



The National B2B Centre

Technology – Can it really benefit SMEs?

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Technology – Can it really benefit SMEs?

★ **The answer is Yes**

★ **... But!**

★ **Introduce the National B2B Centre**

★ **3 case studies that answer the question**

★ **A few thoughts on the ...But**

National B2B Centre - statistics

- ★ **Started in 2003**
- ★ **Role: impartial e-business and ICT support to SMEs**
- ★ **Part of the University of Warwick**
- ★ **Publicly funded (Regional, National and European)**
- ★ **Staff numbers between 7 and 15 plus associates**
- ★ **4000+ members**
- ★ **1:1 support for 600+ businesses**

The National B2B Centre

Marketing Online



Drive demand to attract new customers [More Info](#)

Collaborative Working



Work smarter, faster and more efficiently [More Info](#)

Electronic Trading



Lower the cost of delivering through integrated e-commerce [More Info](#)

Open Source Solutions



Reduce software costs, explore the alternatives [More Info](#)

Supply Chain Solutions



Faster, efficient, streamlined processes [More Info](#)

Mobile and Wireless



Your business, any where any place [More Info](#)

Find the answers to your IT questions

Business IT Guide

How does your website perform?
Use our SEO and Website Assessment tools...



b2b The National B2B Centre
Helping growing businesses make smart business decisions

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E-Business News

E-Business: Creating a future advantage

The National B2B Centre was reinvigorated by the Economic Stimulus Plan in that annual conference at the University of Warwick.

The purpose of the event was to show a business partner and highlight new developments in the world of E-Business and E-commerce to help businesses to improve their performance and gain competitive advantage.

The event showcased three speakers, speakers, speakers, speakers and speakers from the business community.

The highly acclaimed presentation entitled on the need for businesses to be digital first from the UK's leading business school, the University of Warwick, was presented by Professor Sir John Giddens, who has been recognized for his role in the business community.

Dr Chris Chelley, of Marketing Insights, provided a more detailed insight into the world of E-Business and how businesses can make the most of the opportunities available to them in the digital world.

"Advantage isn't just being a bit better than the competition, it's about creating a new market or new way of doing things. Everybody can make a new market if they are the first to get there."

Join the B2B Members Network
Newsletter, articles, tools and events - sign-up today www.nb2bc.co.uk/become_a_member

Want more information on E-Business? Advice, guidance and knowledge available at www.nb2bc.co.uk/articles

Shoelace Tools
Coventry firm makes a bang on the net

A Coventry web company has announced new results for 2008. The firm, Shoelace Tools, has reported a 100% increase in sales and a 50% increase in profit. The firm's success is attributed to its focus on providing high-quality, custom-made web solutions for its clients.

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Shoelace Tools
E-business gives Walsall...

The success of Shoelace Tools is a testament to the power of e-business. The firm's success is attributed to its focus on providing high-quality, custom-made web solutions for its clients.

"Thank you! One of the most interesting conferences I have been to. You guys put on a great day."

E-Business 2008 Delegate



Plastex Ltd

- ★ **Manufacturer of replacement windows and doors**
- ★ **Established in 1981, £10M turnover, 70+ employees**
- ★ **B2B Centre recommendations**
 - **Improve the website**
 - **Implement Customer Relationship Management**
 - **Improve site survey process**

Plastex Ltd – site survey project

★ B2B Centre support

- Map as-is process, then simplify and improve
- Develop requirements and quotation documentation
- Support Plastex in supplier selection

★ Solution – Mobile technology.

- Hand held PDAs to manage surveyor's schedules and standardise the survey process.

★ Benefits - £50k pa cost savings

- Reduced survey time, fewer errors led to fewer installation issues, less office visits,

Severn Partnership

- ★ **Professional Services business offering specialist surveying**
- ★ **Established 1982, 24 employees**
- ★ **B2B Centre recommendations**
 - Update website to strengthen brand and drive enquiries
 - improve the enquiry and quote process
 - manage client interactions better
 - Improve project management and capability to share drawings and documents

Severn Partnership - CRM

★ Solutions

- Re-structured website and SEO
- CRM tracks jobs from enquiry, through order to completion
- Online documents to improve costing and scheduling

★ Benefits

- More enquiries; improved turnover and profit
- Quotes are quicker, more accurate & include profit estimate
- 90% reduction in paper, shorter directors meetings

Office Lifeline

- ★ **Virtual Personal Assistant (PA) and office support**
- ★ **Start-up business launched in 2007**
- ★ **Now 1 full time and 3 part time employees – all working from home**
- ★ **Virtual services offered**
 - **Executive PA, call handling, monitoring email, managing diaries, typing documents, preparing invoices, chasing late payments**

