

# why you should hire OUTSIDE CONSULTANTS



## SERVICES AVAILABLE

- **Analysis/Design**  
Designing and analyzing your business needs.
- **Programming**  
Creating state of the art custom solutions.
- **Maintenance**  
Maintaining and fixing any problems that may occur.
- **Interfaces**  
Wide range of popular interfaces.
- **Project Management**  
Managing your IT projects from start to finish.
- **Emergency Support**  
We are here to help, 24/7.

## LOOKING OUTSIDE “THE BOX” FOR YOUR NEXT IT PROJECT

Several factors go into deciding who will be on your project team. You will look for the best qualified, factoring in their availability, and then hoping they will have the time to help you out on your project.

But when it comes down to needing people now, and needing to get a project done, those types of factors can seriously put a damper on whether or not your project is done on schedule.

Sometimes, in order to get a project done on budget and on time, you won't have the luxury to use your own employees in your company. But it's not a time to panic. There are other options, and one of them is to go outside the company and go with a consultant.

Read on to find out why it may be worth a serious look to go with a consultant rather than your own employees.



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**1 To cut overhead.** The cost of hiring a consultant for a project is less than the cost of hiring an employee. The costs associated with hiring employees include salary, benefits, desk, chair, computer, office supplies, taxes, training, accounting overhead, etc. There is just one cost to a consulting company, and it is written with an AP check.

**2 To only pay for what you need.** Once the project is done, the cost is done, and the consultant moves on. Employees must be re-assigned to other projects, requiring constant management interaction.

**3 To obtain specialized expertise.** Consultants have highly specialized knowledge that might not be available in-house, from understanding intellectual property law to how to conduct clinical trials. That knowledge can help you grow your business and achieve success.

**4 To provide an objective viewpoint.** The primary benefit of in-house employees—they know the company intimately—can be a drawback in some situations. Consultants work with many companies day in and day out, which gives them a broader perspective.

**5 To save money.** Many people think of consultants as expensive. However, a good consultant can save money. First, because hiring someone in-house with that much expertise could cost much more (think fixed expense vs. variable expense), and second, because they have highly specialized knowledge difficult to find in an employee, consultants can identify areas of vulnerability—such as illegal claims made on your product packaging or gaps in your quality control program—which, if not addressed, could cause a financial nightmare down the road.

**6 To make money.** Hiring a consultant to develop an innovative product, design irresistible packaging, write sales-generating copy or create buzz at a trade show can increase sales and profits, helping you recoup your original investment many times over.

**7 To get something done fast.** Consultants' highly specialized knowledge makes them extremely efficient. In contrast, in-house employees have many different projects competing for their attention.

**8 To handle a crisis.** If you accidentally sell a batch of product contaminated with *E. coli*, or are embroiled in a public-relations disaster, it's a good time to call a consultant experienced in managing crises. Not only can an outside expert not personally enmeshed in the business keep a cool head, they've handled crises in the past and learned from experience.