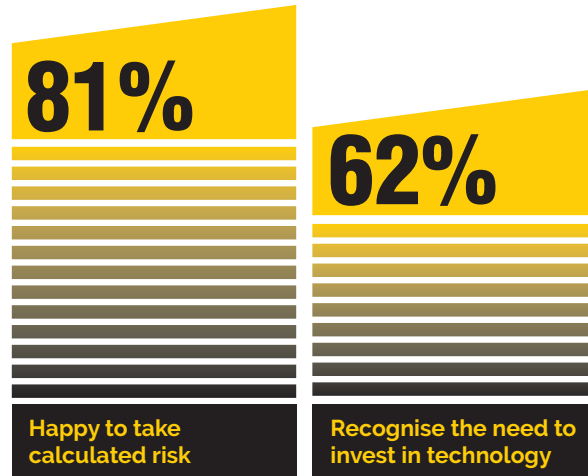


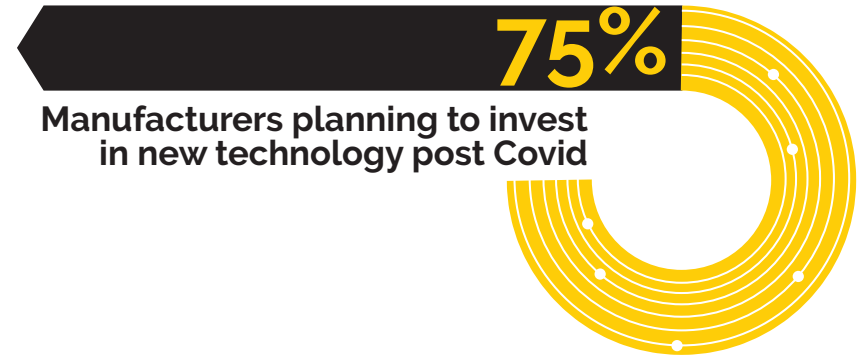
MADE SMARTER

How Digital Technology is changing mindsets in North West manufacturing

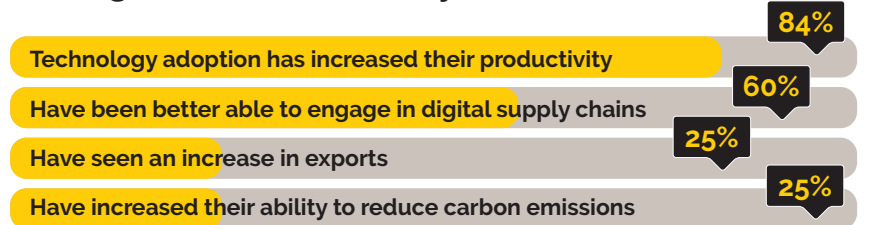
Made Smarter has been supporting North West based SME makers to adopt digital tools to grow their businesses. We asked 200 of them about their attitudes to technology adoption and the impacts they have seen.



Manufacturers' attitudes to investing in new technology



Manufacturers who have adopted technology through Made Smarter say



Manufacturers' motivations to invest in technology



of businesses are motivated to invest in technology by improved productivity and increasing revenue



50% Businesses identify lack of capital as the biggest barrier to digital investment



85% Satisfaction with working with Made Smarter