Here are five major improvements that small businesses and companies can make to improve their technology footprint in 2023:

1. *Invest in cloud computing: Cloud computing has become an essential technology for businesses of all sizes. By moving their IT infrastructure to the cloud, businesses can enjoy benefits like scalability, flexibility, and cost savings. Cloud computing can also enhance collaboration and data security.*

2. *Adopt artificial intelligence: AI is transforming the way businesses operate, from automating routine tasks to providing insights that can inform strategic decisions. Small businesses can leverage AI to streamline processes, enhance customer service, and gain a competitive advantage.*

3. *Prioritize cybersecurity: As the frequency and sophistication of cyber attacks continue to increase, businesses must take cybersecurity seriously. Small businesses can start by implementing basic security measures like anti-virus software, firewalls, and data encryption. They should also educate their employees on cybersecurity best practices and develop an incident response plan.*

4. *Embrace mobile technology: Mobile devices are now ubiquitous, and businesses must adapt accordingly. By optimizing their websites and applications for mobile devices, businesses can provide a better user experience and reach customers on-the-go. Mobile technology can also enable remote work and improve productivity.*

5. *Leverage data analytics: Data analytics can provide valuable insights into customer behavior, market trends, and business operations. Small businesses can use data analytics to make data-driven decisions, optimize processes, and identify new opportunities. They should invest in tools and expertise to collect, analyze, and visualize data effectively.*

By implementing these five improvements, small businesses and companies can enhance their technology footprint and achieve sustainable growth in 2023 and beyond.