



BUILT TO LAST

***The Family Business
Guide to Smarter,
Simpler IT***



ET&T

SERVICE YOU TRUST SINCE 1968
BUSINESS PHONES IT SERVICES SECURITY CAMERAS

Why Modernization Doesn't Need to Mean Reinvention

A Practical Guide to IT &
Technology for Family-Owned &
Operated Organizations



Introduction

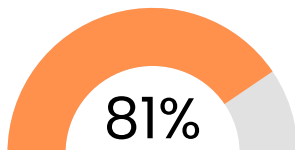
If you're reading this, you're probably an executive or leader who cares deeply for the organization and legacy embodied in your business. You work hard for operational excellence, financial fortitude, and customer-centric communications, though if you're being completely honest... your technology may not have kept pace over the years. In these pages, you'll learn how IT can be a tool for growth - not disruption - and how it can align with your team, your processes, and your goals. Now and for generations to come.

Why listen to us?

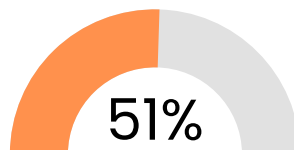
ET&T is a 3rd-generation family owned technology service business based in Bethlehem, PA. While our roots began in telecommunications, we too have evolved to meet the modern landscape in our nearly 60 years of service. Today, we are a trusted provider of:

- ✓ Managed IT Services
- ✓ Hosted Voice Systems
- ✓ On-Prem PBX
- ✓ Structured Cabling
- ✓ Network Infrastructure
- ✓ Security Cameras

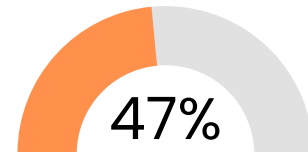
★ Family & Legacy Business Insights



Leaders who are optimistic about the future of their business



Leaders who worry they'll fall behind on tech



Leaders who say they're overwhelmed by the pace of digital change

*Source: Salesforce 6th Edition SMB Trends Report

From Confidence to Complexity: Where Tech Misalignment Starts to Show

Even when business is good, tech friction can build quietly. Over time, systems that once felt lean and intuitive start to feel slow, redundant, and fragile. Here's a few examples of how we've seen that misalignment play out:



Workflows vs. Tools

What it Means:

The day-to-day steps your team follows do not fit the software (or hardware) they're forced to use.

Tell-Tale Signs:

- ✓ "We enter the same info twice."
- ✓ Excel contraptions bolted on to industry apps
- ✓ Employees invent their own work-arounds.



People vs. Systems

What it Means:

Your staff's skills, habits, and comfort levels don't match the complexity or design of your systems.

Tell-Tale Signs:

- ✓ Older staff keeps paper copies "just in case."
- ✓ New hires roll their eyes at clunky log-ins.
- ✓ Training is a one-off event, not an ongoing habit.



Vision vs. Visibility

What it Means:

Leadership's benchmarks & metrics aren't supported by accurate, real-time insights.

Tell-Tale Signs:

- ✓ Decisions rely on last month's spreadsheets.
- ✓ No single dashboard of cash, jobs, or backlog.
- ✓ Surprise bottlenecks - and reactive firefighting.



The business is a place where everything we know how to do is tested by what we don't know how to do, and that the conflict between the two is what creates growth, what creates meaning.

- Michael Gerber, *The E-Myth Revisited*



NINE Quick Tech Wins

That Build Confidence & Reduce Daily Friction



Shared File Access & Permissions

Problem: Everyone saves things to their desktop or a shared folder with no structure.

Solution: Implement a well-structured Sharepoint library with permission groups, clear naming conventions, and Microsoft Search.



Outlook Rules & Teams Notifications for Focus

Problem: Leaders and managers are overwhelmed with email noise, while important messages get buried.

Solution: Use Outlook rules and Microsoft Teams notifications to triage high-priority senders, missed calls and project updates.



Password Management & Multi-Factor Authentication (MFA)

Problem: Logins are scribbled on Post-Its or reused across platforms. MFA is inconsistent or unenforced.

