

It's time to become a Smarter Business



What do the most successful businesses in the world have in common?

Digital transformation is top of the agenda for every business. However, while some struggle with change, others are able to use it to their advantage, succeeding in competitive commercial environments.



Global research from Vodafone, **How to Build a Smarter Business**, looks into the difference between the two, identifying in the process a subset of high-growth, high-profit businesses.

We call these smarter businesses.

There are three building blocks they use to sustain their success...

1. A Confident Culture

'Smarter businesses are brave and innovative.'

72%

say innovation is central to how they operate

74%

say they manage a multi-tiered, global supply chain

Smarter businesses create a confident culture, in which risk, imagination and bravery is encouraged.

2. Technology Advantage

'Smarter businesses use technology to accomplish more.'

79%

run traditional core IT systems in the cloud

They also understand better than their peers how cloud can benefit them when combined with other emerging technologies including:



66%

Artificial Intelligence



66%

Supply chain



61%

Digital customer experience



57%

Internet of Things

Smarter businesses build a technology advantage by putting cloud at the very heart of everything they do.

3. Skilled IT People

'Smarter businesses use skilled IT minds more effectively.'

93%

of all businesses say that the IT skills they need are changing fast

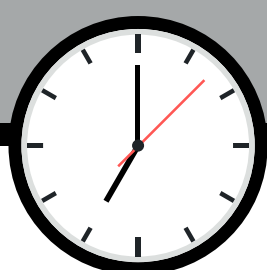
76%

recognise that smart technology has no value without smart people

68%

focus their IT people in the areas where they can make the biggest business impact

Smarter businesses employ skilled IT people, and ensure they work in areas where they can have the biggest impact.



It's time to become smarter

Only 15% of businesses in our global survey possessed all three building blocks.

Being a smarter business has its rewards. Smarter businesses experience faster growth than their competitors and are far more likely to grow and expand into new markets.

Learn more about being smarter today.

[Download How to Build a Smarter Business.](#)

[Talk to a Smart Business Expert](#)

