



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

WHAT MAKES BUSINESSES BUY IN TO NEW TECHNOLOGY?

TOP DRIVERS



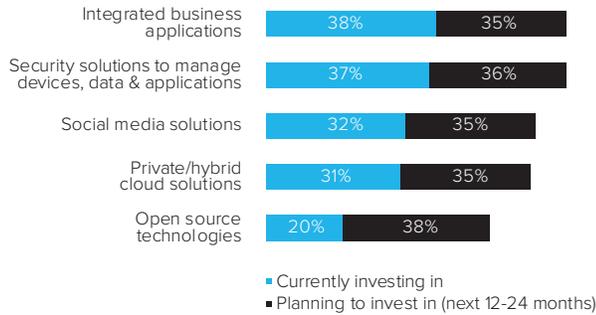
TOP CHALLENGES



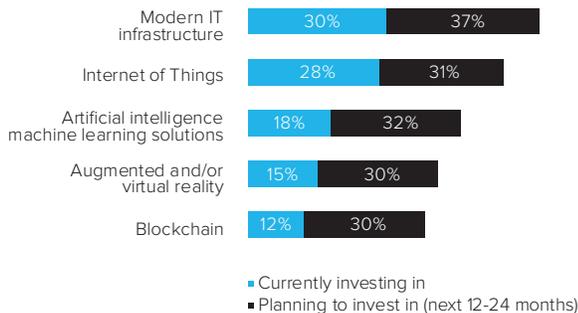
WHAT ARE GROWING BUSINESSES INVESTING IN?

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

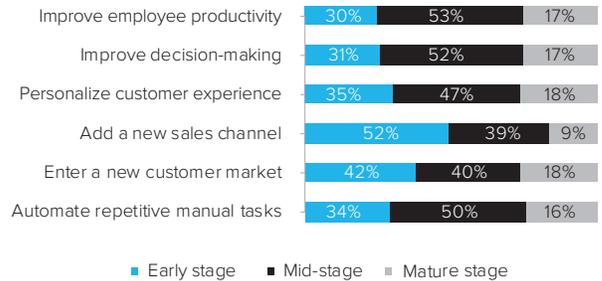
MORE ESTABLISHED TECHNOLOGIES



NEWER TECHNOLOGIES



Most digital innovation projects are still in the early stages



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.