

Busnes | Business
Cymru | Wales

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i Fusnesau

Superfast
Business Wales

SUPPORTING BUSINESS
SUCCESS WITH DIGITAL



UNDEB EWROPEAIDD
EUROPEAN UNION

Llywodraeth Cymru
Welsh Government

**Cronfa Datblygu
Rhanbarthol Ewrop
European Regional
Development Fund**



DIGITAL FITNESS

- Cardiff Business School reveals broadband-enabled services could improve turnover for **111,000** Welsh SMEs
- It estimates the total sales for Welsh SMES attributed to broadband adoption could near **£229m**
- And 54% or **£124m** is derived from superfast broadband enabled services alone
- **50%** of SMEs who use superfast broadband report profit increases and **48%** report an increase in sales
- So far, **42%** of Welsh businesses have adopted broadband with the help of Government initiatives
- These include **Superfast Business Wales**, a free service that helps businesses to become digitally fit

“Using digital marketing boosted my sales by 35%”
Anwen Roberts, Draenog Design

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“We’ve saved time turning away from a paper office”
Phil Deacon, Apple Blossom Cleaning

DRIVING SUCCESS

- Since 2016, we’ve received over **5,100 enquiries** from businesses that would like digital support
- We’ve put on **550 workshops and events**, and delivered over 20,000 hours of help for businesses
- And we’ve worked with over **3,000 businesses** to give them digital fitness
- But **we need you** to tell more Welsh businesses about us so we can help them to reap the digital dividend
- Superfast Business Wales (SFBW) is a **FREE** service
- It is backed by the Welsh Government and European Regional Development Fund

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HOW SUPERFAST BUSINESS WALES HELPS

1 Register now at: businesswales.gov.wales/superfastbusinesswales
to find out if you are eligible for our services

2 Book a 4-hour practical workshop at: businesswales.gov.wales/superfastbusinesswales/events
on how to win business, improve processes and save time and money with digital

3 Enjoy tailored 1:1 support to develop an action plan that meets your needs

4 Receive a website review to discover how to maximise your online presence

5 Access FREE online resources: Software Directory • Learning Modules • Guides, Tips & Blogs

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MAIN BENEFITS OF SFBW TAILORED SUPPORT



Reduce costs

Invest now for
long-term savings



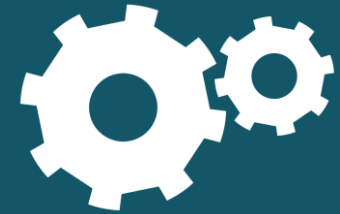
Save time

Streamline internal
processes



Grow profits

Attract and retain
customers



Improve stability

Boost staff skills
and work processes

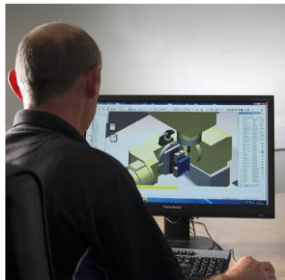
SMALL CHANGES MAKE BIG DIFFERENCES



“ Remote working has saved us £3,600. ”
D&G Office Interiors



“ We’re driving 34% of our sales through Facebook. ”
Fit My Floor



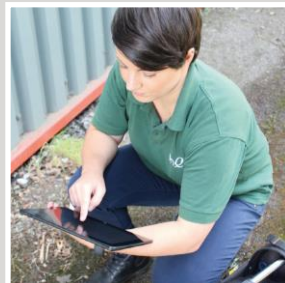
“ Digital technology helped increase our revenue by 20%. ”
Tarvin Precision Engineering



