



Digital Divide And Small Business

The Ultimate Guide To Digitally
Transform Your Small Business



Introduction

We all live in a digital world. A world made up of clicks, likes, instant payments, buy now, and even one-hour delivery in some places. Staying in business and ahead of the times almost requires a Master's degree in predicting the future of technology. Unfortunately, many small business owners are feeling the effects of a massive digital divide and the impact it has on their growth, customer experience, and retention.

This digital disparity is not just a problem for retailers, restauranters, and consumer goods brands. Instead, it's a gap felt across all industries – from health care and education to manufacturing, sports and entertainment, and professional services. And it impacts their ability to respond to new opportunities when the economy recovers.

This current crisis has exponentially accelerated the need for digital transformation with **small business software** strategy that addresses the changing needs of your customers, employees, and suppliers. Even most old-school businesses realize that an end-to-end digital system is required to stay open and meet the needs and expectations of their customers.



Digital Transformation Unmasked

Digital transformation is not just a challenge for big companies but more so for smaller companies. Unfortunately, COVID has accelerated the digital transition much more quickly, making it even harder for small businesses to compete even to stay relevant. It's goods, services, food, products, and more are all right at your fingertips.

As per Harvard research, a significant number of small businesses didn't reopen after the first wave of the pandemic, and the ones that reopened were on a trajectory that would have them out of business in 12 months. This is an extraordinary situation that you face as a business owner.

It has nothing to do with what you deliver, whether you are a dentist providing a crown or a restaurant providing a meal. COVID has forever changed the culture from limited human interaction to more digital with a different experience. Clicks and buys have replaced the sound of cash registers and cash. Unfortunately, many of you are not prepared for this new reality. The good news is that as the market matures, the digital trends will expand the market. You have an opportunity to take advantage of the shift and optimize your business for success using the most customized and top quality **small business software** available in the market.

Your Foundation Matters

You need a solid digital foundation to evolve your business and be competitive on the core skills and the specialized customer experience, product packaging, delivery channels, and customer engagement you offer. The larger technology companies will swallow you whole if you do nothing. You need to invest time and a lot of time just in the core operation of your business. But how can you do all of that if you are not already on a solid foundation of a digital platform that will help automate every business step?

As a **data management platform** that caters to many small businesses, Bindr.AI understands how difficult it is to stay ahead of the rapidly advancing technology and optimization. This is why we've put together our Ultimate Guide To Digitally Transform Your Small Business.

With this eBook, you'll learn how you can simplify your business operations while maximizing your profits using the **best software for small businesses**. It's a How-To on using technology to your advantage without losing touch with the health of your business or your connection with your clients and customers. You'll even learn how the state of the art technology isn't something to fear but something that can set you up for scalability, something you never thought possible before reading our Ultimate Guide!

Let's dive into the Ultimate Guide To Digitally Transform Your Small Business and find out!

CHAPTER ONE

Challenges Are What Define Us But They Don't Have to!



When you set out to start a business, you dream of revolutionizing the marketplace through your products or services. Or maybe even of becoming a valued expert and voice in your field. Whatever the case maybe, the challenges of running your small business tend to overtake you and monopolize your time so much that you forget why you started your business in the first place.

Remember that the most important thing you can do is to understand your options to ensure that every decision you make takes your business in the direction and trajectory you want. This approach creates unstoppable scalability and puts you at the top of the market in your niche.

Don't be that business that is so afraid to adjust their approach that they get left behind by people who are making a lesser quality product or offer a less reliable service yet have invested in bridging the digital divide.

Being aware of the challenges that you are going to face or even are facing right now is essential to making the transition to digital even easier.

Some of the Most Common Small Business Challenges

You probably do not realize how many things you do during your typical workday, taking away your time from family and friends constantly. And yet, the more this happens, and no matter how much you try to get ahead of your business, you struggle to become profitable from operations and production to customer engagement and marketing. Trust the optimizing specialists at Bindr.AI when we tell you that you're not alone in this struggle, and we understand how real that struggle is.

We know you know many things that you do, and you might even realize by now that most of it should be already digital, and if not, you might be wondering how to go about it. Some of you might even be trying many different products. But, when you're able to simplify your business operations, production line, and customer interactions and engagement, you're able to create time. Not time out of nowhere, but time that has been there and yours for the taking from the moment you started your business.

Accessibility

It used to be that your customers would come to you at your brick-and-mortar store. They would see your face and buy products or services directly from you. Then came the advent of smartphones, and as they get more and more high-tech, your customers come into your store, less and less. Yet to be successful in business, you must be accessible. So you have to find ways to reach your customers where they're at. Not make them come to you anymore. When you're not digitizing your operations and creating a seamless customer experience, you're not as accessible as you need to be to grow. This is one of the most significant challenges that analog businesses face.

