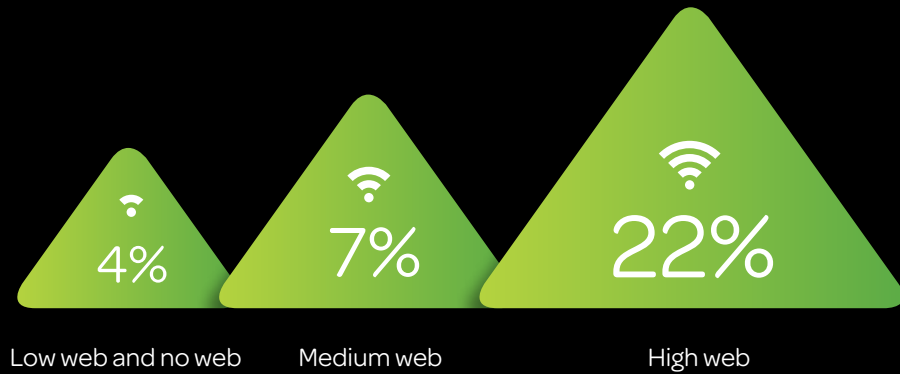


Geared for growth

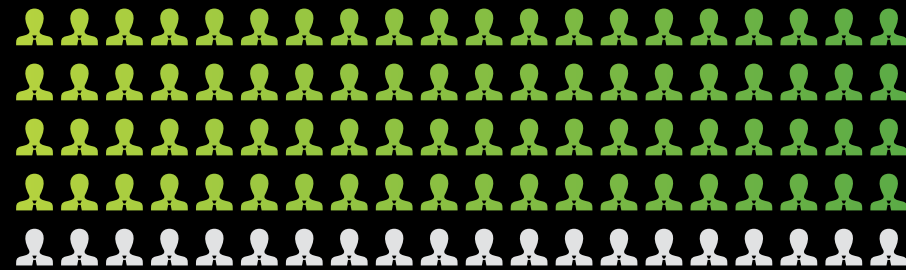
SMEs and the power of digital

Good for business

Highly digitised SMEs tend to grow at a faster rate than less-digitised SMEs



80% of Business Owners make efficiencies and savings through technologies



Further benefits include



Benefits for SMEs



Reduced Costs

54% cut to costs through back-office automation and electronic communications

Faster Growth

51% increased sales due to effective marketing and wider geographic reach

Improved customer service

54% improved levels of customer satisfaction, service, and retention

The Problem

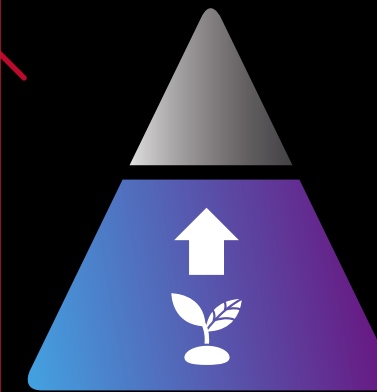


Only 14% of UK SMEs sell products and services online

Approximately 500,000 SMEs feel that the lack of digital skills is slowing the growth of their business

22% of SMEs they are held back by skills gap amongst staff

The Bigger Picture



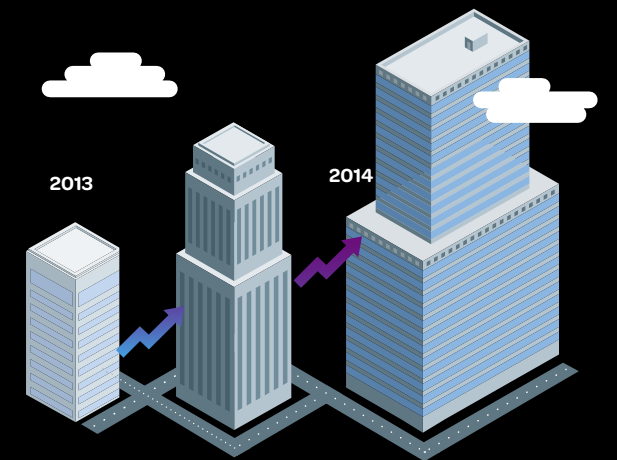
60% of UK SMEs are hungry for growth



77% of UK business leaders say that technology is a vital tool for helping them serve larger markets



2/3 of businesses expect growth in the next year



The annual turnover of UK SMEs could be boosted by over £18.8 billion if less digitally capable firms sold and marketed online