Expert tips and fast facts

Webinar: Technology trends shaping Australian business

Tips and facts to help empower your business forward.

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Gordon's Tips

1 **Re-imagine your online customer experience.**

Customers have changed, and so too has the way they interactive with businesses. Take advantage of the wave to remote working by creating new channels and experiences. Adapting to what customers need will help you retain and grow customers.

2 **Flexible and more mobile ways of working keeps talent.**

With so many Aussies looking for hybrid working – splitting their working time at home and the office – enabling mobile or flexible working is more important than ever. Consider reviewing your working from home policy long term to help you attract and retain top talent.

Gordon Tan

Chief Technology Solutions Executive

codeblue
A Fuji Xerox Company

Gordon's Tips

3   **Cyberattacks are evolving, and so too should your security.**

Be proactive with your security. It's one area where SMBs cannot afford to take a reactive approach. Now is the time to go back and review your business and make sure the fast move to new technologies and ways of working haven't put your business at risk.

4   **Security is more than your computers / laptops.**

Consider all aspects of security not just your local computers. Websites, payment gateways, and cloud platforms can now all potentially be exposed.

Gordon Tan

Chief Technology Solutions Executive

codeblue
A Fuji Xerox Company

Gordon's Tips

5 **Take advantage of global talent pools.**

With remote working and mobility enabled businesses, you can now tap into skillsets and capabilities that you never had before. This new mobile way of working removes that limitation on location, allowing to employ the best talent from anywhere.

By having staff in multiple locations, you have staff working in different time zones – increasing your ability to service clients and also increase your productivity.

Gordon Tan

Chief Technology Solutions Executive

Ceri-Anne's Tips

1 **Status quo is your biggest competitor**

Now is the time to make that change. The world has changed significantly in 2020 and will never go back to the way it was before. You need to think about how you are interacting and connecting with your customers and your staff.

2 **Digital transformation is NOW**

Digital transformation is not something you should be talking about around the board room table, it should be something you are in the midst of doing. Relying on old ways of doing business is not going to carry you and your business through and beyond this pandemic.

Ceri-Anne Smith

SMB Sales Manager

zoom

Ceri-Anne's Tips

3 **Technology is more than the application. It's the connection.**

Your workplace technology stack has to make it easy to collaborate with others, be that in the office, at home or a hybrid. People need to feel connected and engaged wherever they are.

Mark's Tips

1 **Tech is creating opportunities to diversify income streams**.

COVID19 has challenged the traditional Bricks & Mortar model of many SME's. As a result, many SME owners have used technology to venture into complimentary areas of products and services to diversify their offerings. Examples include a florist that partnered with a greengrocer to sell fruit boxes, a hairdresser that moved to sell hair and beauty products online, and a boutique family business producing Limoncello for the restaurant industry that adapted their manufacturing process to produce sanitiser.

Mark McKenzie

Chair

COSBOA COUNCIL OF SMALL BUSINESS **ORGANISATIONS** AUSTRALIA

Mark's Tips

2   **Zoom is for $'s too.**

We all discovered Zoom as millions of workers went online to communicate with their work colleagues and conduct meetings. But Zoom is also being used in innovative ways by sales representatives and SME's to sell products via 'sampling sessions' where samples are sent out to prospective customers prior to the conduct of a sales meeting.

3   **Tech has changed business relationships for good.**

Click and Collect and electronic sales have changed B2C relationships, giving rise to omni-channel sales approaches (i.e. simultaneous physical, phone and electronic). Relationships between businesses and their suppliers have also gone largely electronic (i.e. B2B). SME's have also been required to engage with government agencies for everything from accessing business support programmes, to payroll processing and local authority approvals (i.e. B2G)

Mark's Tips

4 **Cybersecurity is not an option in a post COVID world.**

As businesses necessarily engage with their customers via electronic channels, the protection of business critical information and private customer information has become a major and necessary focus for businesses of all sizes. Processing of online payments, and the liability of SME's for Card-not-present fraud (CNP) has meant that SME's must fortify their electronic payment systems.

5 **Build your business back better with trusted tech partners.**

All of the above is essential as we emerge from a post COVID19 world but SME's don't generally have the inhouse IT capability to make these changes. That is, SME's are not little big businesses – they don't have accounts departments, HR Departments and IT Departments and must therefore develop relationships with trusted technology providers that support an increased focus on technology.

Fast facts

Remote working is more than reducing office space.

40%
businesses reported an increase in productivity through remote working.[1]

60%
of Aussies want to split their working time between the office and home.[2]

50%
Remote workers felt more empowered and efficient.[3]

32%
SMBs saw an increase in cross team collaboration.[2]

Technology is influencing how we operate.

