



# Business IT Guide

**e-skills UK is committed to helping organisations of all sizes, in all sectors to make the most of technology.**

**The Business IT Guide is a user-friendly, online service that helps small companies to find and successfully introduce the technology that's right for them.**

## › The need for change

Making the most of IT could boost the UK economy by £35 billion over the next five to seven years – and the most important step towards achieving this is the increased take up of technology by small firms.

Technology can transform a small business. It has the power to improve efficiency, open up new markets and enhance customer service.

But for many smaller firms, it can be difficult to know where to start. Our research has found that many small businesses don't know where to go for trusted information and worry about skills implications, cost and what the business will do if the technology doesn't work properly. In addition, they are unsure about how to plan for growth and changing needs.

## › Facts to consider

- Half of Europe's productivity gains in recent years can be attributed to investments in IT.
- There are currently 4.7 million small and medium sized enterprises (SMEs) in the UK, 99.3% of which are small businesses (0-49).
- Making the most of technology reaps measurable benefits. For example, the 2008 ICT Regional Benchmarking Survey for Yorkshire and Humberside found that of companies that had received support for IT implementation, 77% increased their turnover and 73% their productivity.

## › e-skills UK action

The Business IT Guide is an online tool that is available free of charge. Developed by e-skills UK with over 200 small businesses, it is aimed mainly at companies with fewer than ten employees, or those that do not have their own IT staff.

The Guide helps companies to explore what technology is right for their business; where to go for trusted information; how to introduce and manage technology and deal with the cost and training implications; and how to plan for growth and changing needs.

Presented in clear and accessible language, the online service includes hundreds of high quality, independent guides, tips and facts. It covers topics ranging from developing a website, investing in hardware and software and installing appropriate security measures, to using technology to enhance sales and customer relationships and manage communications.

More than 90% of small companies that have used the guide would recommend it to others.



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***“We are so impressed with the Business IT Guide we recommend it on our own small business website.”***

Stephanie Burgess, Microsoft Small Business Centre

➤ **For more information [www.e-skills.com/businessitguide](http://www.e-skills.com/businessitguide)**

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➤ **ITQ**

The flexible qualification for IT users  
[www.e-skills.com/itq](http://www.e-skills.com/itq)

e-skills UK is the Sector Skills Council for Business and Information Technology, rated ‘outstanding’ in the relicensing of Sector Skills Councils in 2009. We work on behalf of employers to ensure the UK has the technology skills it needs to succeed in a global digital economy.