



UK Business Digital Index 2016

Benchmarking the digital maturity of small businesses and charities in the UK

In association with
accenture
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Doteveryone



SPOTLIGHT ON SMALL BUSINESSES IN LONDON

Digital Index Score 2016
56 points
UK Average: 54

Change since 2015
+6 points



POSITIVES

80%
Make payments online
UK Average: 75%

54%
Take payments online
UK Average: 55%

31%
Use digital to trade overseas
UK Average: 21%

47%
Create social media communities
UK Average: 45%

CHALLENGES

30%
Have no basic digital skills
UK Average: 38%

40%
Have no website
UK Average: 49%

47%
Invest nothing in digital skills
UK Average: 66%

71%
Still need to invest in cyber security
UK Average: 69%

LOCAL CASE STUDY

The Vibration Group

As a physical, offline production company, The Vibration Group didn't see themselves as very tech-savvy.

Managing Director Simon Tracey credits digital as a key part of their growth story, enabling the company to expand across 6 different locations, increase their staff and drive efficiency in their stock.

They have more than 20 producers, all needing to order equipment from a list of 2-3 million items.

By moving to a cloud-based system, The Vibration Group can now monitor the location, usage and condition of each stock item, enabling them to maximise their efficiency, even down to reducing haulage costs.

Simon said, "Without adopting digital technology, we would have stayed as a £2m - £3m business. Now we are a £20m turnover business, all because our stock management system is completely digital."



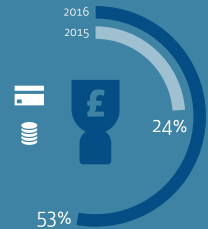
UK FINDINGS FOR SMALL BUSINESSES AND CHARITIES



38% of small businesses and 49% of charities lack Basic Digital Skills

28%

Charities that are more digitally mature are 28% more likely to report an increase in funding than those who aren't



The number of charities accepting online donations has more than doubled since 2015



The most digital small businesses are twice as likely to report increase in turnover than the least digital

£0

78% of sole traders invest no money in digital skills



Only 1 in 5 small businesses use digital to support their trade overseas

