

# How to Become a Digital Challenger: Seven Steps to Success for SMBs



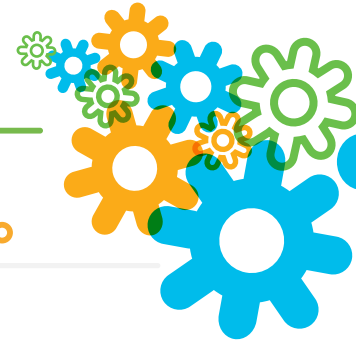
86% of SMBs “strongly agree that technology is changing the industry”. At Cisco, we know that you don’t have to be an expert in technology to transform your business. You just need a partner who puts you first. We’ve made it easier for you to manage your tech via these simple 7 steps:

STEP

1

## Develop a three-year digital technology roadmap

Aligned to your business goals with expansion in mind



STEP

2

## Prioritize the critical business processes to automate

Examples include:

- Launch of New Products & Services
- Deliver better Customer Experience
- Improve Financial forecasting
- Improve Operations & Service delivery

STEP

3

## Evaluate and right-size the technologies to invest in

Businesses need to invest in technologies like cloud, mobility, data analytics and security to differentiate themselves and become more efficient.

Start with a realistic budget and scale up accordingly.



## Invest in digital talent and skills

Attract talent and focus on employee training to upgrade skills



STEP

5

## Find the right technology partner for your journey

If you lack in-house IT expertise, look for a Partner that offers consultancy and project management services.



STEP

6

## Keep up with industry trends and best practices

Examples include:

- Attending technology events and webinars
- Participate in digital forums
- Use Product Assessment tools to guide your buying decisions

STEP

7

## Simplify, start small, learn and scale

Choose technology that is simple, secure and reliable, and that can grow with you as your business grows.