

# BORROWED SCALE:

## Sharing Your Growth with Technology

by Seth Barnett ●●●●●●●●●●

One of the most significant challenges facing the global business community is the slow adoption rate of technology as a business tool. In fact, it can be argued that those who do not embrace digital as a means of business operation will fall significantly behind competition. Tech integration has slowed in recent years though the speed, efficiency and access to technology continues to progress. This means that not only are businesses not adopting, they are in fact falling behind. In the past, slow improvements within a business's technology infrastructure was typically reserved for small companies who lacked the resources or the time to properly update. Today, we are seeing businesses large and small become more resistant to tapping into these ever-expanding resources.

According to a recent Harvard study, only 15 percent of companies have embraced digital resources in a way that makes them successful according to how the tech is utilized. In addition, most firms are only generating between 10 and 15 percent of revenue through digital integration. This means that while technology is the most accessible entity in the business community, it is the most underutilized when generating productivity and revenue.



### The first question to ask is why. Why are we seeing a slowing of the business and technology partnership?

The first and most obvious answer is choice. While choice is important, it is also overwhelming. Think about the options that are out there for time management, as an example. Dozens of companies claim to have the best tech for managing time and efficiency in the workplace and in the production process. Still, the choices themselves tend to be the biggest hurdle when figuring out how best to integrate. Next is cost. Though technology is becoming more widely available, the cost of partnering and espousing continues to rise. This means that businesses must take a more considered approach when determining what tech expenses will be most quickly regained. Finally, the time it takes to adopt. The learning curve on most technology resources is significant. This is especially true for companies that don't have the option to have a dedicated technology person. Often it is seen that technology companies are great at selling the tools but have not mastered the art of teaching and communicating. Plus, every business is just different enough so one way of integrating may not be best for everyone.



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There are varying levels of digital adoption. **The two key components that businesses need to focus on is technology that improves productivity and technology that helps generate revenue.** A small business is more likely to need something that is all-encompassing and helps not only streamline productivity, but also something that results in driving revenue. Whereas a larger business might not need the same tools. Another issue that repeats itself is that digital platforms are usually not tailored, and these companies often have a “one size fits all” approach. This means that you ultimately pay for something that you don’t need. Finally, software often updates slower than the marketplace needs. So, your platform may work great for your business one year, but by the next year enough has changed to make it obsolete.

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The AIM Tech Suite was developed as a tool that meets the marketplace challenges discussed here. Most notably the technology has been established exclusively in the promotional marketing space and has been grown over a decade of work to adapt to this market alone. In addition, the digital interface has been managed and updated according to the changing needs of the distributor and the variety of client interactions. This is something that doesn’t change. Our development team discusses this as never having an end point. There is never a moment where we will assume the perfect formula will work for everyone. We must be malleable and take considerations for updates and software progression. This is where a partnership with you is so important.

This is what Harvard researchers call “borrow scale” or the ability to scale your business through borrowed resources. While there are a multitude of products and software packages out there that will help you to borrow necessary resources, only one has been developed exclusively for this market and with your business in mind. AIM and The AIM Tech Suite is a partnership of borrowed resources that you use to scale your business. Our mission is your success. We want to not only help you maintain a profitable, managed, and competitive business, we also don’t want you to be among the many falling behind with digital integration.

The best approach is to utilize digital to not only manage but grow your business and do so while maintaining an ever-evolving business management strategy.

**Using the idea of “borrow scale” we can tailor our software to your individual needs.** Our team not only works to train you in using the system, we are there throughout your relationship with us to continually help you progress.

