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Grow your local business at internet speed with our

Small Business Growth Program

Drive Meaningful Use of Internet Applications

As businesses and communities look for ways to compete and flourish in a global economy, the Internet has the potential to be transformative – if used effectively. Unfortunately, a majority of small and medium sized businesses (SMEs) don't understand what they should be doing online to grow.

SNG's Small Business Growth Program shows SMEs the business implications (in terms of potential growth and cost savings) of Internet applications. The program's foundation is SNG's years of measuring Internet utilization impacts as well as the tens of thousands of businesses across the US that have reported their own impacts.

A modest uptick (10%) in utilizations produces:

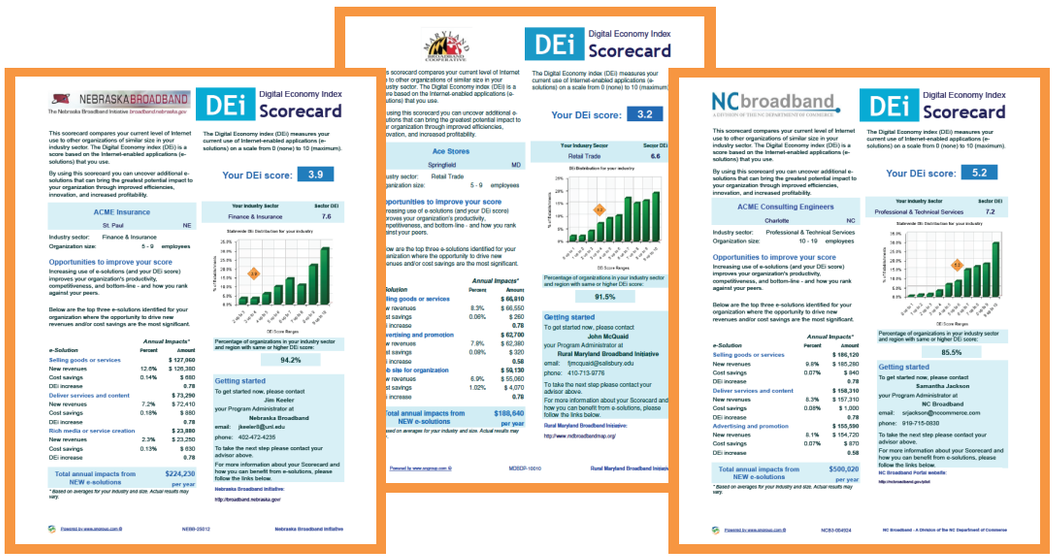
Revenue surges averaging

24%

Cost savings of

7%

Give your local businesses a roadmap to success with the business case for being online to drive economic impact.



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Who should care - and why?

Economic and Regional Development Agencies

While economic develpment organizations are often focused on growing a region by attracting outside business, our clients have found that fostering new businesses and helping exsisting small-to-medium size businesses “take the next step” through broadband outspaces any gains they could have from attracting even the largest of businesses to their city.

Small Business Associations / Chambers of Commerce

Support and attract businesses by employing real insights into their individual growth strategy. Your members receive meaningful direction and individual strategy to leverage broadband to grow and succeed. Recommendations from this program will be seen as a key for staying with – or joining – your organization.

Municipal (and Regional) Networks

What the pragmatist would say matters most is sustainability. Think bigger. Increase the use of your network and create revenue opportunities for businesses that beget new jobs and additional tax revenues.

Private Network Operators

The key to achieving meaningful returns from broadband investments is to encourage and enable businesses to increase their use of broadband, and the best way to do this is through direct engagement with businesses at a local level – providing organizations with the business case for broadband utilization. Helping your business clients get more from broadband increases customer loyalty and opens up a path for higher customer revenues. If your broadband network is not getting the uptake you thought you would get – and that you need – you’re not alone.

