

Are You a Leader?

66% of SMBs will include **digital transformation (DX)** in their IT strategies by 2023.ⁱ

Digital technologies are creating new business models and revenue streams.

SMBs are embracing advanced analytics and customer intelligence tools to attract and retain customers, improve the customer experience and drive more streamlined operations.



Digital transformation leaders enjoy **2X** the revenue growth of digital laggardsⁱⁱⁱ

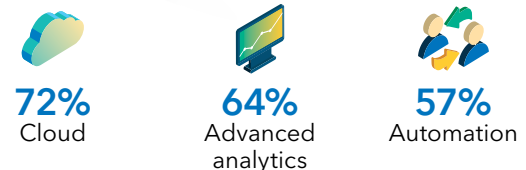
DX delivers SMB revenue and profits^{iv}



TOP 5 DX goalsⁱⁱ

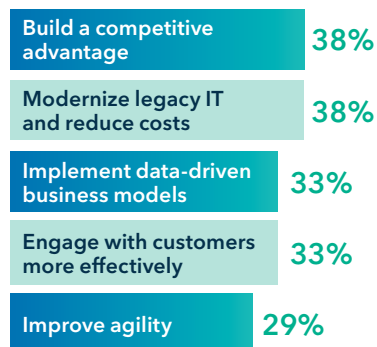
- 1 Attract new customers.
- 2 Streamline operations.
- 3 Improve employee productivity.
- 4 Reduce costs.
- 5 Respond to rising customer expectations.

TOP 3 enabling technologies^{vi}



60% of DX projects are led by CIOs^v

CIO priorities



CIO top areas of concern^{vii}



“At the heart of digital transformation lies people, and the way to best understand those people, whether customers, employees or prospects, is found by embracing the power of analytics.”

– Daniel Newman
Futurum Research

Read Daniel Newman’s white paper, *The State of Digital Transformation (DX) for SMB: Your 5 Steps to DX Success*, at sas.com/dxleader.

