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# PRESS RELEASE

## Technology Firm Guidance Consulting Places New Focus on Money Saving IT Innovation Strategies

Guidance Consulting, a Georgia-based IT technology consulting firm, has increased an existing lineup of services to include IT innovation strategies. This plan centers on the newest technologies for businesses to use in information security and planning – with a primary focus on improving their bottom line.

SUWANEE, GA (June 16, 2011) – In an attempt to reach companies that might be strapped for cash in these hard economic times, IT firm Guidance Consulting has released a new program that places an equal emphasis on IT security and saving money. “We view our innovation strategies as a way to use the latest equipment and software in the IT field to maximize the amount of vulnerability protection our clients get for their money,” says Daniel Gottilla, senior consultant at Guidance Consulting. “It’s all about finding new solutions to meet new concerns – and doing it in the most cost-effective way possible.”

With that endpoint in mind, Guidance Consulting uses quantifiable methods for assessing network vulnerabilities and for creating solutions. The IT professionals at the company always focus on a “return on investment” approach that clearly demonstrates how a certain amount of money put in information security will result in reduced costs down the road.

“We would like to stress that it’s not all about money,” adds Gottilla of his company’s IT innovation strategies plan. “While we consider finances in every step we make, we do feel that strong [information security](#) tools are a positive goal all on their own. After all, when we’re talking about customer satisfaction and a company’s reputation, some things just don’t have a price tag.”

The services offered by Guidance Consulting also include capacity planning, disaster recovery planning, and even Vulnerability Management. This full range of services is a large part of what makes Guidance Consulting so successful with their new IT innovation strategies plan. “You can’t really tap into all of the technology available today until you have a good foundation laid out,” Gottilla adds. “And we’re equipped to provide for every part of that foundation.”

**About Guidance Consulting:**

Guidance Consulting is a leader in offering a wide range of services related to Information security, technology staffing, and general information technology consulting.

For over 15 years, Guidance Consulting has been delivering profitable technology results to everything from small, private firms to Fortune 500 companies. In addition to meeting [vulnerability management](#), regulatory compliance, IT Governance and staffing needs, Guidance Consulting implements a wide range of IT solutions that help companies to cut costs, increase productivity, and avoid damages associated with vulnerability issues to get the most out of the current technologies available for businesses of all sizes.

For more information on making Guidance Consulting a part of your company's IT support team, visit their website at <http://www.guidance-consulting.com>.