



A growing number of small businesses across County Limerick – from a variety of sectors – have taken the ‘Tech Check’ challenge. These include Glance Promotions, IrishTourism.com, Wild Orchard, Techno-Path and McSweeney Sports Surfaces and all report that they found substantial benefits from the Tech Check programme.

Limerick County Enterprise Board, which runs the initiative in County Limerick, has received enquiries and applications for ‘Tech-Check’ above the national average. In addition, the independent experts conducting I.C.T. check ups have reported a refreshingly positive attitude among County Limerick’s small businesses towards using computers and communications technology to further growth.

Patrick Browne of C.C.S.L., one of the firms giving companies their ‘Tech Check’, has been pleasantly surprised by the pro activity of County Limerick’s small businesses: ‘The people I have spoken to don’t just use information and communications technology for the sake of it. They understand they can make huge strides business-wise if they take the time to choose the right technology for their particular circumstances. They appreciate using leading-edge technology can make all the difference in competitive markets.’

Michael Byrnes of Michael Byrnes & Associates, another ‘Tech Check’ adviser, echoes this point. ‘From what I have seen, the County’s small firms are becoming far more aware of the benefits that can be gained through having an I.C.T.-focussed business. For example, more of the County’ small firms are launching their own attractive, user-friendly websites. Some are also starting to use web-hosted software.’

‘It’s far more than taking a quick look at the computers in an office,’ Michael Byrnes explains. ‘First, we understand the business model and how it operates. Then we assess how well the business uses technology at present. We identify strengths and weaknesses of the existing technology. We identify opportunities and threats posed by emerging technologies. At the end we narrow down these issues and present a set of practical recommendations.’