Innovation

While the products and services you're offering are naturally innovating because of the technology they're designed, manufactured, and delivered with, that doesn't always mean that your small business can innovate just as quickly. Small companies that have not bridged the digital divide are hindered by their ability to innovate. Innovation takes time and investment, and if you're running your business with pen and paper, where will that time come from?



Staff Management

How often do you find yourself burdened by having to onboard new employees or hire out your payroll management? Or even have to deal with HR issues as a small business owner? If you still have to use a different software within every department to handle everything from HR, onboarding, and payroll to customer engagement and support, you're not only draining money, but you have to have a person dedicated to each of those areas. While you do want to always hire the right staff, as a small business owner, many times, it's actually you that's doing all of those things at the same time.

Operations

Just like with staff management challenges, when you're still operating in an analog world in a digital age, your operations aren't running as smoothly and seamlessly as possible. Having to analyze data from your business and productivity requires the ability to see it in real-time. Making adjustments takes time when you cannot have that instant feedback that comes from digitizing your business. Operational gaps and weaknesses take time to see. They can't be overcome as quickly because you're not able to see what even the smallest tweak can actually do to improve your productivity. While you can still improve, every change would have to be observed like a science project and then invest the time to gather that data yourself to understand if it worked or not. And then repeat the same cycle.

CHAPTER TWO

Your Approach Matters

In the world of small business ownership, there are many types of people. But all business owners and operators can fit somewhere within these approach types. Once you identify which approach type you are, you can start to see why and where the digital transformation will benefit your business' success.

Those Who Don't Know Where To Start

Do you hesitate? Do you try a few things here and there without fully embracing a proper path to get you and your business where you want to be?

This indecisive, try anything that sounds like it could work approach drains your budget faster than you can realize, and it wastes your precious time and resources. When you don't know where to start, how can you know what plan is best to get you to your goals?

Those Who Capitalize On Every Fad

This type of approach is one where you rely heavily on social media. Do you take digital marketing ads for every platform without investing time in a strategy? While most influencers and community managers are honest, often, their core audience is completely wrong for your niche market. Capitalizing on every fad doesn't deliver long-term results. Stop throwing mud at a wall to see what sticks. Be strategic.

The Followers

No, this isn't the social media kind. While the more of those you have, the better your chances of creating growth are, this approach is far different. The Followers are the type of business owner who thinks that what worked for someone else, or what someone else told them worked, will actually work for their business too. If you run your business in a way that relies heavily on someone else's judgment, advice, or business structure rather than your own instincts or business plan, you can fall victim to failure. Your gut got you to step out and start your own business, don't let someone else's gut guide you.

The Paupers

These are the type of people who believe that throwing money at problems, resources, production, and more solves the problem. Fixing business operations and systems that are broken isn't fix by throwing more money at the same issues. This approach is the most successful way to go out of business at a world record pace!

The DIY

You are not an expert, and if you are lucky, you may have a good handle on your business. But the DIY approach to business is a dangerous one that's full of pitfall after pitfall. Doing everything yourself is costly for many reasons. The key thing to remember is that most successful businesses in the world understand that you're more effective when you surround yourself with a team consisting of people whose strengths lie where your weaknesses are.

So which approach are you? If you don't know, it's critical to be honest with yourself and have a self-assessment. Because if you don't know which approach to business you fall in, you have no idea how to understand what's holding you back.

Why is your approach holding you back?

Because your approach is not digital. None of these approaches are! Digital transformation for your business means the ability to adapt and adjust on a dime. If something isn't working, you can change it instantly. It's real-time access to real-time numbers and data. It allows your customers to pay at the click of a button or to access your store anywhere. Your employees can handle all of their departmental needs from one place in seconds.

If your approach isn't digital, you're already behind. Being held back is the beginning of the end.

Are you ready to step into the digital age and revolutionize how you operate, interact, and engage with customers and employees?

Then keep reading because it's essential to understand the digital future and the need to take your business digital by leveraging the **best software for small businesses**.

CHAPTER THREE

Back To The Future We Go

Why haven't you gone digital yet? It's probably because many small business owners are hesitant to pull the trigger on products that offer an all-in-one digital solution custom-built to fit their needs. And it's understandable.

Fortunately for you, your friends at Bindr.AI are digital transformation specialists who know how to get you where you want your business to be. And our final chapter is where you'll learn the benefits of taking your business digital, how to make your digital transformation seamless, and we even share our favorite tools that are designed to optimize and simplify your transition.

