

Crafting a Digital Strategy That Works for SMBs

MANAGEMENT SUMMARY & CORE TAKEAWAY

Small and medium-sized businesses (SMBs) face unique challenges when diving into the digital world. With limited resources and distinct goals compared to larger corporations, it can often seem overwhelming. Yet, a well-crafted digital strategy can open up a world of opportunities

CONTEXT & EXECUTIVE RELEVANCE

Small and medium-sized businesses (SMBs) face unique challenges when diving into the digital world. With limited resources and distinct goals compared to larger corporations, it can often seem overwhelming. Yet, a well-crafted digital strategy can open up a world of opportunities for growth and success.

Every business needs to connect with its audience effectively, and SMBs are no exception. A digital strategy tailored to their specific needs not only levels the playing field but also enhances their competitive edge. By carefully choosing the right digital tools and channels, SMBs can ensure they make the best use of their resources.

CORE ACTION ITEMS

- 01 Data Analytics: AI can help analyse customer data to identify patterns and trends. This insight allows businesses to tailor products and services to meet customer preferences.
- 02 Digital Marketing: AI can optimise campaigns through personalisation and targeted advertising, ensuring maximum return on investment.
- 03 Product Recommendations: Utilise AI to suggest products based on customer behaviour, improving sales and customer satisfaction.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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