

More than 1000 Welsh businesses benefit from free ICT advice service

The Superfast Business Wales service is backed by the Welsh Government and the European Regional Development Fund (ERDF). Part of the Business Wales service, it provides Welsh SMEs with comprehensive ICT advice and guidance about how they can use online technologies such as cloud computing, online apps and software, social media, mobile working, and much more, to grow and develop their businesses further.

The service is independent and free and includes access to an online needs review, masterclasses and workshops, 1:1 ICT support, and a full website diagnostic. Businesses can also download the new Software Directory, as well as a number of online tools, guides and top tips available on the website: business.wales.gov.uk/superfastbusinesswales.

To date, 1081 businesses have received a telephone consultation with an online business adviser, 860 businesses have attended workshops and masterclasses, and 545 have received 1:1 advice from a digital business adviser.

Minister for Skills and Science, Julie James said:

“I’m pleased over a thousand businesses have taken advantage of the Superfast Business Wales service since it was launched a year ago and I would encourage more to do so. The service offers free independent advice and guidance on how to make the best use of the digital technology which is becoming ever more important in the business world.

“Superfast broadband can make a real difference to the way business communicates with its customers and helps to deliver a better quality and more efficient service. The Welsh Government is committed to investing in superfast broadband infrastructure which is vital in supporting growth and prosperity in Wales.”

Monmouthshire-based consultancy business Chris Jones Regeneration has benefited from the free service. Chris Jones said:

“The workshop enabled us to check where we were in terms of the wide platform of digital technologies, helped validate activities we were doing well, and identify gaps that required plugging.

“The 1-1 session with a digital business adviser which followed was holistic and client-focused from the start. My adviser identified ways of making efficiencies and working smarter in relation to customer reach and relationship handling. She also looked at

project management and visualization tools and provided advice on low cost digital solutions. A diagnostic report was prepared with some clear realistic actions for the business to implement over a period of time.

“Overall the service was personal, responsive and above all action based.”

New specialist subjects for 2017 include: How to grow your food and drink business with digital technology, Cyber security, Data Protection and CRM systems, and How to grow your construction business with digital technology.

To find out more and to register onto the Superfast Business Wales service call 0300 060 3000, email superfast@businesswales.org.uk or visit [Superfast Business Wales](#).