

# Why Technology is Important for Your Business

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AUSTIN, TEXAS, USA, June 26, 2018 /EINPresswire.com/ -- As technology rapidly advances, so has the scope and expectations of businesses. Gone are the days when business operations relied heavily on manual labor and tons of paperwork. These days, almost everything is run by computers with a centralized automated computer system. It is for this purpose that the 2019 [Business Tech Expo](#) is being held—to keep company owners up to date with the latest technology tools used for more efficient operations.



With companies navigating the changing and evolving environment, it's very important for owners to be aware of the new technologies that are offered. Technology has been very crucial to several aspects of the business. These include:

“How you connect means everything”  
*Business Tech Expo*  
— Security  
— Finances and asset management  
— Research and analytics  
— Back-office operations

- Customer communications
- Warehouse and inventory management
- Lead generation

Technology heavily affects the efficiency of these aspects, allowing for faster and more precise work. This equates to more productivity as a whole.

## Why The 2019 Business Tech Expo Is Crucial To Business Owners in Texas

The main purpose of the Expo is to provide companies and professionals in Texas with a venue to explore different platforms of technology shown by popular tech companies all over the U.S. The expo aims to encourage Enterprises and SMBs to explore new tech ideas and help them be aware of more efficient systems that will be used by both new and old enterprises in the coming years. Better and faster operations can help them acquire more clients. That of which will lead to more profits and overall company growth.

Texas is indeed a very renowned region for tech entrepreneurship. In fact, It has been ranked the

second best state for business and first in an economic climate in 2018. They have also been ranked number 1 in tech last April 2017. The expo gives the state further opportunities to extract the potential so that more small and medium enterprises may come up with more innovations in tech.

#### About the 2019 Business Tech Expo

The Business Tech Expo will be held on July 11 and 12, 2019 at the Austin Convention Center. The event is expected to attract a total of 3,000 visitors—all from existing Enterprise, SMB's and startup entrepreneurs looking for new technologies to enhance their business operations.

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**AUSTIN CONVENTION CENTER**  
**JULY 11-12, 2019** AUSTIN, TX

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