

## The *Potential* Contribution of Digital Technologies and Shared Services to SME Growth in LDCs

Accenture Development Partnerships

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### **Micro-constraints to Growth**

Simplistically, these three overlapping challenges have been a primary focus area of SME researchers and policymakers for well over a decade.



## **Beyond Training**

More sophisticated and / or growth-oriented firms require more complex solutions.

### **Just in Time Infrastructure**

As we have seen with large commercial business, the move to **cloud has been transformational** allowing businesses to invest only what they need in IT infrastructure, but to do so in an easily scalable model.

### Training

Training, whether classroom-based, on the job, or other has the ability to improve productivity, but as businesses grow and managers gain experience they require **more than training** to drive productivity increases



#### **Shared Services**

Partnering with other SMEs to create leveraged operational functions

or pursuing outsourcing of specific functions can allow SMEs to reduce cost and to focus on their core competencies

## **Digital Infrastructure Progress**

**Big Tech sees an opportunity** 

"In 2019, Google announced a *subsea cable* called Equiano that runs from South Africa to Portugal with a stop in Nigeria... Facebook is undergoing an even more ambitious project—the 2Africa *subsea cable* that loops around the continent and connects twenty-three countries in Africa, Europe, and the Middle East"

Hruby, Aubrey. "The digital infrastructure imperative in African markets," April 8, 2021, https://www.atlanticcouncil.org/blogs/africasource/the-digital-infrastructure-imperative-in-african-markets/.



## Who will serve this market?

- □ Challenging investment climate
- SMEs in LDCs not the target client base of many
- Individually, too small, aggregating demand can be difficult

How can we 'prime the pump' for this market?



# Thank you