“ We boosted revenue by 40% with cloud technology. ”
Nordic International



“ We made 300% efficiency savings with digital technology. ”
GeoSmart Decisions



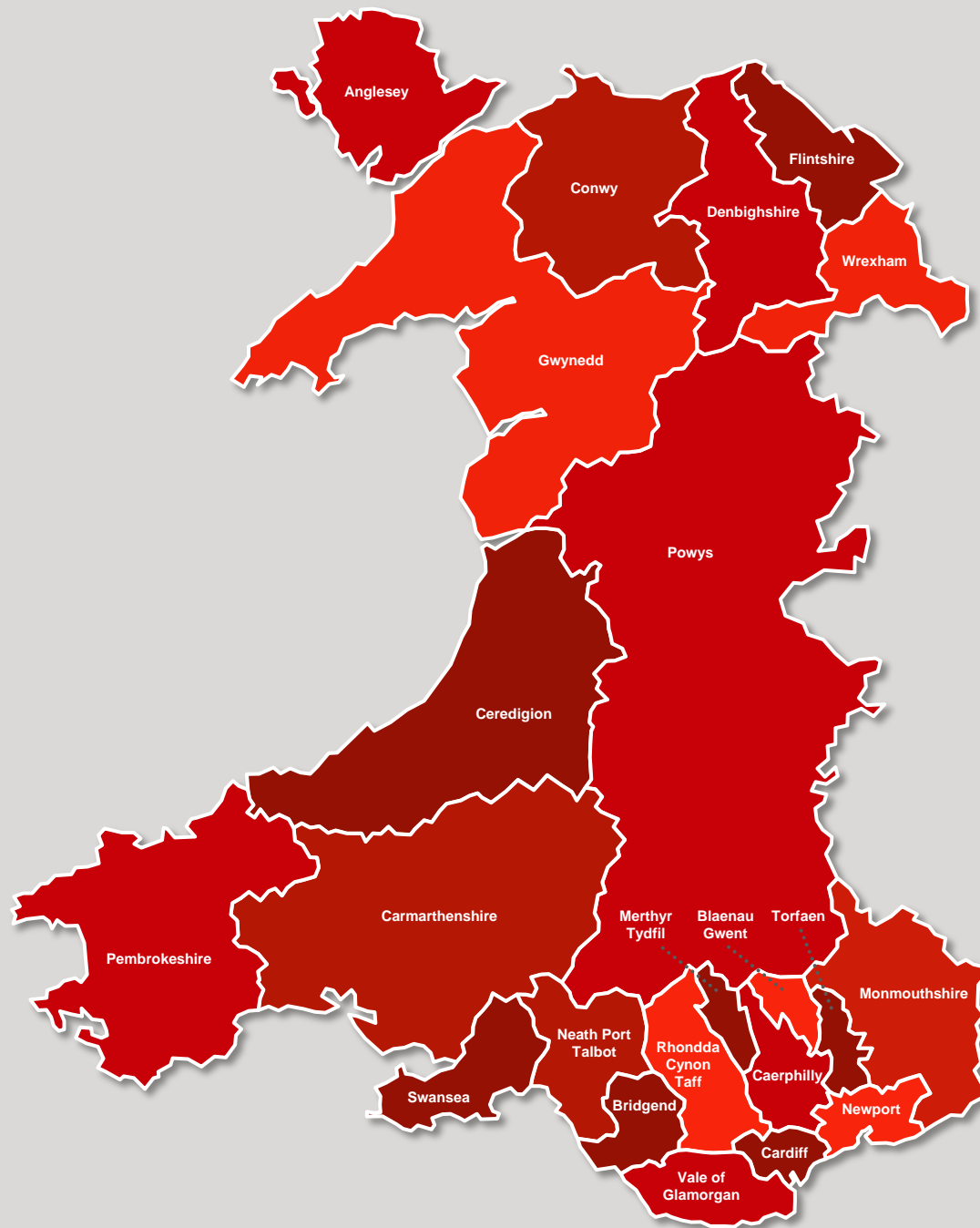
“ Switching to digital increased our productivity by 50%. ”
Enquin Environmental

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LOCAL SUCCESS STORIES



Click on the map for local case studies (view in slideshow mode)

