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.

**STEP 4**
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.