

Demand Driven Agile Growth

@bernino Lind
CloudSigma



rewards



Redeem 100
fuel points

Details inside!

CloudSigma



Atos

...T...Systems...

Regular

4 1 9 $\frac{9}{10}$

Plus

4 3 9 $\frac{9}{10}$

V-Power

4 4 9 $\frac{9}{10}$

API



esa

EMBL



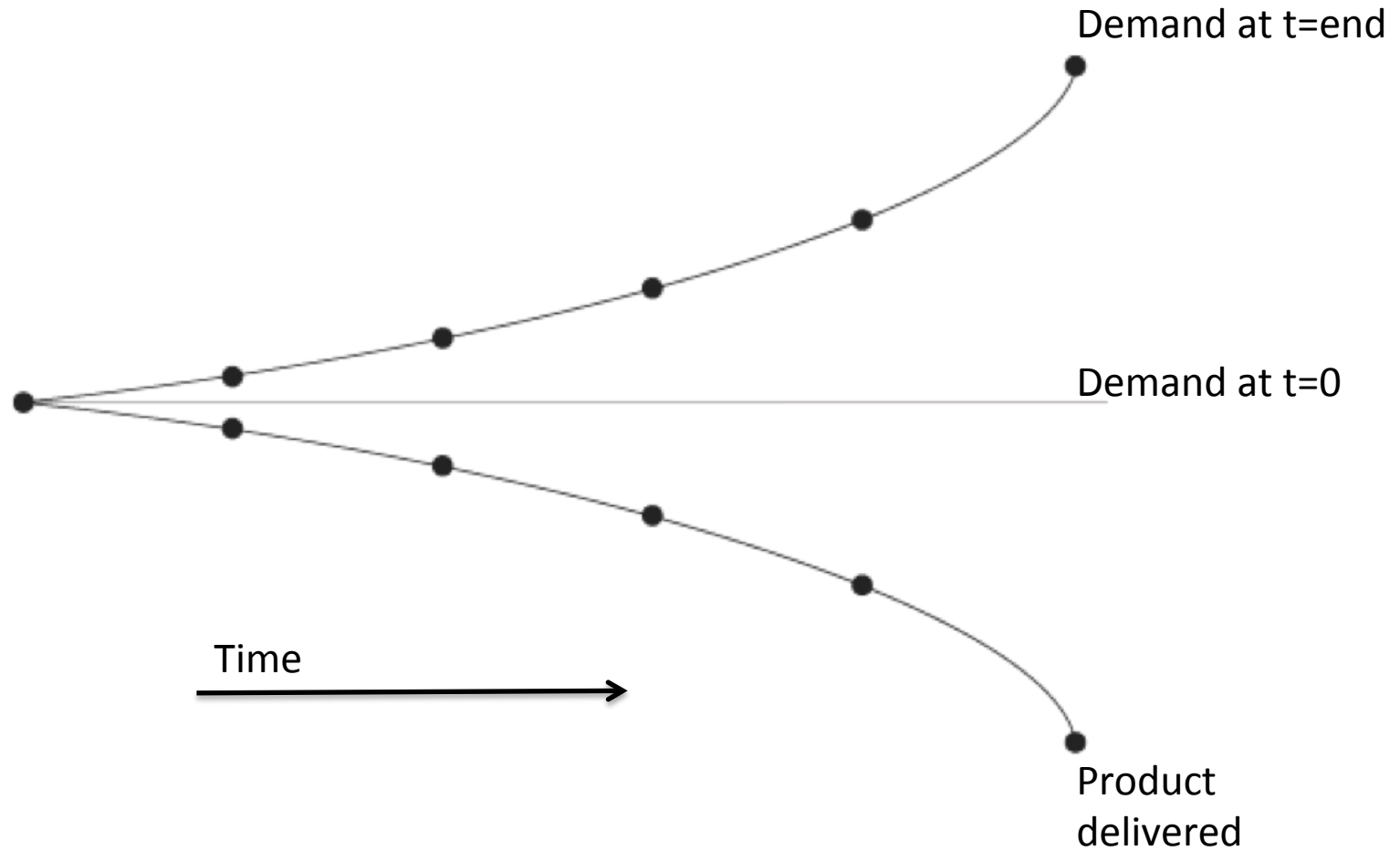


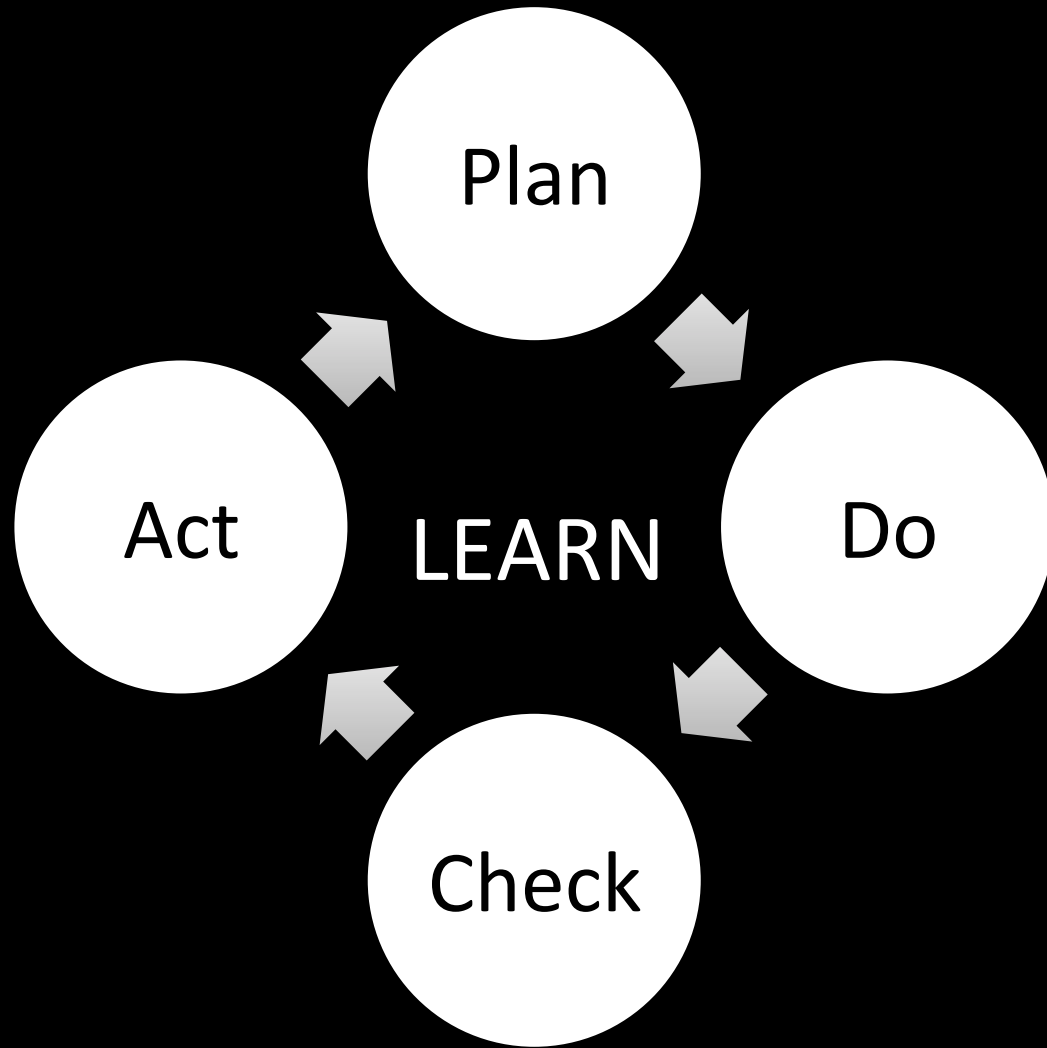
113

15

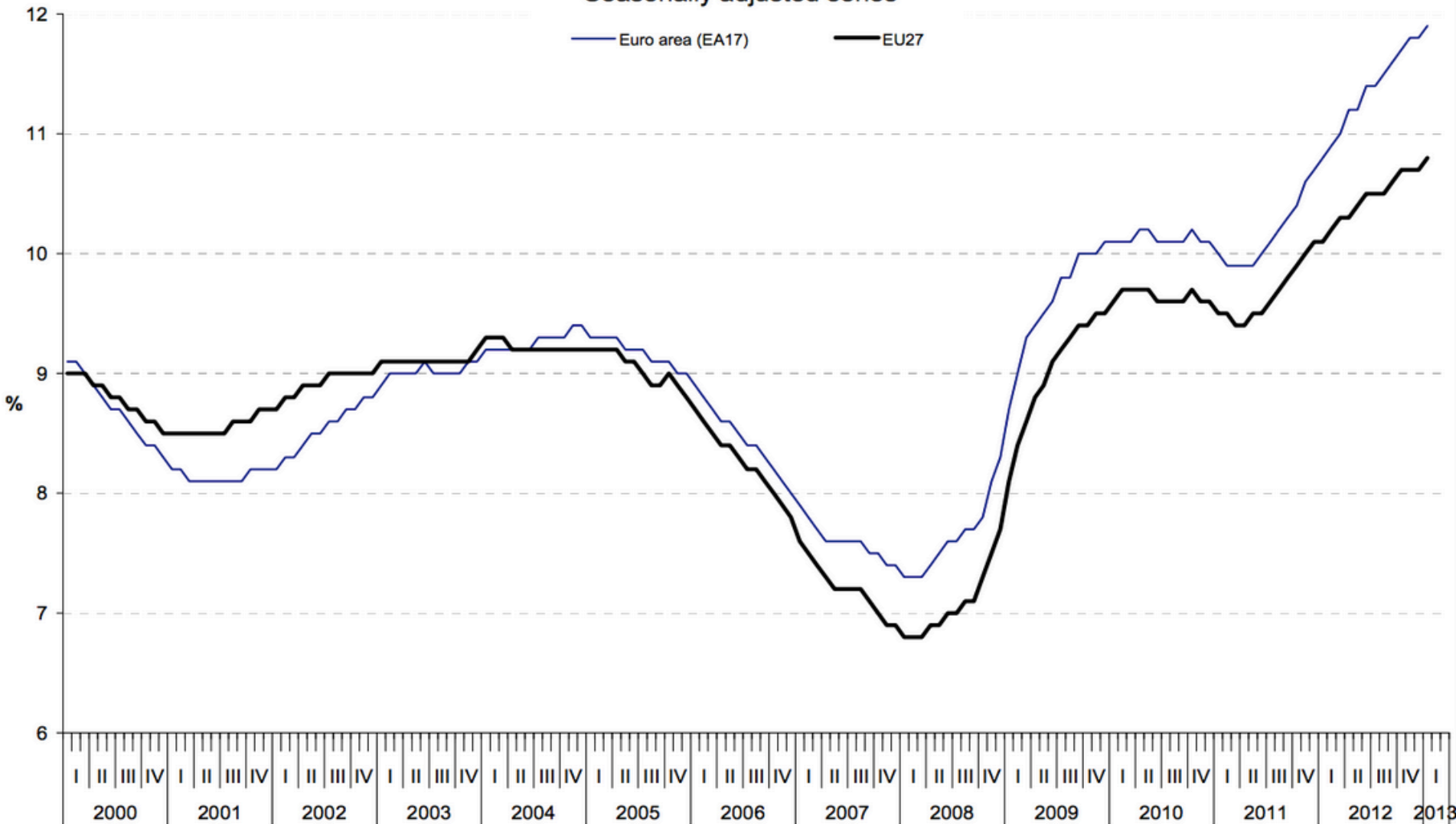
Demand Side = Efficient
Fund them
Let supply side bid

Uncertainty Cone





Euro area and EU27 unemployment rates
Seasonally adjusted series



SMALL BUSINESSES HAVE A **GOLDEN** OPPORTUNITY TO SEIZE NEW GROWTH OPPORTUNITIES



BACKED BY INITIATIVES SUCH AS ...



BUT HOW?

21% are changing their business strategies to help successfully challenge larger competitors

1/5 now offer additional products to existing and prospective clientele

SERVICES

37% plan to expand their business into new areas over the coming year

TO ENABLE GROWTH ...

69% SMEs are looking to prioritise winning new customers and partners

58% are looking to improve relationships with current customers and partners

2/5 would like to use mobile social networking to network with other small businesses in the future

63% find the advice and support of other small businesses useful

58% see social tools as an important part of business operations

33% MOBILE **33%** HARDWARE **22%** SECURITY

24% are prioritising investment in technology this year

65% of SMEs recognise that technology can improve the ability to communicate with customers

TECHNOLOGY IS THE KEY...

SMB Cloud Market



The Missing Middle



Source: Confederation of Danish Industry in cooperation with ESA BMO Network based on Thierry Sanders, NCDO

To finance growth...

finance Demand
&
procure from SMBs