

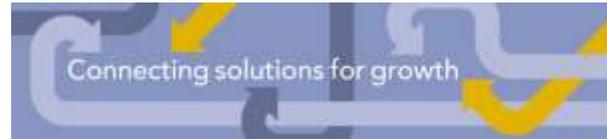
Digital Adoption

By looking to automate your internal business processes through implementation of specialist off the shelf software applications, companies can:

- Create the opportunity to develop and grow to the next stage of achieving business productivity in and out of the office, through flexible working
- Connect to their customers through the impact of consumerisation (the customer influencing through personal technology what they want and when)
- Give greater access to key management data (more accessible sales, cash flow, profit / loss charts).

By looking externally to access the best possible, broadband and superfast broadband connectivity to improve effective data transfer speeds upload and download. For businesses the benefits are:

- The ability to communicate instantly at little or no cost with customers worldwide using software such as Skype whilst cutting travel and accommodation costs
- Pay only for what is used by using cloud based technology
- Make online collaboration easier by using shared virtual workspaces
- Cut software licencing costs by using hosted applications
- Take advantage of online, cloud based data storage eliminating the need to maintain and update in-house servers
- Reach new markets by the use of a range of online sales and marketing techniques
- Facilitate home working to improve employee efficiency by reducing dead time spent travelling
- Become a more agile business by using online resources to quickly introduce and /or adopt innovative new technologies



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Please contact us if you would like to talk about any aspect of digital business support

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CDI Alliance Limited

*The Creative, Digital & Innovation Business
Consultancy*



LCRIBS – Digital Business Support

CDI Alliance has been appointed by
Halton Borough Council

To support businesses with their ICT processes
and functions

To ensure the key, relevant benefits of ICT are
promoted on a bespoke basis as they relate to
each individual business's needs

To help them fully understand the opportunities
of Superfast Broadband connectivity



Business Benefits & Mobile

Business Benefits

The future is exciting for smaller business as efficient ICT systems & digital technologies now offer many of the same opportunities big business enjoys. Companies can capture data about their customers, they can market offers to customers worldwide, they can use digital to help customers feel local even if they are transient, and they can encourage customers to be part of a community quickly and effectively - in hours, not years.

For a small business the power of the internet is transforming the way they can do business and we are here to help reap the benefits and understand the range of potential uses and how they can directly benefit a company.

The benefits of faster broadband can be categorised as:

- Economic effects, including increased innovation and productivity in business
- Social effects, including better access to services and improved healthcare
- Environmental effects, including more efficient energy consumption

Mobile

For many small businesses the office is the spare bedroom, coffee shop or van/car and much more business activity is carried out on the move. There is a demand for mobile communication to be well connected with the introduction of smart phones, i-Phone, Blackberry, etc , which have exceptional functionality.

Apps for mobiles - Office 365, Routefinder, Dropbox, Email and Instant Group Messaging.

This offers greater workforce flexibility and accountability.

Digital Strategy & Web Presence

Digital Strategy

A digital strategy means that you understand where you want to grow your business and how you will do this by using digital technologies – hardware & software that are available and designed to help you

- Improve your productivity
- Increase your efficiency
- Save time & money

It is not about the introduction of the latest technology or changing the way you do business but about introducing technology and applying it to your current business processes and functions to make them more efficient, effective and profitable.

We can help companies develop a Digital Strategy.

Web Presence

Do you have a website for your business?

If yes we can advise you how to improve the effectiveness to attract more clients through

Website structure & user friendly functions

SEO – Search Engine Optimisation

Importance of mobile friendly websites

Developing Digital Content – Blogs, Photos, Videos

Selling on your website - ecommerce

If no we can advise you how to develop your own WordPress website.

Social Media & Cloud Technology

Social Media

There are so many social media opportunities that it is difficult to decide what is right for your business – but why use them at all?

The most widely used social media platforms are Twitter, LinkedIn, Facebook, Google+ and YouTube

NB - But how does social media fits into the overall Internet Marketing Strategy?

We can provide advice & support on the following

Twitter

Facebook

LinkedIn

Google+

You Tube

Instagram/ Pinterest

Cloud Based Technology

There is much discussion about the Cloud!!! – but what is it?

Cloud Technology is applications or software programmes that allow you to access them from anywhere and on any device, when you are away from your office computer.

The cloud is storage in the sky a, shared hard drive that is not in your office or on your computer and something that others can also share at the same time if you want them to.

We can provide support on

Dropbox - Storage

Xero – Accounting

Microsoft Office 365

Eventbrite and many more