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GLOBAL TRADE PROFESSIONALS ALLIANCE

THE UNIVERSITY of ADELAIDE

NC STATE Poole College of Management
Supply Chain Resource Cooperative

Maintaining a healthy business in times of global crisis.

SMALL BUSINESS TECHNOLOGY PRIMER

Presented by: COLLINS REX

Collins has for some 20 years been involved in the Australian ICT industry, through associations with the Australian Information Industry Association (AIIA), Microsoft, and various ICT industry clusters (several of which she initiated and managed), and she understands the value of services and technology in an increasingly connected world.

A self-confessed "AI tragic" and agtech enthusiast, Collins is passionate about the intersection of technology and business, with a view to ensuring international business growth through digitisation.

Collins drives GTPA's eCommerce and 4IR agendas, sits on the international advisory board of the Netherlands-based eCommerce Foundation. She serves as a member of the AIIA's iAwards Judges Council and as an international judge at APICTA, the Asia Pacific ICT Alliance Awards.

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WHY TECHNOLOGY?

Businesses that use technology appropriately are not controlled by the tech. They:

- **Are customer-focused**
- **Value, understand and use data**
- **Are innovators**
- **Use digital tools to collaborate and spread decision-making across the entire business**
- **Are lean and agile**
- **Understand the importance of being mobile**

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KEY TECH TOOLS FOR ANY SMALL BUSINESS

The tech tools ANY small business should implement:

- **Cybersecurity** protection systems
- Customer Relationship Management (**CRM**) software
- Human Resources (**HR**) management software
- **Financial management** software
- **Payment solutions**
- **Website** implementation and enhancement tools
- **Mobile** applications
- **Cloud** computing

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CYBERSECURITY

The number one technology small businesses need to take a serious look at in today's world of malware and breaches. Still, Gartner tells us only 68% of SMEs reported currently using these technologies.

You should at the very least have robust anti-virus software like Norton or McAffee installed, but if you're serious, you need to consider installing:

- Network Security Monitoring tools
- Encryption Tools
- Web Vulnerability Scanning tools
- Network Defence Wireless Tools
- Packet Sniffers
- Antivirus Software
- Firewall
- Public Key Infrastructure (PKI) Services
- Managed Detection Services
- Penetration Testing

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CRM

- Important for interacting with clients and efficiently managing and centralizing client data
- If used properly, CRM software automates contact management, communication tracking and scheduling, and sales forecasting
- CRM systems can also interface with bookkeeping/accounting software, and with project planning software
- Examples include Salesforce with over 7 million users), Act! and lesser known options like Insightly and Zendesk Sell

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HR MANAGEMENT SOFTWARE

- Often part of accounting software, particularly for payroll management, etc
- Gives visibility to a global workforce
- Automates administrative functions like managing benefits and attendance
- Can be used to manage entire employee lifecycle, from recruitment to performance assessment and termination
- Examples include ServiceNow, HR Assured and Kronos

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FINANCIAL MANAGEMENT SOFTWARE

- Essential for sound financial management, including cash flow management and budget control
- Better strategic planning and analysis
- Streamlines, consolidates and automates accounting processes and reporting
- More accurate and accessible financial information
- Ensures transparency
- Facilitates regulatory compliance, including tax
- Examples include MYOB, Quickbooks and Xero

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PAYMENT SOLUTIONS

- Essential for eCommerce
- Ensures security and data protection
- Engenders trust
- Facilitates instant payments
- Reliable, accepted global payments
- No foreign currency bank account needed
- Examples include PayPal, Stripe Due, AliPay and Apple Pay

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WEBSITE MANAGEMENT & ENHANCEMENT

- Your website is your virtual shop front
- Important to have a site that is secure, loads quickly and is easy to navigate
- Optimize your site for search engines
- Update content regularly
- Synch your website with your digital marketing channels, including social media
- Automate functions such as newsletter distribution, social media postings, etc

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MOBILE TECH

- All tech that ensures your business can function remotely (is literally "mobile") – devices such as laptops, tablets and smart phones; software that enables remote collaboration and work (e.g. Zoom, Microsoft Teams, Cisco Webex)
- All tech that ensures your marketing is mobile-enabled, including your website
- Apps that promote your business, your products or services, or provide value-add tools for your customers

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CLOUD COMPUTING

The on-demand availability of computer system resources, especially data storage (cloud storage) and computing power, without direct active management by the user

- Enables transitioning some of all network management processes and policies to/from a cloud service
- Email is the quintessential cloud computing example
- Software as a Service (SaaS) is also cloud computing
- Cloud computing makes business more agile and more scalable
- Makes business mobile
- Saves money

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SOME "NEW" TECHNOLOGIES

- Artificial Intelligence (AI)
- Internet of Things (IoT)
- Automation
- Blockchain
- Big Data
- 5G

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A.I.

