

# Eliminate Technology Xenophobia To Enable Revenue Generation



**Michael Quagliarello,**  
Software Architect  
Emque

**Technology should not** be measured in terms of cost savings, but in terms of revenue generation. It is important for company executives to embrace new technology in terms of revenue generation on multiple levels. ERP software with imbedded best practices operations flow can add appreciable profits to jobs that might otherwise end in the red.

---

## Technology is a key element in “best practices” flow.

---

Technology is a key element in “best practices” flow. Smartphones and tablets permit real time data entry, allowing detailed integration of labor charged versus labor billed. Job changes are accounted for immediately and work billed properly. Pictures emailed throughout the process eliminate hours of miscommunication and avoid costly reworks. Also, estimates are generated immediately, with approvals and signoffs obtained on the jobsite. Unbilled jobs and lost opportunities are eliminated by effectively incorporating best practices.

In addition to successfully integrating ERP software, embrace new social networking tools as a way to impress clients and generate revenue. Finished jobsite pictures sent to company websites and social networking sites provide instant exposure, resulting in new sales.

Rather than saying no to new methods, owners of commercial construction companies should say yes to revenue generating technology. Now is the time to cure technology xenophobia and move forward with modern tools that enable revenue enhancement. ■