Electric Utilities

Smart grid initiatives are driving needs for enhanced data connectivity and bandwith. With fiber, utilities can realize additional benefits including reliability improvements, increased economic development opportunities, cost savings to subscribers, and additional revenue opportunities for advanced services.

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Driving uptake and benefits from the Small Business Growth Program

Strategic Networks Group, the world's leader in tracking and projecting broadband's impacts as well as developing strategies to maximize them, is pleased to introduce the **Small Business Growth Program**. This program is designed to help individual businesses take the specific steps they need to maximize broadband's benefits for growth. In short, this program drives both econimic development and network uptake.

So what?

As bigger, faster broadband networks are built – does it really matter to the economic vitality of an individual business, or a region? SNG's research clearly shows that it does… and that businesses that use broadband more… and more effectively… achieve greater revenues, reduce costs, and are more productive and competitive. So what's the disconnect? Often businesses understand that broadband is "good" but they don't know HOW to put it to work for their specific business.

The Small Business Growth Program enables a proactive approach to drive change from the ground up and where it counts… at the individual business level, leading to broader, more effective broadband use. As many businesses do not have the time or knowledge to properly explore the opportunities and benefits of broadband, SNG's program leads the horse to water… and even teaches them how to drink.

How we do it

How can SNG identify the right broadband solutions and strategies for individual businesses? By simply taking basic learnings and applying them across the board? Quite the contrary. Every business is different and each entity should be treated individually as there are no "one-size-fits-all" solutions. We apply over 15 years of broadband research across more than a dozen states and tens of thousands of businesses to craft a strategy that is unique to each and every business, supported by a suite of information to help each business take actions relevant to them.

SNG's extensive research focuses on how businesses use e-solutions – Internet-enabled applications and processes – in their business operations.

SNG derives actionable intelligence by uncovering:

- Current level of Internet utilization
- Impacts on employment, revenues and operating costs of varying levels of utilization
- Business-specific barriers to adoption
- Opportunities to capitalize on broadband benefits
- The "best practices" from like-sized, similar industry businesses and the accompanying financial windfall these companies have seen and how it can be replicated.

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SNG's Small Business Growth Program provides turnkey solution to help individual businesses and communities be more globally competitive.

The program has five core steps:

1. **Self-Assessment** - Businesses are asked to complete a 20-minute online business assessment to gauge an organization's effective (or ineffective) use of Internet applications.

2. **Initial Business Feedback** - Each and every participating business receives a one-page scorecard that outlines how the organization is competing and performing in relation to their peers. Within the report are three possible ways to yield significant revenues and/or cost savings from Internet applications.

3. **In-Depth, Individualized Action Plans** - Utilizing the scorecard and an additional financial impacts calculator that draws on tens of thousands of business and institutions so that each and every business can compare itself to like-sized competitors within the same industry.

4. **Ongoing Online Support** - SNG provides a customized Web portal for local businesses to access. This provides ongoing and updated information for follow-on questions and a roadmap to successful implementation of e-Solutions. The "how-to" web pages, e-Learning Modules that are business-oriented educational resources.

5. **Impact Tracking** - Understand how your broadband (and accompanying education) pays off with mechanisms built into the program to track participation, assess progress and collect data on the impacts of broadband adoption by participating businesses. This micro-level data can also be aggregated and used to demonstrate the effectiveness of the program and the socio-economic impacts from broadband.

Small Business Growth Program - to Drive Growth

SNG's extensive research and historical database combine to help businesses understand the benefits of and see the case for utilization. SNG reveals the next steps for successfully moving forward and using broadband to its fullest and competing in a digital economy – creating individual business growth and economic advancement for a region.

Whether you are an organization fostering economic development for your area, or a network operator looking for additional uptake, you have common goals. These include achieving expected economic and social benefits from the network, protecting your reputation (economically & politically), and reaching network sustainability. SNG provides you with the power to demonstrate the value of broadband and the tools to accelerate adoption and its accompanying benefits.

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