

## Context and Importance

We are in the  
"phygital"  
era

Digital transformation is essential for the survival and growth of small and medium-sized enterprises.



Increase productivity



Reach new markets



Improve competitiveness



## Digitalization is Vital

SMEs must embrace digital tools to boost productivity and competitiveness.

## Be Online

SMEs must establish an online presence and increase market reach to be able to compete in the phygital era.

## Overcoming Barriers

Online free training and simple tools help SMEs tackle resource limitations and knowledge gaps.

### Challenges

### SMEs

### Solutions

Lack of financial resources



Free or low-cost tools

Internal resistance to change



Raising awareness among teams about the benefits

Lack of technical knowledge



Online training programs

## Important digital tools for SMEs

Websites



For websites, e.g., Wix, Hostinger, WordPress.

Digital marketing tools



For Digital Marketing, e.g., Google Ads, Facebook Ads, SEO.

E-commerce platforms



For e-commerce, e.g., Loja Integrada, Shopify, Mercado Shops.

Productivity and collaboration tools



For Collaboration, e.g., Trello, Asana.

Accounting and financial management software



For Management, e.g., MarketUP, FoxManager.

Cybersecurity solutions



For Cybersecurity, e.g., firewall, antivirus.



## Free and low-cost tools

can be the kickstart for SMEs

## Practical Solutions

Affordable tools exist in the market that make digital transformation easy, most of them based on AI.

## Cybersecurity

Digital transformation must be accompanied by robust security measures. SMEs must use up-to-date antivirus software and firewalls.

Digitalization is fully within reach for any SME.