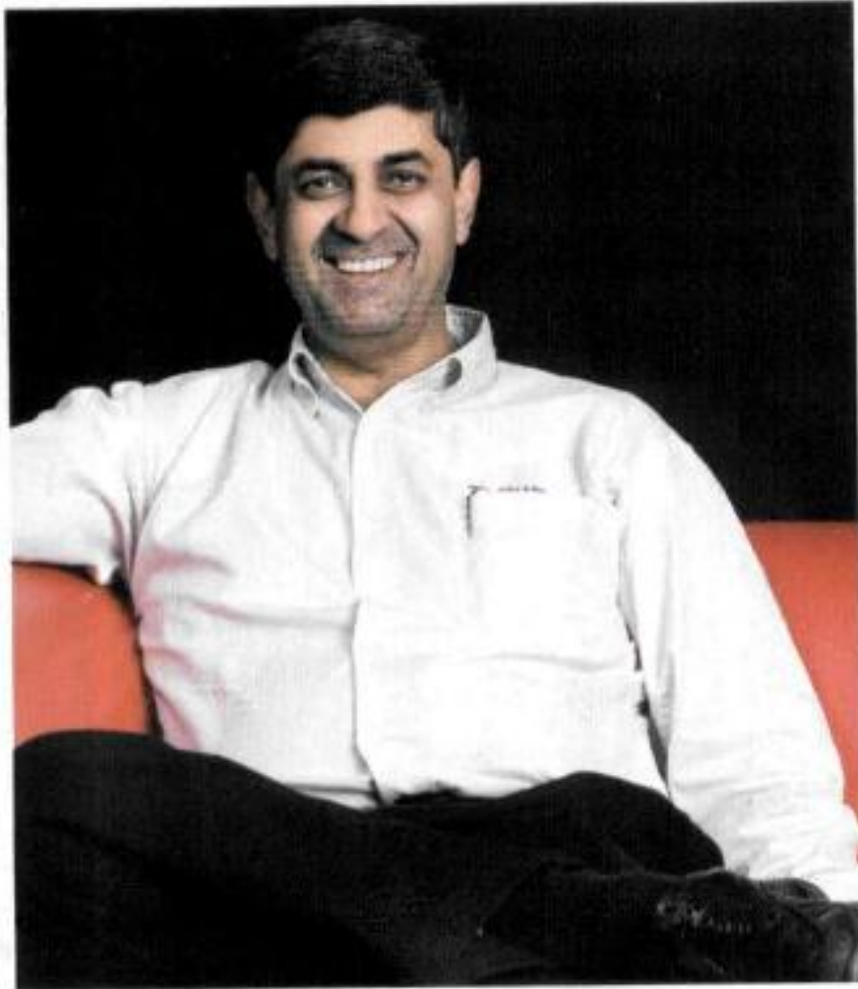


Rasheed Hargey, CEO of Tellumat, explains how to integrate emerging technologies to grow your business



Tellumat makes the kind of military hardware that Nato's jealous of and creates technology for clients like Advanced Technologies & Engineering and Denel. Hargey explains how small to medium enterprises should adopt new technologies for a competitive advantage.

The costs of implementing new technologies are often very high, he cautions, so it's essential to be very

clear about what you need. Only take on technologies that will give you the competitive advantage and be on the look-out for cheap or even free options.

"If you're a business-to-consumer company, there are many affordable, easily accessible tools you can use to compete with the bigger players. Use Facebook and Twitter and have a good interactive website," says Hargey.

You can also make your workplace more mobile.

"Use technologies where you can access office servers, no matter where you are," he says. "We're years behind some countries with broadband access, but that doesn't mean you shouldn't be adopting and using compatible technologies now."