

## Business Owners to Learn How to Do More with Less at International Franchise Expo

*NYC area business technology and productivity expert, Carl Mazzanti, to explain how to Do More with Less using technology at Javits Center Business Resources Center*

Hoboken, NJ -- (Cision) May 30, 2019 – Carl Mazzanti, the President and Co-founder of eMazzanti Technologies, a NYC area [technology consultant](#), will address entrepreneurs and future business owners as a featured speaker at the New York International Franchise Expo (IFE). The three-day event is scheduled for May 30 to June 1 at the Javits Center, 11th Avenue and 37th Street, New York City.



Mazzanti will be presenting on the topic, **"There is always pressure on price, do more with less"** on Friday, May 31st from 2:30pm – 3:15pm. IFE attendees can hear Mazzanti's address at the Business Resource Center, a regular component of the IFE, located in the Javits Center. The Business Resource Center/IFE, New York Expo continues to be an outstanding feature of the show, now in its 27th year.

In addition, eMazzanti's [small business productivity](#) experts will be available during the show to discuss revenue, productivity and growth enhancing technologies. Exhibit hours are 10:00 am to 5:00 pm Thursday, May 30 and Friday, May 31, and 10:00 am to 4:00 pm Saturday, June 1, 2019.

Business leaders pursuing revenue and productivity-enhancing small business technology should meet with emazzanti Technologies small business technology experts during exhibit hours in **booth 372**. Or, they can **call Carl Mazzanti at 201-360-4410** to arrange a meeting.

Interested parties can also [Register for the event here](#).

The three-day International Franchise Expo is recognized as one of the leading educational forums available to the business community. Organizers attribute this success to the involvement of recognized industry experts like Carl Mazzanti. A synopsis of his presentation follows.

### **There is always pressure on price, do more with less**

"Modern productivity tools keep your organization ahead of shrinking margins and enable new services to generate a competitive advantage. See how one organization grew revenue and profits without raising rates in 18 years."

IFE attendees come to learn how to own their own franchise and be their own boss. At the show, they can meet hundreds of proven franchise brands at every investment level, in every industry starting

under \$10,000. Those looking to invest in a franchise or franchise their existing business will find multiple seminars to meet their needs.

The International Franchise Expo (IFE®) is the premier annual event for the franchise industry with hundreds of franchises on display. IFE® also offers the industry's most comprehensive conference and educational program to gain the ins and outs and behind the scenes information needed for success right from the start.

Billed as the largest franchise expo in the country, the International Franchise Expo brings together thousands of entrepreneurs and future business owners with over 400 proven franchise opportunities from every industry and every investment level, full-time and part-time.

### **Small Business Technology Experts**

eMazzanti Technologies brings 18 years of hands-on experience helping small businesses survive difficult challenges and prosper during good times and bad. The company's productivity-enhancing small business cloud solutions, [defense-in-depth cyber-security](#) offerings and [retail technology](#) are tailored to the needs of small and mid-size businesses. Call 1-866-362-9926 today to learn more.

Related resource information:

[Carl Mazzanti Receives NJ Digi-Tech Innovators Award from NJBIZ](#)

[Carl Mazzanti, New Jersey Information Governance Highlighted by ARMA New Jersey](#)

### **About eMazzanti Technologies**

eMazzanti's team of trained, certified IT experts rapidly deliver increased revenue growth, data security and productivity for clients ranging from law firms to high-end global retailers, expertly providing advanced retail and payment technology, digital marketing services, cloud and mobile solutions, multi-site implementations, 24x7 outsourced network management, remote monitoring and support.

eMazzanti has made the Inc. 5000 list eight consecutive years, is a 3X Microsoft Partner of the Year, the #1 Ranked NYC Managed Service Provider, NJ Business of the Year, and 5X WatchGuard Partner of the Year! Contact: 1-866-362-9926, [info@emazzanti.net](mailto:info@emazzanti.net) or <http://www.emazzanti.net> Twitter: @emazzanti Facebook: [Facebook.com/emazzantitechnologies](https://www.facebook.com/emazzantitechnologies).

2015 | 2013 | 2012 Microsoft  
Partner of the Year



Inc. 5000 || 5000  
2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010



ShoreTel Sky  
Partner of the Year