

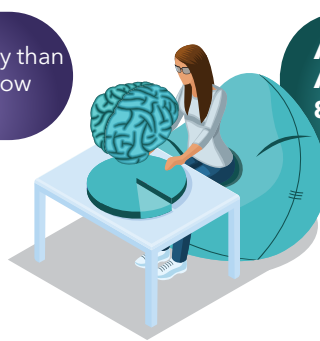
Are You a Digital Leader or a Laggard?

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 employee productivity. **Digital transformation (DX)** leaders are better equipped to weather uncertainty and grow their business.

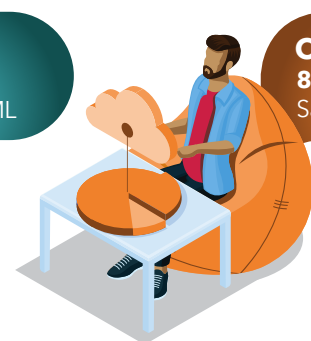
DX leader profile¹



3X more likely than laggards to grow 2020 revenue

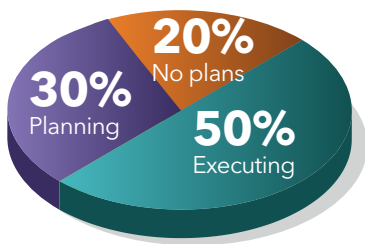


Advanced Analytics
80% use AI/ML



Cloud-Centric
88% select cloud/SaaS solutions

Current DX status¹

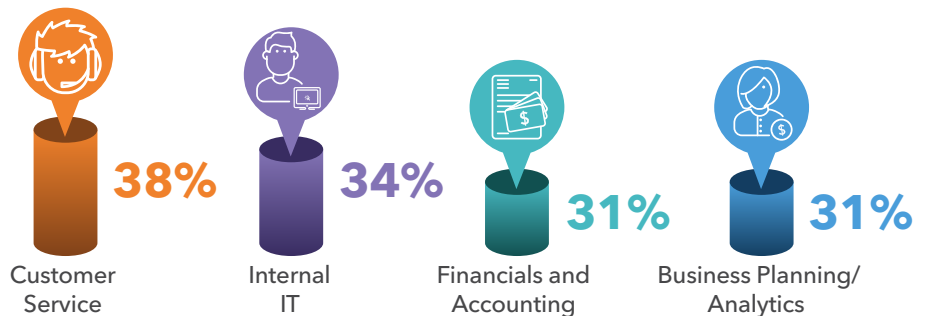


Top 3 drivers for digital tech investments are people-driven¹

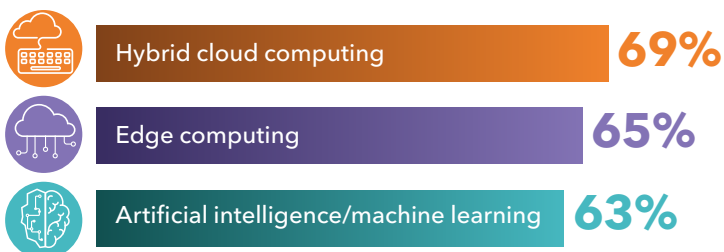


By 2022, at least **30%** of lagging SMBs will accelerate digitalization, focusing on internal processes and operations.²

Automation priorities¹



New technology important or extremely important¹



Learn how SAS can support your digital transformation initiatives at

sas.com/smb



¹ SMB Group's Technology Directions for a Changing World, 2021.

² IDC Futurescape: Worldwide SMB 2021 Predictions.