65%

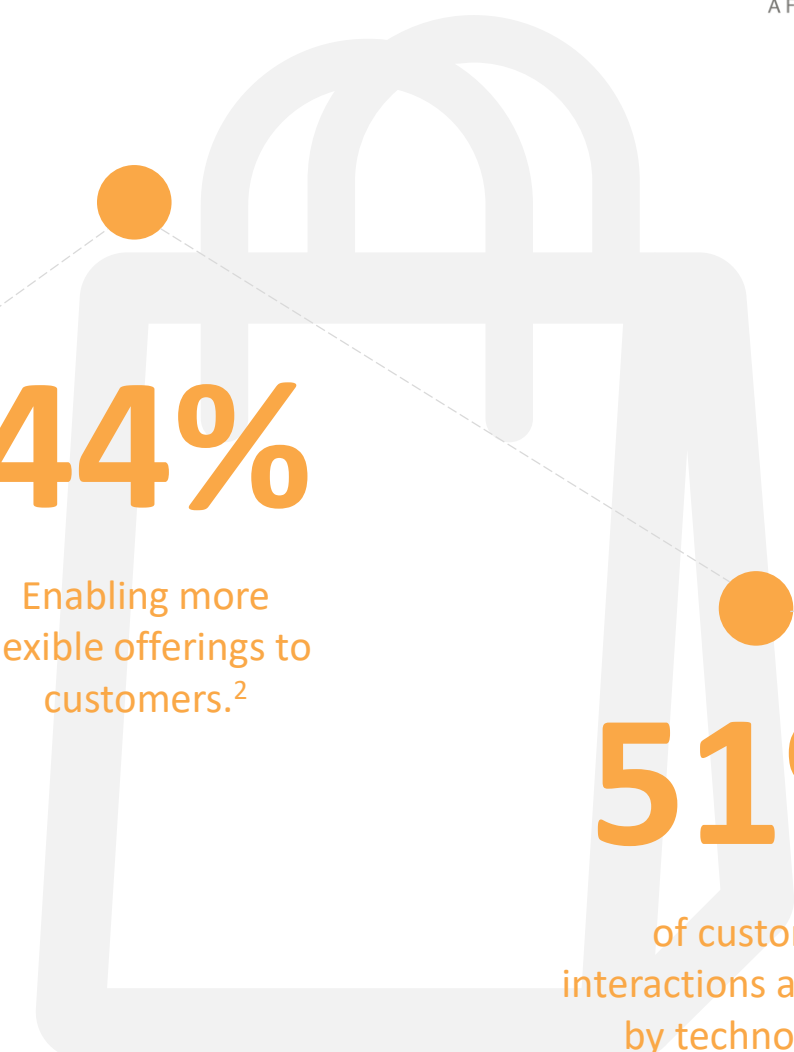SMBs have pivoted to creating a 'connected experience' for customers through technology.[2]

42%

SMBs reported technology drives their customer base growth.[2]

44%

Enabling more flexible offerings to customers.[2]

51%

of customer interactions are driven by technology.[2]

Security is more important than ever.

400%

Increase in cyber attacks since COVID-19.[4]

$7.68M

Average cost of an insider-related cyber incident for SMBs.[5]

63%

Increase in SMBs experiencing data breaches.[6]

32%

SMBs rely solely on free, consumer-grade cybersecurity solutions.[2]

22%

Switched to remote work without a cybersecurity threat prevention plan in place.[7]

Looking to transform your business and not sure where to start?
Chat to a CodeBlue tech guru to ensure you have expert advice from the start.
>> Start your conversation

1 Boston consulting group survey, June 2020
2 Small and Medium Business Trend Report, Salesforce, 2020
3 Building Connection in a Digital Era: Key Insights from Connectivity Index 2020
4 Federal Bureau of Investigation's (FBI) Internet Crime Complaint Centre.
5 IBM and the Ponemon Institute's The Cost of Insider Threats Global Report 2020
6 2019 study by Keeper Security and the Ponemon Institute
7 Small Business Report: The Flight of Remote Working and CyberSecurity, Alliant Cybersecurity

About CodeBlue Australia

At CodeBlue, it's all about YOU.

We believe technology should be simple and be about what it can do for you, not the other way around. And it should be simple. It's this focus that has allowed us to help thousands of customers across Australia and New Zealand for almost 20 years.

Beginning as small local businesses in Australia and New Zealand, we are now a trans-Tasman group – with over 200 tech gurus and specalists, 11 locations across the ANZ region, and four dedicated IT service desk centres.

In 2020 we became the first trans-Tasman managed IT service provider dedicated to the small to medium business sector (or growing business as we like to call it). The same year we also joined the Fuji Xerox family.

Combining our global support, local knowledge and trans-Tasman support, we can ensure your business has the technology and IT support it needs to succeed and grow.

Learn more >> www.code-blue.com.au/about-us