

AI: What's the mystery?

AS AI RESHAPES HOW BUSINESSES WORK, CAN LOCAL COMPANIES HARNESS THE POWER OF SMART TECH AND DRIVE GROWTH WITHOUT LOSING SIGHT OF WHAT MAKES THEM HUMAN?

WORDS BY EMILY MILLER

AI might be the buzzword of the decade, but for many small business owners it still feels a bit like science fiction – the idea of actually using artificial intelligence to grow your business can seem, at best, overwhelming. At worst? Totally irrelevant.

But according to Suja Shyamsundar, founder of Leicester-based 4S Business Support, it doesn't have to be. "AI isn't just for big tech giants," she says. "It's for your local logistics company, your family-run café, your regional marketing agency. The key is making it usable and accessible."

"We work with small teams who are juggling everything from sales to marketing and processes. They don't need a thousand-page AI strategy. They need practical support that works today, within their budget, and is secure and sustainable."

Suja has expanded her team globally, with a strong base in India where top-level tech and IT specialists support UK businesses at a fraction of the typical cost. "We're building trusted partnerships that combine local insight with global talent. I'm based here, but I've got people I trust at the top of the game over there. It means we can offer serious innovation without the usual price tag."

And for businesses who think AI begins and ends with ChatGPT, Suja urges them to think bigger. "Chatbots are great, but that's just the start. By creating automation systems that help streamline processes, businesses can scale up and open multiple branches in the UK without



worrying about high staffing resource costs or complex processes."

It's not just about 'writing a few automated emails or creating a few marketing bits and pieces'. She suggests it's about using AI to understand your customers, track trends, generate leads, and plan campaigns that actually convert. "These things change constantly. We help our clients stay one step ahead."

For Leicester businesses navigating inflation, skill gaps, and fast-moving competition, Suja says innovation is essential. "People often think AI is too expensive or too complicated. But with the right team, it's not. We make it affordable, effective, and human."

She laughs when asked if she ever feels like a translator between the tech world and the business world. "All the time! But that's what I love. It's about listening to what businesses need, not pushing them on what they don't."

And with more companies asking how to do more with less, the demand for smart, cost-effective solutions is growing. "This city is full of smart, ambitious people. They just need the right tools and the right support."

For businesses wondering whether now is the right time to embrace AI, her answer is simple: "Don't wait. The longer you wait, the further behind you fall. Start where you are. And let someone help you get where you want to be."

Suja invites Niche readers to contact her on 07771 638842 for a quick AI pep talk.

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