

# Is your business making the most of its existing technology in 2023?

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Be Original.



Many SMEs across Europe aren't making the most of the technology they have invested in and often lack the right knowledge to do so, according to new research from Sharp Europe.

The data highlights gaps in technology knowledge amongst SMEs, their focus in 2023 on making the most of what technology they already have, and critical areas where more support is needed.

## Making the best return on technology is as critical as finding new talent


ROI  
Challenge

Making the most from IT investment is as critical a business challenge to European SMEs as finding new talent, while concerns around overall increased costs to businesses is seen as the biggest challenge this year.


The biggest challenges IT decision makers face over the next twelve months from a business perspective include:

**32%**   
Rising supply costs

**32%**   
Cost of living crisis

**27%**   
Leveraging investments  
in technology

**27%**   
Finding and retaining  
talent

**27%**   
Managing a diverse  
hybrid workforce

## A gap in knowledge means performance gains are being missed

Knowledge  
Gap  
Challenge

A significant majority of those responsible for IT admit they don't possess enough knowledge about critical areas like hardware specifications, cloud computing, and IT security to make the most of the technology they've invested in.

**62%**   
Hardware specifications


**62%**   
Cloud computing


**59%**   
IT security

## Poor advice is holding SMEs back

Poor  
Advice  
Challenge

Poor advice from the beginning of their IT investments and a lack of ongoing expert advice and support are holding businesses back.

**52%**   
Over half of SMEs believe poor advice from the start of their investments is preventing them from making the most of their IT.

**27%**   
Over a quarter of SMEs say that not having enough ongoing advice and support is a barrier to making the most of their investments in IT.

