

# OVERVIEW

The G.F.C has seen profits stagnate in many countries, with many businesses looking at ways to do more, with less. This series will look at how smarter IT can drive productivity for business.

Topics covered in this series include:

Cloud computing; BRW will look at companies who have implemented cloud solutions and whether government will follow into the cloud?

Business intelligence: In a world of increasing data, how can IT provide a clearer picture of the business and its customers?

Mobile communications; how smartphones and mobility solutions can contribute to more productive business.

Web Business; how are business strategically using the web to better understand their customers, and to promote and sell their products / services.

Advertising within this feature will allow your business to reach and engage not only with IT decision makers but broader chief executives who sign off on IT budgets.

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Smart IT: Cloud Computing

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July 7  
Mobile Communications

August 18  
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