

**Private company
issues and opportunities**
Global considerations
for 2019

Key themes

Leveraging Technology



Artificial Intelligence

Companies can use AI in human resources to develop optimised models for staffing. One example is layering AI onto real-time to continuously predict when companies will need out sourced staff, as opposed to depending solely on historical data for scheduling.

Analysis

Accuracy and speed are two advantages private firms can seize as invest in prescriptive analytics. When implemented, companies can produce an optimal dynamic sales price – an opportunity for sales staff and the bottom line.

Internet of Things

Smaller-scale distributions networks means private companies can use the Internet of Things (IoT) to develop client intelligence that can lead to new business lines – as a scientific measuring device company who finds a new market in chefs discovered.

Improving Infrastructure



Finance Transformation

To respond to exponential financial transformation demands, private companies can consider solutions that fit their scale. Cost-effective but powerful cloud-based finance software options are available for many sized businesses.

Cybersecurity

In a borderless marketplace private companies need a global understanding of regulation – the EU's GDPR presents a new dynamic for many companies.

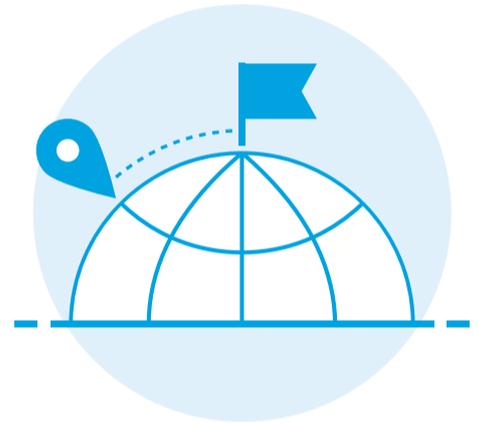
Automation

Fast growth-growth private companies have an advantage when implementing automated solutions – they may not have to contend with legacy software structures like their larger counterparts.

Future of Work

Co-working space might be an attractive option for private companies. Co-working solutions can help to maintain flexibility, keep costs down, and make use of an expanding pool of on-demand workers in the gig economy.

Expanding Horizons



Globalisation

A lot of smaller, private companies lack the experience and internal capabilities to manage an overseas expansion. There are many decisions to be made; including where to go, whether to expand organically, through acquisition or with a partner, and what is needed when they get there.

Governance

When considering private company governance, independent board members can bring knowledge, expertise and skills that CEOs and senior management may not have.

Mergers & Acquisitions

The flurry of merger activity in recent years has seen deals completed with many obvious targets, and surging transaction process have prompted buyers to focus on smaller, privately held enterprises – we're talking about a huge supply-and-demand imbalance that is currently benefitting private companies.