

# Leveraging IT infrastructure for SME growth

Small to medium-sized businesses face unique challenges and opportunities when scaling. Their IT infrastructure isn't just a support system – it's the backbone that can fuel their growth.

A solid IT infrastructure setup is key to growing a business. In this blog, we'll tackle common scaling hurdles, and share some practical tips to help SMEs optimise their IT infrastructure for expansion.

## The importance of IT infrastructure

For SMEs, a well-structured IT infrastructure is crucial for a few reasons:

- Operational efficiency – Efficient IT systems streamline operations, reducing manual processes and increasing productivity
- Scalability – A scalable IT infrastructure allows businesses to expand without downtime or resource constraints
- Data – Effective IT systems allow for better data insights, crucial for informed decision-making and strategic planning
- Competitive advantage – Leveraging advanced IT solutions can provide a competitive edge, allowing SMEs to compete with other, perhaps larger businesses

## Common growing pains

However, a business' infrastructure is only as good as its planning for future growth. As SMEs grow, they often encounter several IT-related challenges, such as:

- Resource management – Balancing limited resources, such as budget and personnel, while expanding IT capabilities can be daunting
- System integration – Integrating new systems with existing ones without causing disruptions or data loss is a critical challenge
- Cybersecurity threats – With growth comes increased exposure to cyber threats, meaning they'll need better cybersecurity measures
- Data overload – Managing and protecting increasing volumes of data requires advanced management tools – something small business owners may overlook before they need it

## Essential IT strategies for SMEs

### Cloud adoption

Adopting cloud services is one of the most effective strategies for SMEs looking to scale. Cloud solutions offer numerous benefits, including flexibility, allowing businesses to easily scale IT resources up or down based on demand. They also provide cost efficiency, reducing the need for significant upfront investments

in hardware and software. Additionally, cloud services enhance accessibility, enabling remote work and collaboration through cloud-based applications and storage.

## Cybersecurity enhancements

As SMEs expand, their exposure to cyber threats increase, making it even more important to protect sensitive data and maintain customer trust. Business owners should implement robust firewalls and antivirus software, regularly update systems and software to patch vulnerabilities, have a robust backup strategy and carry out cybersecurity training for employees.

## Advice for optimising IT infrastructure

To start scaling their operations and IT infrastructure, SMEs should follow these steps:

- Carry out an IT audit to check what's working well and what needs improvement. You can use our TCO tool, which maps out what you're currently paying and what you can expect to pay.
- Plan for growth by choosing IT solutions that can expand alongside your business, so you don't have to keep upgrading.
- Make sure to train your employees so they know how to use new IT systems, understand the importance of cybersecurity, and know what to do when things go wrong.



If at any point in your infrastructure journey you're looking for experts to jump in and lend a hand, we're here to help. Our team at ProActive are not only extremely experienced and knowledgeable, but we offer bespoke IT infrastructure for each business we work with, meaning your unique needs will be addressed.

As your business grows and becomes more successful, you'll have more and more things to consider, so let us take something off your plate – get in touch today!