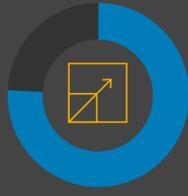


5 STEPS TO SCALING YOUR SMALL BUSINESS

If the UK wants to compete on a global stage, our start-ups and small businesses need help in scaling up.

But this can be challenging:



76%

of ITDMs say limited human resources, legacy IT and culture, and a lack of time are stopping their businesses from scaling up.¹

1. Evaluate your business strategy

It's no use for anyone to sit around imagining themselves as the next Bill Gates or Mark Zuckerberg. But if you have a £5 million business, why can't it grow to become a £50 million company? This is thinking big – it's your business vision.

Surround yourself with the right team, mentors and connections. Build strategies and then pull the trigger.



2. Grow the revenue

Growing revenue is essential to the long-term success of start-ups and SMBs.

Developing new products and improving existing products and services could enable you to sell more to customers and improve their loyalty, while new premises and markets could expand both your reach and revenue.

You can also look to exports through organisations like Open to Export and DIT.

3. Invest in technology

Technology is at the backbone of most modern businesses, and this is also true of SMBs which are already reliant on ERP, CRM, email and productivity tools.

And although 32% of ITDMs are focused on simplifying IT, they are also increasingly investing in emerging technologies:²

52%

Data analytics

38%

IoT

34%

AI/Machine learning

30%

Containers/microservices

4. Find the right team

One of the biggest concerns facing SMBs is a lack of skilled staff, a challenge not helped by the Internet Economy and more demanding workers.

In a 2018 study from the [National Federation of Independent Business](#) (NFIB),



88%

of hiring SMBs said they had few or no qualified applicants for their open positions.

To find the right staff, identify what you're after, advertise in the appropriate places and sell why they should pick you over all the others!



52%

of IT DMs say more skilled resources would help them to grow their business today.³

5. Get third-party support

Organisations may choose to outsource for numerous reasons, including cost reduction, access to expertise and freeing up internal resources.

Most organisations that work with trusted IT providers quickly find that they bolster the knowledge and skills within their team, as well as benefit from 24/7 support.

Dell Small Business Technology Advisors give you the technology, advice and one-on-one partnership to fuel your business growth. We will work with you to understand your business needs and provide you with the right solutions for success.

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