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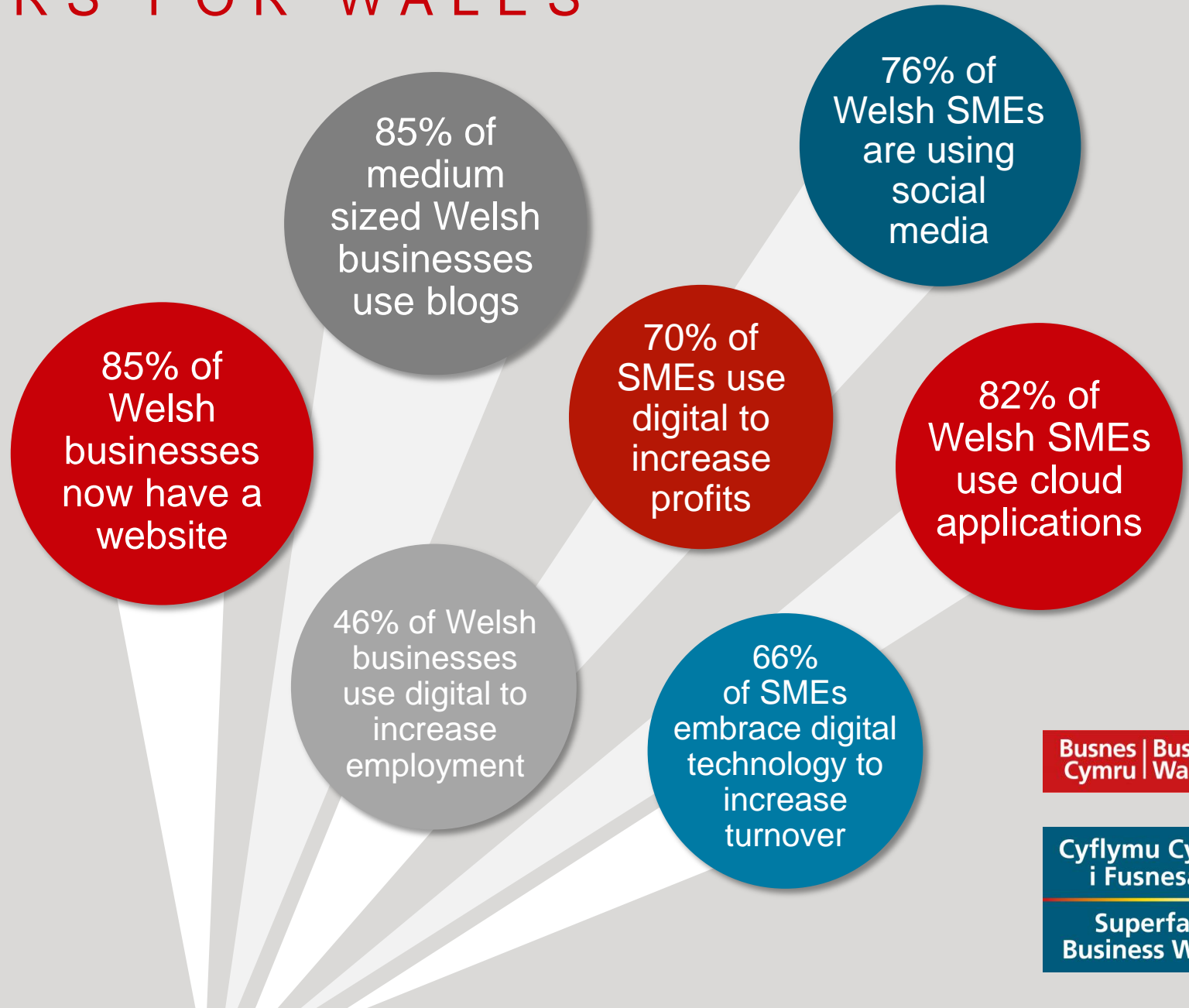
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DIGITAL MATTERS FOR WALES

Higher digital maturity is associated with better business performance in terms of turnover, profitability, employment and innovation activity.