The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages

Not just for large businesses! AI can:

- **Improve sales and marketing (with an AI-infused CRM)**
- **Automate customer communications (with a Chatbot)**
- **Streamline human resource tasks**
- **Acquire competitive intelligence**

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A system of interrelated computing devices, and mechanical and digital machines, provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction

Essential part of Industry 4.0

Some benefits for small business:

- **Predictive maintenance**
- **Dynamic inventory control**
- **Energy management**
- **Access control**

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AUTOMATION

The technology by which a process or procedure is performed with minimal human assistance.

Not just robots!!

For small business:

- **Business process automation (BPA), including supply chain, inventory control**
- **Marketing automation**
- **HR automation**

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BLOCKCHAIN

A blockchain is a time-stamped series of immutable records of data that is managed by a cluster of computers not owned by any single entity. Each of these blocks of data ("block") is secured and bound to each other using cryptographic principles ("chain").

For small business:

- **Payments and money transfers**
- **Smart contracts**
- **Digital identity**
- **Supply chain communications and proof of provenance**
- **Networking and IoT**
- **Loyalty programmes**

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BIG DATA

Extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.

Big data is, amongst other things, the underlying "food" for AI.

For small business:

- **Use tools to analyse Big Data**
- **Make use of already mined data bases**

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5G

The fifth generation technology standard for cellular networks, which cellular phone companies began deploying worldwide in 2019.

For small business:

- **Faster, safer, smarter mobile access**
- **Roolout is relatively slow, but 5G will be the norm in due course, just as 4G is now**

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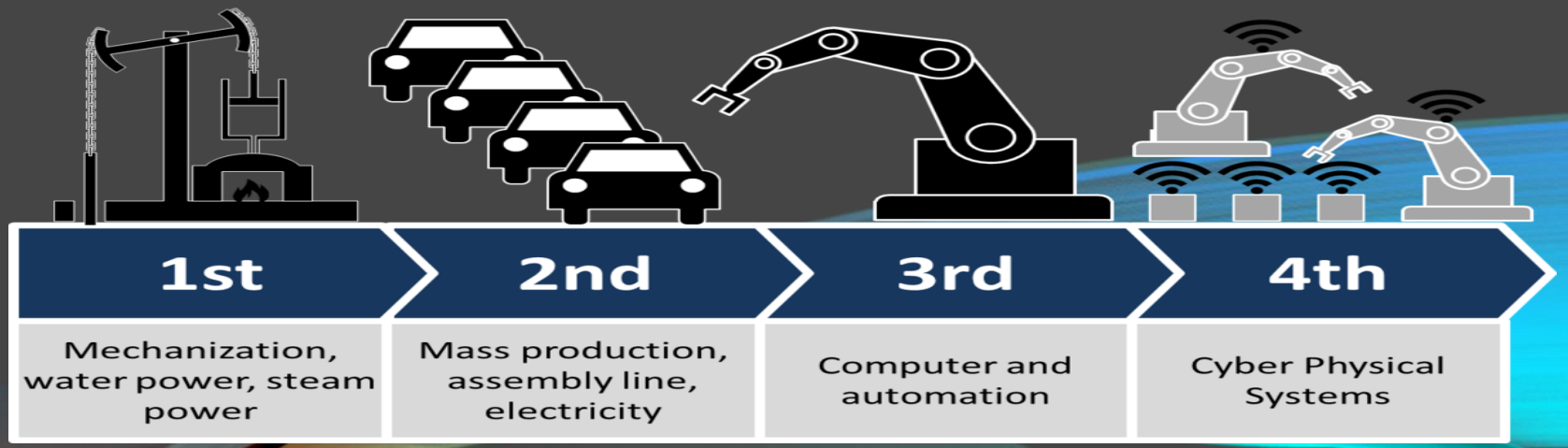
A WORD ON INDUSTRY 4.0

The Fourth Industrial Revolution or Industry 4.0, is the ongoing transformation of traditional manufacturing and industrial practises combined with the latest smart technology.



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QUESTIONS?

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OUR NEXT SESSION:

Crisis Recovery Strategies for Small Business

Next week

Watch your inbox for registration details!

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