

About Southern Thoughts

Southern Thoughts is the business and technology consulting side of Southland Automation. At Southern Thoughts we know a lot about business and a lot about technology. We also know how to use technology in business to make money. When we show business how to use technology to make money we call it consulting.

At Southern Thoughts we understand that business is about more than dollars – but we know that it is not about anything without them. A better bottom line is the focus of all of our consulting.

As we see it, technology has a place in business if -- and only if -- it improves the bottom line. We have no unconditional love of technology, like everything else it must constantly justify its place in business. It must pay its own way. We advocate the use of technology only when we can clearly see that it will improve the bottom line. Improving the bottom line is the only legitimate reason for interest in the subject.

Southern Thoughts has access to hundreds of years of business and technology experience.. We know a lot about it – we also know that we don't know everything. Some things are simply outside of our area of expertise. To cover these areas we rely on "Associates". Associates are firms that possess capabilities or products that we don't. Southern Thoughts calls upon the Associates when we need their capabilities – so can our Web Site Visitors.

By presenting the Associates on our Web Site, Southern Thoughts is attempting to increase the probability of visitors finding what they need. We don't offer the services that the Associates do – we will not get the business anyway – so we may as well help those who help us. We are listed among the Associates, the goal is to offer the widest solution set possible in one place.

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