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## Enhancing SME Competitiveness Through Digital Transformation: The KnowDigital Platform

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### Abstract

In today's rapidly evolving digital landscape, small and medium-sized enterprises (SMEs) must develop essential digital skills to remain competitive, innovative, and resilient. Recognising this need, KnowDigital was developed by The University of Salford in collaboration with academic and industry partners through the Innovate UK-funded Centre for Digital Innovation. This comprehensive learning platform is specifically designed to support SMEs in navigating digital transformation, equipping them with the knowledge and tools necessary to thrive in an increasingly digital economy. KnowDigital provides structured, accessible resources covering key areas such as Cybersecurity, Artificial Intelligence, Immersive Technologies, and Industrial Digitalisation. The platform caters to individuals at different stages of their digital journey, offering tailored content for business owners, senior managers, and employees. It features practical guidance on implementing digital strategies, leadership insights on driving transformation, and hands-on tools and templates to support real-world application. This presentation will explore the platform's architecture, highlighting its user-centric design, interactive learning pathways, and adaptive features that personalise the learning experience. Additionally, it will discuss the measurable impact on SMEs, including case studies of businesses that have successfully leveraged KnowDigital to enhance their digital capabilities, improve efficiency, and gain a competitive edge in their markets.

**Keywords:** business education, SMEs, digital skills, technology, innovation