

A CLEAR VISION FOR YOUR **DIGITAL** TRANSFORMATION JOURNEY





Digital technologies can improve business performance in many ways, from improved sales automation, advanced data capture and super slick customer service, to intelligent project and resource management, and enabling highly-flexible working and fantastic collaboration.

The pandemic drove the rapid adoption of many digital technologies, forcing organisations to implement solutions they never planned to roll out or execute at such a pace, with long-term decisions often taken in weeks or even days. On top of this, the whole world of work has changed, with shifting customer needs and expectations. It is time to take stock. Are your current digital technologies a good fit for the future?

WHERE YOUR BUSINESS IS RIGHT NOW

DIGITAL360 is designed to support small and medium-sized enterprises (SMEs) facing a variety of challenges. Our specialist Digital Innovation experts will help you to:

- Build a culture that support digital innovation
- Ensure you have the digital capabilities you need
- Increase digital productivity across the workplace, improving workforce efficiency
- Digitally manage business processes, procedures and ways of working
- Improve agile working, to bring technology, processes, connectivity, people, time and place together
- Develop a clear vision and plan to underpin your digital activities
- Understand current digital performance to improve return on investment
- Improve management information, dashboarding and decision-making
- Ensure your IT set-up supports your business needs
- Build increased digital robustness against cyber-attacks
- Create new links and collaborations with universities and research organisations



FULLY-FUNDED SUPPORT – AT **NO COST** TO YOUR BUSINESS

Our service is targeted at SMEs with the ambition, capacity and drive to grow. You'll gain understanding on what you need to do to become a digitally innovative business and you'll receive support as you undertake this work, so you can make sense of it all.

Through **DIGITAL360** you'll be able to benefit from the huge opportunities that digital technology can bring, transform the ways in which you work, and futureproof your business in the digital age.



“*BEING ABLE TO SPEAK TO AN EXPERT AND DRAW ON THEIR KNOWLEDGE WAS A FANTASTIC HELP. OUR ADVISOR DIDN'T IMPLEMENT THE STRATEGY FOR US, THEY COACHED ME ON HOW TO EFFECTIVELY DO THIS MYSELF.*”

**CARLEY FRIEDRICH, DIRECTOR
AT BRIGHTSIDE BREWERY**

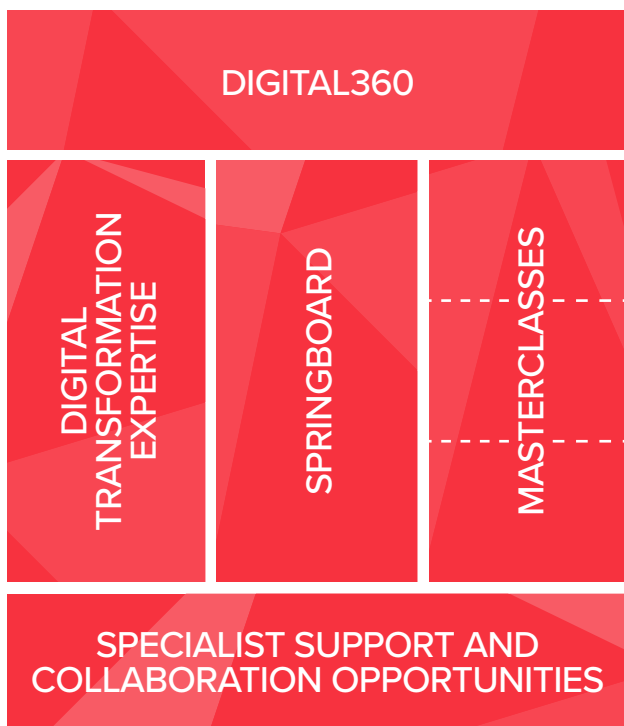


“*HAVING SOMEONE TO TALK TO WHO HAD THE EXPERIENCE, WHO HAD THE CONTACTS AND WHO HAD WORKED WITH OTHER PEOPLE WHO HAVE HAD A SIMILAR JOURNEY, WAS JUST WHAT WE NEEDED.*”

**HANNAH BARLOW, MANAGING
DIRECTOR AT DUNSTERS FARM**

THE DIGITAL360 VIEW

We provide pragmatic support to help make sense of the opportunities and prioritise areas for focus.



Our core **SPRINGBOARD** programme introduces key digital topics and critical digital technologies – getting you energised and equipped for successful digital transformation.

Our expert **MASTERCLASS** series takes a deeper dive into hot topics and key knowledge areas for those already progressing along their digital journey.

DIGITAL TRANSFORMATION EXPERTISE is available to target those with advanced digital needs.

And we can also link you with **SPECIALIST SUPPORT**, opportunities and partners that can develop your digital innovation and transformation skills and capabilities.

Join hundreds of Greater Manchester's businesses benefitting from GC Business Growth Hub's Innovation Service

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