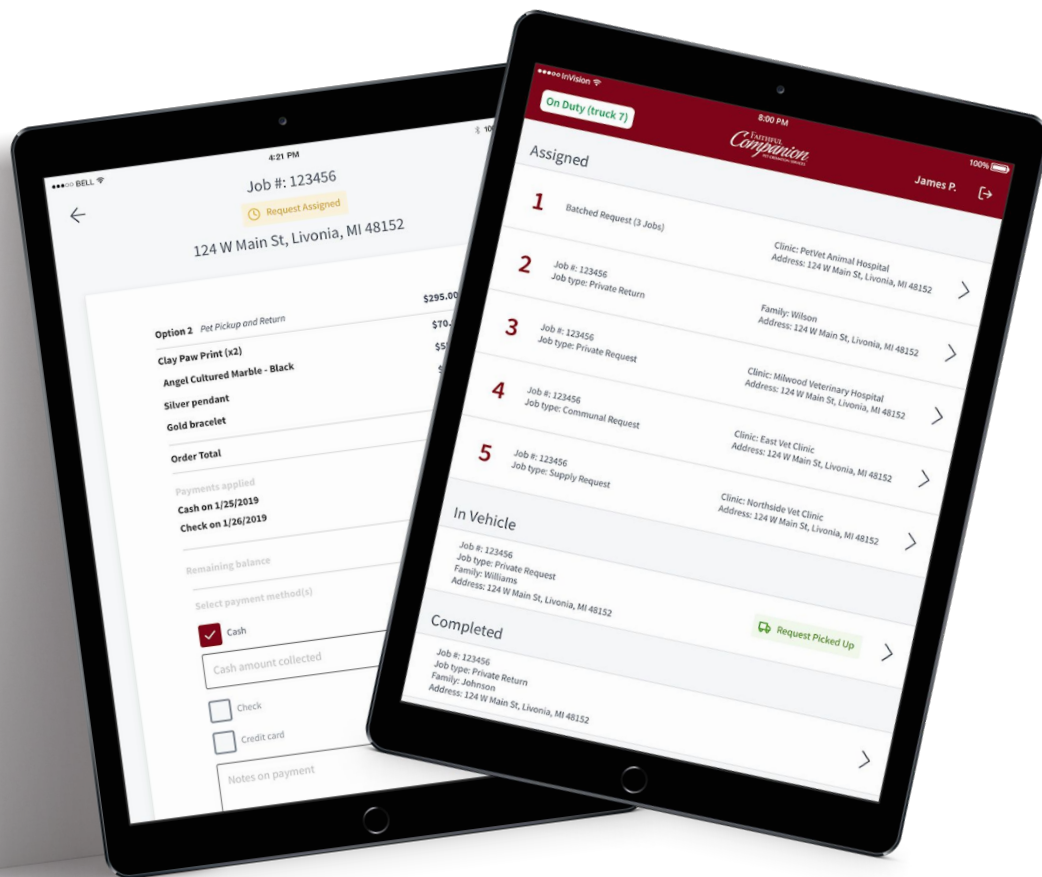
Set metrics for success

3

## **Scope creep and improper time/budget constraints**

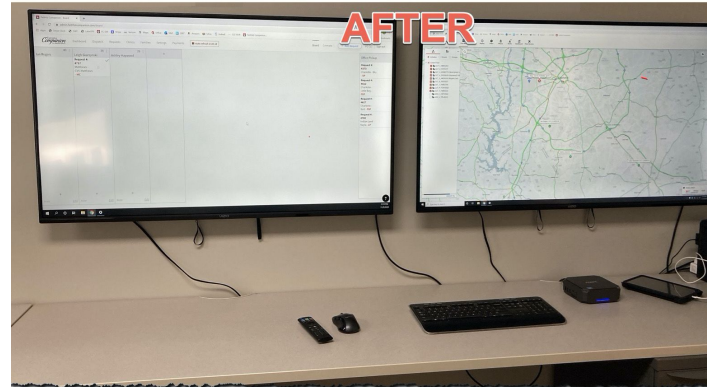
Have an open and transparent relationship with your solution partners.





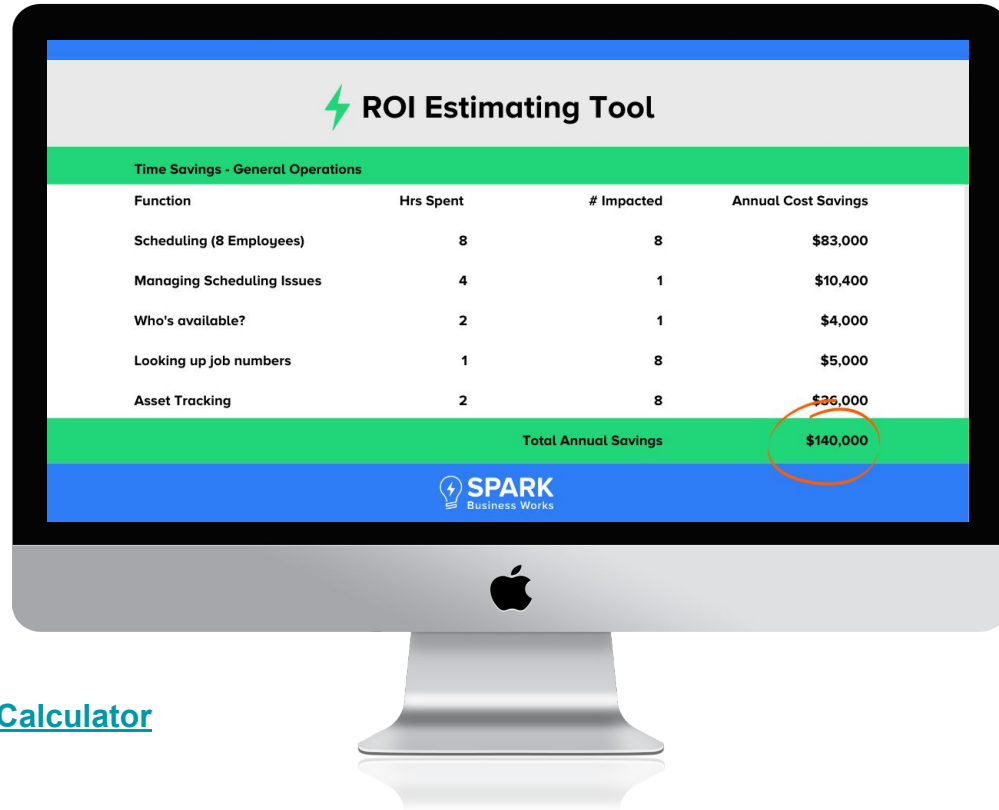
How do you sell your idea  
up the chain?

*(how to convince the 'non tech folk')*



# Measuring success and ROI

# Make the Business Case for Your Solution



[Get ROI Estimating Calculator](#)

# Easy, Fast & Simple

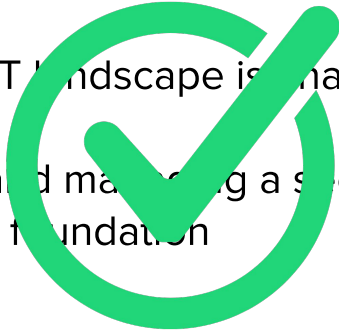
Think like a software company!

MAKE IT HAPPEN ⚡



How the IT landscape is changing

Building and managing a secure and flexible IT foundation



How the Software landscape is changing

Leveraging digital tools to work way your business works



Optimizing your employee and customer experiences



Measuring success and ROI



# Thank you!



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