**DiG**
Digital Infrastructure Group

# WHY TAKE PART IN THE
# BERKSHIRE BUSINESS
## SURVEY 2024

## About the survey

The Berkshire Business Survey has been designed with the goal of comprehensively assessing the current state of digital infrastructure, identifying areas for improvement, and gauging the digital skills of employees within local businesses.

This initiative seeks to create a collaborative and informed approach towards enhancing the digital landscape of Berkshire, fostering economic growth, and positioning the region as a hub for innovation.

## Purpose

The primary purpose of the survey is threefold:

*Evaluate Current Digital Infrastructure:*
Understand the existing technological landscape, including hardware, software, broadband and mobile infrastructure employed by Berkshire businesses.

*Identify Infrastructure Needs and Aspirations:*
Pinpoint gaps and deficiencies in current digital infrastructure and uncover the desired advancements and technologies businesses are considering for future growth and development.

*Assess Digital Skills of Employees:*
Evaluate the proficiency of employees in various digital skills such as searching, transacting and being safe online.

## BENEFITS TO YOUR BUSINESS

*Strategic Decision-Making:*
Gain actionable insights for strategic decision-making. Understand where your business stands in comparison to industry standards and make informed choices for your digital future.

*Community Collaboration:*
Collaborate with other businesses, technology providers, and educational institutions. Contribute to a supportive network focused on innovation, knowledge sharing, and collective growth.

*Local Economic Development:*
By participating, you actively contribute to the economic development of Berkshire. Your insights will inform local policymakers and business support organizations, guiding initiatives that benefit the entire community.

*Innovation and Future Readiness:*
Contribute to fostering innovation and ensuring your business is future-ready. Shape the local tech ecosystem and stay abreast of technological advancements that can propel your business forward.

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