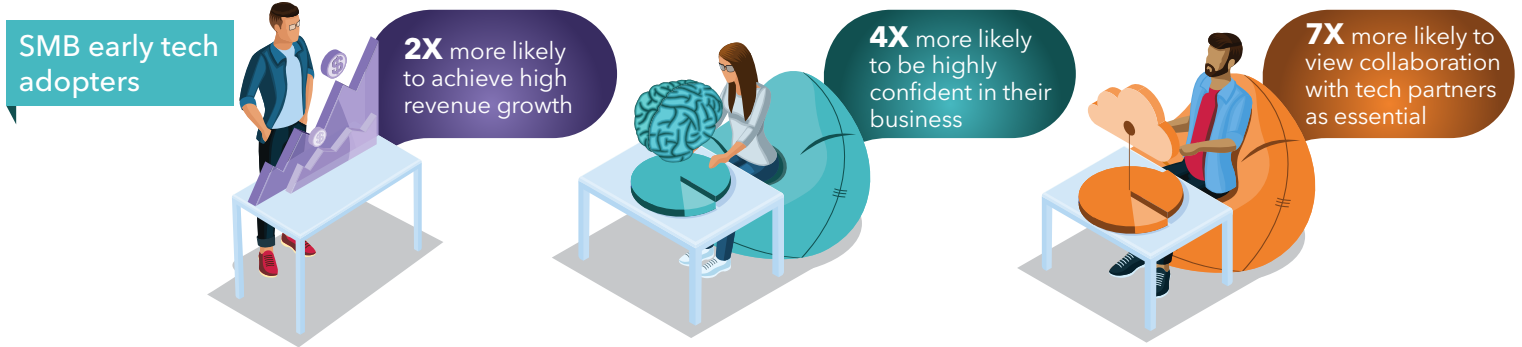
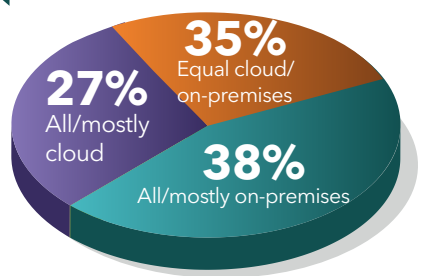


# Are You a Digital Leader or a Laggard?

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.



## Tech deployment type in 2 years<sup>1</sup>

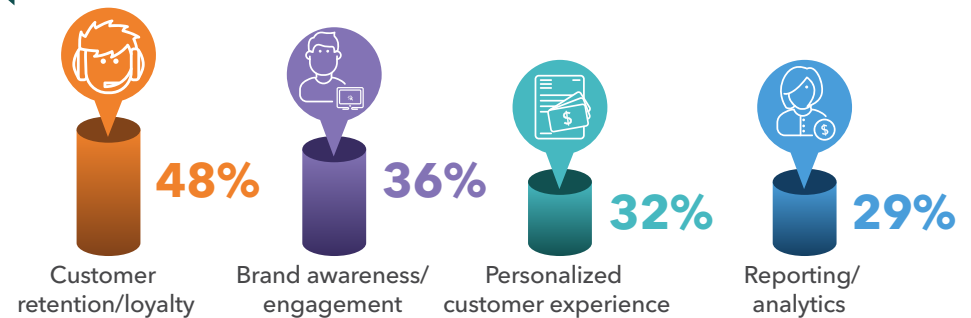


## Tech supports top 3 business improvements<sup>1</sup>

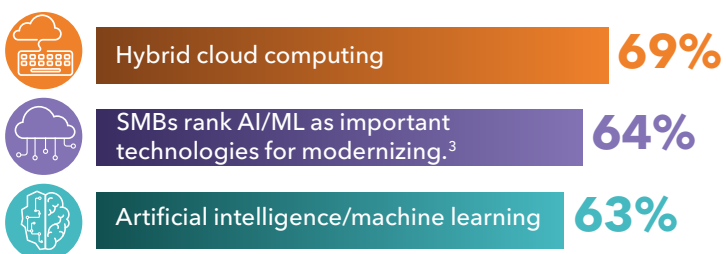


By 2027, **66%** of SMBs will increase investments in automation and digital tools.<sup>2</sup>

## Top sales, marketing and customer services priorities<sup>3</sup>



## New technology important or extremely important<sup>1</sup>



Learn how SAS can support your digital transformation initiatives at

[sas.com/smb](https://sas.com/smb)



<sup>1</sup> Microsoft small and medium business (SMB) voice and attitudes to technology study  
<sup>2</sup> IDC FutureScape: Worldwide Small and Medium-Sized Business and Digital-Native Business 2023 Predictions  
<sup>3</sup> 2023 Top 10 SMB Technology Trends from SMB Group

