

**Go Digital Programme**

**Digital Tools**

Digital tools include (but are not limited to):

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| Management software e.g. CRM (Customer relationship management) or management information system online | Data analytics such as Google Analytics |
| Data/file storage in the cloud (e.g. Dropbox, Google Drive, OneDrive, iCloud, etc.) | Mobile internet and technologies |
| E-commerce (buying from suppliers and/or selling online to customers) | E-commerce (buying from suppliers and/or selling online to customers) |
| Search engine optimisation  | Website |
| Billing customers using online software (e.g. Xero, Sage Cloud, Quickbooks, etc.)VOIP/Internet telephones | Virtual/online meetings |
| Online collaboration tools (e.g. Troll, Basecamp, Slack, etc.) nline collaboration tools (e.g. Troll, Basecamp, Slack, etc.) | Digital procurement (applying for tenders/work online) |
| Online learning schools/courses | Digital HR tools |
| Connection speeds  | Security and data protection measures eg. Firewalls, malware protection, backed up files, encrypted data  |
| There will also be tools specific to certain sectors for example booking platforms for the visitor economy.  |  |