

DIGITAL DIGEST

WALES

Q2 2019

DIGITAL ADOPTION NETS £167M

Welsh SMEs are making a success of digital.

This follows the Welsh Government's Economic Action Plan to help businesses compete, increase employment, attract inward investment and strengthen the Welsh economy. Having built a robust broadband infrastructure, the Superfast Broadband Business Exploitation team set out a pan-Wales programme of support

to help break the barriers to adoption. The digital guidance delivered by Superfast Business Wales since 2016 helps businesses boost productivity, unlock new sales opportunities and ensure cash keeps flowing.

SMEs that have embedded digital in their companies are already seeing the benefits, according to recent research. The annual *Digital Maturity Economic Impact Report*

for Wales has seen an increase in uptake since 2016 and indicates, collectively, Welsh firms could create 1,637 jobs as well as see a £166.8m increase in turnover.

This week, [First Minister Mark Drakeford](#) outlined Wales now has the highest levels of employment it has ever had, the lowest levels of economic inactivity and the best regional performance for inward investment of any part of the UK.

SUCCESS STORIES



"WE GREW 300% IN 3 YEARS"

"It's given us an edge in a competitive industry"

A Taff's Well-based civil and structural engineering company has grown by 300% and employed six new members of staff since it started using cloud technology to integrate its systems and streamline its processes.

After embracing digital in 2015, **Intrado** has seen a transformation in not just the way they work day-to-day, but the company itself. Industry-specific software has helped the firm better manage

its supply chain, while an online accountancy package has made it easier to plan effectively and, all importantly, maintain cashflow. [Read the full story.](#)



UNDBER EWROPEAIDD
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

**Cronfa Datblygu
Rhanbarthol Ewrop
European Regional
Development Fund**



WORKSHOPS ACROSS WALES



"WE DOUBLED OUR SALES ENQUIRIES"

20% growth, more people hired and second office planned

An environment specialist which planted digital at the heart of its business has grown by 20% over the last two years. **GPT Environmental** used digital to market its new brand, which resulted in major new contracts and the opportunity to open a second office.

The impact of GPT Environmental's investment in digital has been impressive: website click-throughs

from Google increased by 85% in the last year, while visibility in terms of impressions rose by 161%. This online success has also translated into more sales enquiries, which doubled from 2017 to 2018 and the firm is also increasing its workforce, as well as opening a second office in Exeter in the next six months.

"There were benefits after re-

launching under the GPT brand but one of the major challenges came in the drop-offs we experienced as a result of changing website URL," explained marketing manager Sam Chick.

After attending a SFBW SEO workshop and receiving 1:1 support, GPT made the changes to vastly improve web traffic.

[Read the full story.](#)

DIGITAL UNLOCKED 2,000 HOURS ANNUALLY

"It's hard to remember how we coped before"

What would you do with an extra 2,000 hours every year? That's the amount of time **Celtest**, a construction and engineering product testing firm based in Bangor, freed up following a sustained process of digital transformation.

It wasn't without difficulty: business development manager, Iwan Roberts, appreciates that

the changes "took a while to get used to," but the results speak for themselves.

Under the old regime, Celtest technicians could be based at a site for three to four days with test data not relayed to the office, and reports not produced for the client. Depending on the project, reporting now takes less than

24 hours, with some completed almost instantly. There have been other cost and efficiency savings in areas like generating invoices – the new automated system saves around two hours a week – and the firm's new VoIP based phone system has improved the quality and efficiency of calls, as well as benefiting the company financially.

[Read the full story.](#)

PARTNERSHIP EVENTS



Cyflymu Cymru i Fusnesau

Superfast Business Wales

“ The support helped me focus on what the business needed to do digitally to succeed. ”



“I INVESTED IN WALES AND IT PAID OFF”

“Superfast has been a game-changer”



A former IT specialist, who swapped life in London for rural Carmarthenshire, says his decision paid off as superfast

broadband helped him build a successful consultancy business.

Without a reliable high-speed internet connection, **Cloud Genius**

was an online business facing challenges until the arrival of superfast unlocked its potential.

The time savings superfast broadband provided allowed Cloud Genius to double its work capacity and grow its business, hiring staff with Jobs Growth Wales.

Founder John Dray said: “Superfast broadband has really been a

game-changer. We’ve introduced VoIP, which has allowed us to increase the amount of online training we provide by more than 200%. And, uploading client websites used to take half a day; now it’s under an hour and the possibilities of collaborative working mean that I have freed two extra days every month where I can focus on growing the business.”

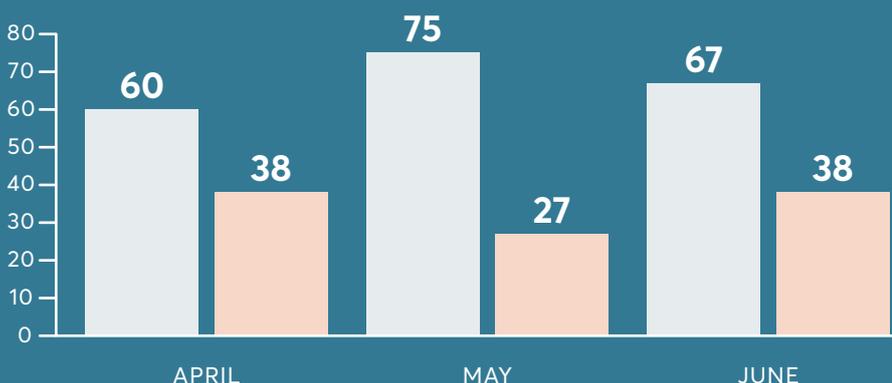
[Read the full story.](#)

NEW TO THE FIRM

CLIENTS WHO HAVE MADE DIGITAL CHANGES

New to the Firm Outputs – Q2 2019

■ EAST ■ WEST



“Thank you so much for the information you and the team provided. I have told everyone I know about how beneficial the courses are and how much I’ve gotten out of them.

“Not only were the courses well run and the information easily digested, but our one-on-one session and subsequent report have been second to none. In the war of SEO we now feel like you’ve armed us with the right tools to conquer the internet!”

Craig Evans, Radical Materials

SUCCESS ONLINE

**Busnes | Business
Cymru | Wales**

MAIN CONTACT

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PARTNERSHIP

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