Solution: Rollout secure password managers (like Microsoft EntraID with passwordless/MFA policies) and establish a simple "one-login" approach with single-sign on.



Employee Onboarding & Offboarding

Problem: Each new employee requires an uncoordinated tangle of emails, account setups, access requests, and "did anyone order a computer?" confusion.

Solution: Create a standardized, semi-automated checklist using Microsoft Power Automate and Teams Template to ensure swift on- and off-boarding



Meeting Notes & Action Summaries

Problem: Staff members leave meetings unsure who's doing what, and no one remembers what was said two days later.

Solution: Securely use AI-powered transcription or note capture tools to automatically summarize meetings and action items.



Training & Standard Operating Procedures

Problem: Processes live in someone's head - or worse, a single outdated PDF no one updates or references.

Solution: Use screen recording or guided capture tools to turn daily tasks into reusable step-by-step instructions.



Performance Dashboards for Department Leaders

Problem: Managers run blind or spend hours compiling spreadsheets for leadership.

Solution: Set up live dashboards that aggregates data from spreadsheets, CRM, ticketing systems, etc.



Internal FAQs & Knowledge Search

Problem: Staff constantly ping each other for answers ("Where's that form?" or "Who approves this?")

Solution: Create a centralized, searchable knowledge base or AI chatbot that helps team members self-serve.



Email Templates in Outlook

Problem: Teams manually write the same email over and over again ("Here's your invoice.")

Solution: Save professionally written email templates in Outlook and Teams as message shortcuts



Choosing the Right Partner to Help Implement IT Modernization

In our experience, what makes or breaks a modernization effort isn't technical ability—it's how well your partner helps you prioritize, execute, and adapt. Here's what to look for:



1

LEGACY BUSINESS FLUENCY

They respect decades-old systems and processes while guiding you toward future tools – no finger pointing, no “just rip it out” tone deaf advising.

2

DEEP ROLE-BASED SUPPORT BENCH

A single “IT Guy” can’t scale. Look for a help desk, project engineers, strategic leads, and friendly frontline staff you’d trust with your team.

3

PEOPLE FIRST CUSTOMER SERVICE

Pleasant, plain-English (no tech jargon) communication and fast, documented response times reduce stress and boost adoption.

4

PHASE-DRIVEN ROADMAPS

Avoids rip & replace chaos; show how quick wins lead to stretch goals on realistic timelines and within budget.

5

CHANGE MANAGEMENT & TRAINING

Even great tech fails without adoption. Your partner should have a repeatable, user-enablement playbook.

6

CLEAR SUCCESS METRICS & COST TRANSPARENCY

Smarter & Simpler IT must show ROI in uptime, hours saved, or revenue impact – no hidden fees or vague “we’ll see” when it comes to pricing.



ET&T

SERVICE YOU TRUST SINCE 1968
BUSINESS PHONES IT SERVICES SECURITY CAMERAS

Why ET&T?

For nearly six decades and 3 generations of family ownership, ET&T has been committed to helping organizations eliminate the friction and frustration that comes from managing complex IT and communications environments. We understand the burden that technical issues can place on productivity, focus, and business efficiency— and we exist to lift that burden so our clients can remain focused on what matters most: running and growing their businesses.

Across the company, our team has a collective 200 years of experience and we are proud to serve as a trusted technology partner to organizations throughout the region. At ET&T, it is our mission to treat your team and your technology like it's our own — because we understand that behind every device, network, or system, there's a business that depends on it.

Hear what our clients have to say about working with ET&T



What Sets Us Apart

- ✓ A local team you'll actually enjoy working with: our clients tell us they trust us not just because we're good at what we do, but because we're easy to work with and we follow through.
- ✓ A fair price for honest support: we're not the cheapest provider, but our pricing is transparent, our scopes clear, and we'll always tell you what's included and what's not. No surprises, no nickel & diming.
- ✓ Supporting both quick wins and strategic stretch goals: while this report focused on the quick wins we support every day, our team is also equipped to implement more advanced tools like voice-enabled customer service bots and internal AI assistants. We meet you where you're at, but advise with the future in mind.

[Book a Consult](#)