

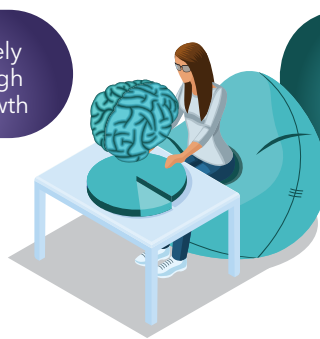
Are You a Digital Leader or a Laggard?

Companies of all sizes are going digital. To compete with larger rivals, small and medium-size businesses (SMBs) are leveraging technology and automating processes to improve customer experience and operational efficiency. **Digital transformation (DX)** leaders are better equipped to weather uncertainty and grow their business.

SMB early tech adopters



2X more likely to achieve high revenue growth

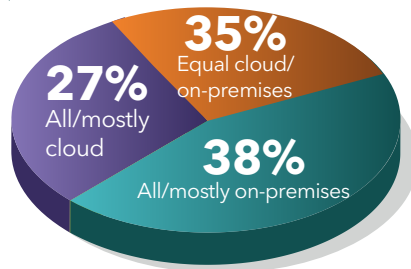


4X more likely to be highly confident in their business



7X more likely to view collaboration with tech partners as essential

Tech deployment type in 2 years¹

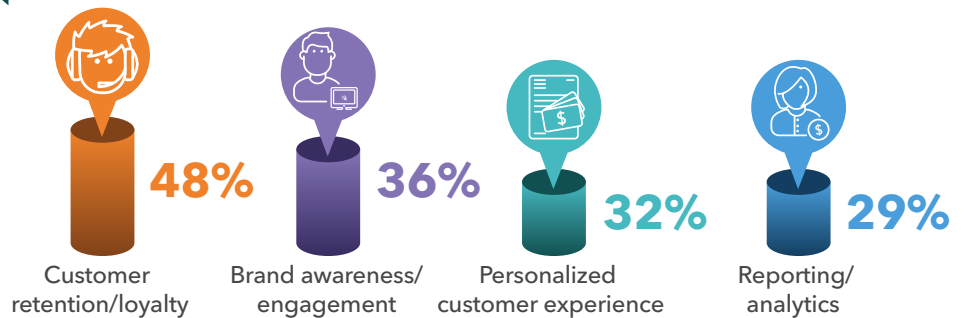


Tech supports top 3 business improvements¹

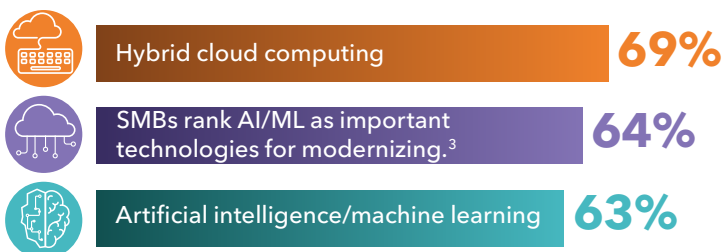


By 2027, **66%** of SMBs will increase investments in automation and digital tools.²

Top sales, marketing and customer services priorities³



New technology important or extremely important¹



Learn how SAS can support your digital transformation initiatives at

sas.com/smb



¹ Microsoft small and medium business (SMB) voice and attitudes to technology study

² IDC FutureScape: Worldwide Small and Medium-Sized Business and Digital-Native Business 2023 Predictions

³ 2023 Top 10 SMB Technology Trends from SMB Group