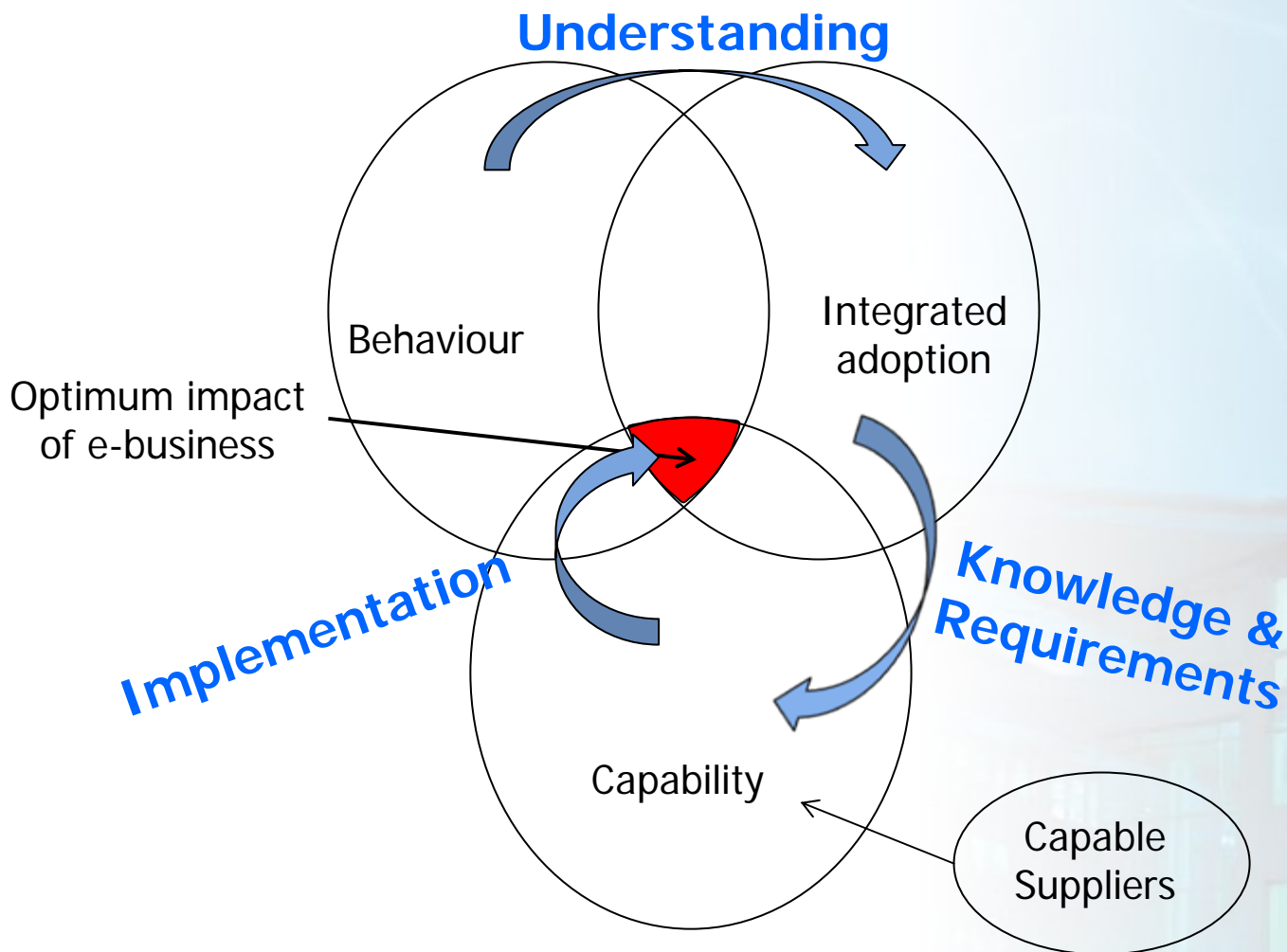
Office Lifeline – the solutions

- ★ **WebOffice e-collaboration, based on WebEx[®] toolset**
- ★ **Voice over IP + Asterix Open Source PBX to receive clients calls**
- ★ **MS Groove to file share with associates and clients and e-collaborate across the world**
- ★ **Benefit to clients**
 - **Worldwide access to a PA; no office space costs**
- ★ **Benefits to Office Lifeline**
 - **Easy to share documents; low cost calls; worldwide client base**

The Traditional "Ladder" View



Crossing the "Chasm"



Summary

- ★ **Yes, technology can benefit small and medium businesses**
- ★ **But, the Traditional “ladder” model not sufficient**
- ★ **Once SMEs online, to bridge the Chasm they need to focus on:**
 - **Behaviour**
 - **Integrated adoption**
 - **Capability – including supplier and SME advisers**