

# Small businesses rely on technology to stand out

Learn how small business owners and operators use the Internet, applications and innovation to be different and speed past the competition.

Have you ever wondered what other small businesses are doing to succeed and eclipse their competition? TELUS wondered the very same thing. So we assembled a group of small business owners and operators from across Canada to give us their insights.

Everyone who participated in the discussion welcomed the honest exchange and expressed a desire for idea sharing on an ongoing basis. So in our efforts to help you succeed, we are taking the lead of our participants, and extending their conversation to you.



## Technology a key strategy in standing out

All of the small businesses we spoke to are tapping the potential of technology in one way or another to be smart, creative, efficient and/or cost effective. Their ideas are excellent, innovative and are helping them do business differently to move right ahead of their competition.

Here are some examples of how the small businesses we spoke to are using technology to successfully stand out. We hope that they inspire you just as our discussion participants inspired each other.

### Extend your reach

A startup software company uses the Internet, videoconferencing and collaboration technologies to conduct product demos with multiple participants all over the globe; demos have originated in Toronto, and clients attended from Boston and India simultaneously.

### Improve efficiency

An art fair organizer uses an online booking system to secure vendor attendance and payment; her goal is to improve efficiency, reduce data re-entry errors and protect the environment through paperless processes.

### Stay connected and in the know

A retailer has Web-enabled his Point of Sale system so that he can track orders and view store activity remotely; with multiple locations, he can stay on top of business and respond to issues in each location without having to be there physically.

### Enhance customer service while protecting employees on the road

A restaurant equips its delivery people with wireless payment processing systems; it enables customer choice in payment (credit or debit) and protects drivers from carrying large sums of cash.

### Strengthen customer relationships using social media

Many different types of small businesses are using social media to stay relevant and timely; a real estate agent promotes listings on Twitter before they get posted on MLS; a day spa posts last-minute appointment cancellations on Twitter; a restaurant updates its Facebook status with menu specials not regularly available.

Different businesses use technology differently to stand out. But one thing they agree on is that standing out is good business.

AT TELUS, SMALL BUSINESS MATTERS.

To learn more about how you can use technology to be different and outdo the competition, visit the TELUS Small Business Resource Centre at [telus.com/smart](http://telus.com/smart).

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