HERE’S THE TECHNOLOGY GROWING BUSINESSES ARE INVESTING IN RIGHT NOW

70% of growing businesses think that technology plays a big role in what they do.

21% say they have a solid digital strategy.

DIGITAL INNOVATION MISUNDERSTOOD

27% have heard of and understand the term “digital transformation.”

Digital Transformation: technologies to create new and modify existing business processes, practices, models, culture and customer experiences.

GIVEN THIS DEFINITION:

52% are currently planning for digital transformation.

24% are already implementing.

24% have no plans.

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### WHAT MAKES BUSINESSES BUY IN TO NEW TECHNOLOGY?

#### TOP DRIVERS

- Attract new customers: 42%
- Reduce costs: 36%
- Respond to rising customer expectations: 35%
- Improve employee productivity: 33%
- Streamline operations: 33%
- Keep up with competitive pressures: 29%

#### TOP CHALLENGES

- It’s hard to figure out which solutions will best help us: 36%
- Inadequate IT skills/staff to support new technology: 34%
- Not enough money to fund it: 33%
- Difficulty integrating new digital technologies with existing systems: 31%
- Concerns about security issues associated with digital solutions: 28%
- Decision-makers haven’t set goals in this area: 27%

### WHAT ARE GROWING BUSINESSES INVESTING IN?

Businesses favor more established technology, but still plan to invest in newer technology.

#### MORE ESTABLISHED TECHNOLOGIES

<table>
<thead>
<tr>
<th>Technology</th>
<th>Currently Investing</th>
<th>Planning to Invest (next 12-24 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated business applications</td>
<td>38%</td>
<td>35%</td>
</tr>
<tr>
<td>Security solutions to manage devices, data &amp; applications</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>Social media solutions</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>Private/hybrid cloud solutions</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>Open source technologies</td>
<td>20%</td>
<td>38%</td>
</tr>
</tbody>
</table>

#### NEWER TECHNOLOGIES

<table>
<thead>
<tr>
<th>Technology</th>
<th>Currently Investing</th>
<th>Planning to Invest (next 12-24 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern IT infrastructure</td>
<td>30%</td>
<td>37%</td>
</tr>
<tr>
<td>Internet of Things</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>Artificial intelligence, machine learning solutions</td>
<td>18%</td>
<td>32%</td>
</tr>
<tr>
<td>Augmented and/or virtual reality</td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td>Blockchain</td>
<td>12%</td>
<td>30%</td>
</tr>
</tbody>
</table>

59% of growing businesses plan to fund “digital transformations” from their current IT budgets.

### Footnotes:

This infographic was created by SMB Group from a web-based survey with data collected in October 2017. The respondents were a random sample of small (52%), medium (41%) and midmarket (7%) businesses and these employees are responsible for making/influencing technology solution decisions.

Small business definition: fewer than 100 employees (full-time) across entire corporation (education, government, non-profit organizations included); home-based businesses included; located in North America; franchises not included.

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