So, how do you take that leap and dive head first into transforming your business from the ground up? It starts by understanding how your business benefits from a digital transformation and the tools that can get you there. Let's look at some of your typical business operations first to understand better where digitizing your entire process can revolutionize your business and maximize your bottom line.

Here is a sample graph! that shows the areas of your business that can be digitized, and that for many small businesses, are not digital yet.

| People | Compliance | Supply | Accounting/ Finance | Customer | Product and sales |
|--|--|---|--|---|--|
| HR Hiring Onboarding / Offboarding Payroll Training Vendors Contractors IT | Federal State County City Special Permits Insurance Workers Comp | Procurement Order/ Reorder Bulk Pricing | Digital CPA P& L Tracking Trend Taxes | Engagement reactivation Channels Review Sites Support Payment Process | Traditional Channel Existing Channel Co-op Channels Community Channel Update Product Offerings Open New locations |

If your business does not have any of the above functions digitized yet, you are likely paying the price for lack there of, or much more than you should. Especially with the amount of SaaS—based software options available, literally eliminating any need for IT in your physical space.

Are you savvy enough to take advantage of those tools and save 10, 20 even 50 thousand dollars in net income for a single business? If you have multiple companies or locations, you can save a ton of money with software solutions like Bindr.AI.

What would you do with the increased bottom line? The possibilities are truly endless!

How to take your business digital.

One of the first questions many small business owners ask is how long it takes to undergo a digital transformation. It's important to understand that a transition like this can take as little as 1–3 months, but it's dependent upon the plan you put in place to do so. And the partner that you choose to implement that plan with.

The second question we get during this type of transition is, how do I know if I'm on track? And the truth is you don't unless you have the tools capable of tracking your progress in real-time. When you don't have answers, you procrastinate and become the victim of your own work. This is where businesses fail and simply give up on going digital.

Taking your business digital isn't as hard as you would think. But, as we've said above,

Eliminate IT as much as possible

We know it sounds strange, and it's far from the norm when it comes to business for years. But IT has no place in your office unless it helps you set up a computer or a network. And even those types of tasks can be automated these days for \$100–200 a month.

Re-Negotiate Contracts and Vendor

Take the time to reach out to your vendors and start finding ways to get better pricing. You can create more money to re-invest into taking your business digital by lowering your vendor costs and fees.

Eliminate Services – Go To The Cloud!

The cloud will save you time, money, and more. If you're relying on servers of your own to maintain and operate your business, you're overpaying. Many business solutions software companies allow you to utilize the cloud to store all of your data on the cloud. Which means your servers are obsolete. Cloud backups don't ever get deleted, so you'll always have the data you need when you need it

Find an open platform that you can trust.

An open platform for all of your business solutions that lives in the cloud is going to be your best friend. This is where Bindr.AI thrives. Our platform is easy to integrate and creates an instant and significant impact on your business and bottom line. In addition, with an open platform like Bindr.AI, you're able to customize the experience for both your employees and customers fully.

Create a plan that works.

We help you create a personalized and comprehensive plan to have your entire operations digital in one to three months using our revolutionary business solutions platform. This way, you're able to continue offering the services and products your customers crave while making a seamless transition without interruption to your profits or performance.

Invest In the Internet.

This is the one area you never want to cut corners for your small business. Ensure that you pay the costs for blazing fast internet for your offices or locations because good internet will be the foundation of your digital transformation.

These steps can simplify your transformation while maximizing your results because the big corporations will eat you alive. The only difference you have to stay ahead of them is the connection to your community and relation to your customers. So, you need the time and energy to work on that the most and continue to differentiate and develop products that provide optimal customer experiences while building on your foundation of cutting-edge technology and solutions.

And to do this, you need digital tools designed to scale your business with ease.

Re-Negotiate Contracts and Vendor


You won't get anywhere without taking advantage of the incredible technology to simplify every part of your business. Technology is a great enabler, not a new barrier to economic and business success. This is what Bindr.AI is set up to do. And it's what we do better than anyone.

Every small business has many roles, and the so-called all-in-one platforms out there a real way so very promising and under-delivering when you start to integrate them into your business. Many of them do not have a the benefit of a **data management platform** and leave roles and functions in the office unattended to. If they do see the need for multi-system integration, the outcome invariably leads to a series of complex processes and higher than necessary costs. And your business ends up lacking completely in automation. Large companies can afford to work this way, but as a small business, you can't, and you don't have the budget or expertise to piece meal your processes and maintain a trajectory of growth.

Bindr.AI was created to level the playing field for small businesses everywhere. Integrating our platform into your business allows you to compete with corporations without spending millions to do so. It also requires no plugins and no outside integrations. You finally have all the tools you need at your fingertips to develop your products and services and scale your business faster than ever before.

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