Welsh SMEs are doing well. But together we can champion 'digital' and raise awareness of SFBW to help them to do better.



*Digital Maturity Survey for Wales 2017, Cardiff Business School, Welsh Economy Research Unit

Better customer relationships
Increased sales by 120%
Won international trade
6 new staff
25% increase in turnover
**Turned £25
into £160,000**
20% more efficient
Cut costs

PARTNER WITH US

- We support our partners by helping their stakeholders to gain real benefits from digital (click opposite image)

Event Support

- We'll help tailor presentations and market your events through our social media and email newsletters

Marketing Package

- We'll provide local content; case studies and event info for newsletters as well as social media messaging

Local Press

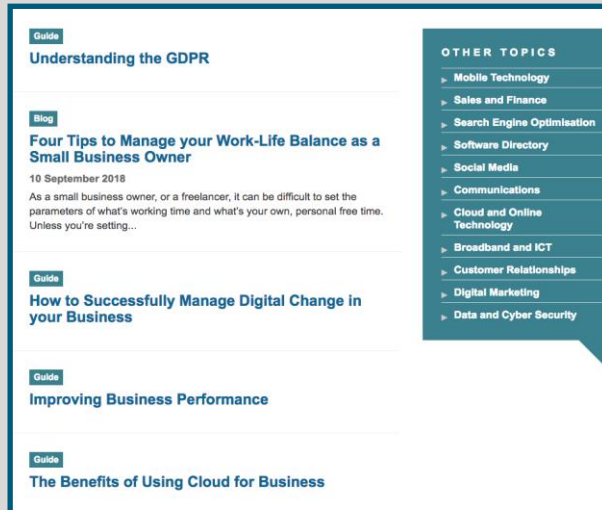
- We can help you with content for news releases and case studies

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HELP MORE BUSINESSES BENEFIT



The screenshot shows a website layout with a sidebar on the right titled 'OTHER TOPICS' containing links to Mobile Technology, Sales and Finance, Search Engine Optimisation, Software Directory, Social Media, Communications, Cloud and Online Technology, Broadband and ICT, Customer Relationships, Digital Marketing, and Data and Cyber Security. The main content area features several articles, each with a 'Guide' or 'Blog' tag and a title, such as 'Understanding the GDPR', 'Four Tips to Manage your Work-Life Balance as a Small Business Owner', 'How to Successfully Manage Digital Change in your Business', 'Improving Business Performance', and 'The Benefits of Using Cloud for Business'.

Use our resources

If our service would benefit your contacts, drop a link to us on your website



The screenshot shows a Facebook post from Scott Sullivan (@Scott_SFBW) with 14 million likes. The text of the post reads: "Cardiff firm engineers 300% growth and 6 new staff in 3 years" - read how #Superfastbiz client @intrado did it: businesswales.gov.wales/superfastbusin... Below the text are hashtags #Cardiff #business #growth #businesswales and a video thumbnail showing two people in high-visibility vests and hard hats at a construction site.

You like, we like

Connect with us on Facebook, LinkedIn and Twitter



The screenshot shows a video player with the title "Success is this Welsh business' cup of tea!". The video content shows a hand holding a white teapot and a red mug. The teapot has a logo that says "Paned Cymreig" and the mug has "Paned Cymreig Siocled" written on it. The video player includes a play button and social media sharing icons.

Share our content

A wide range of case studies, guides and top tips are available

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S U C C E S S O N L I N E

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Main Contact

For all initial enquiries
concerning the service:

03000 6 03000
businesswales.gov.wales

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Marketing

For promotional support
and collateral:

03332 408329
[businesswales.gov.wales/
superfastbusinesswales](http://businesswales.gov.wales/superfastbusinesswales)

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Partnership

For partnership support,
events and workshops:

03332 408329
[businesswales.gov.wales/
superfastbusinesswales](http://businesswales.gov.wales/superfastbusinesswales)

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