

Growing SMBs Embrace Tech

SMALL & MEDIUM BUSINESS TRENDS REPORT
fifth edition (2021)

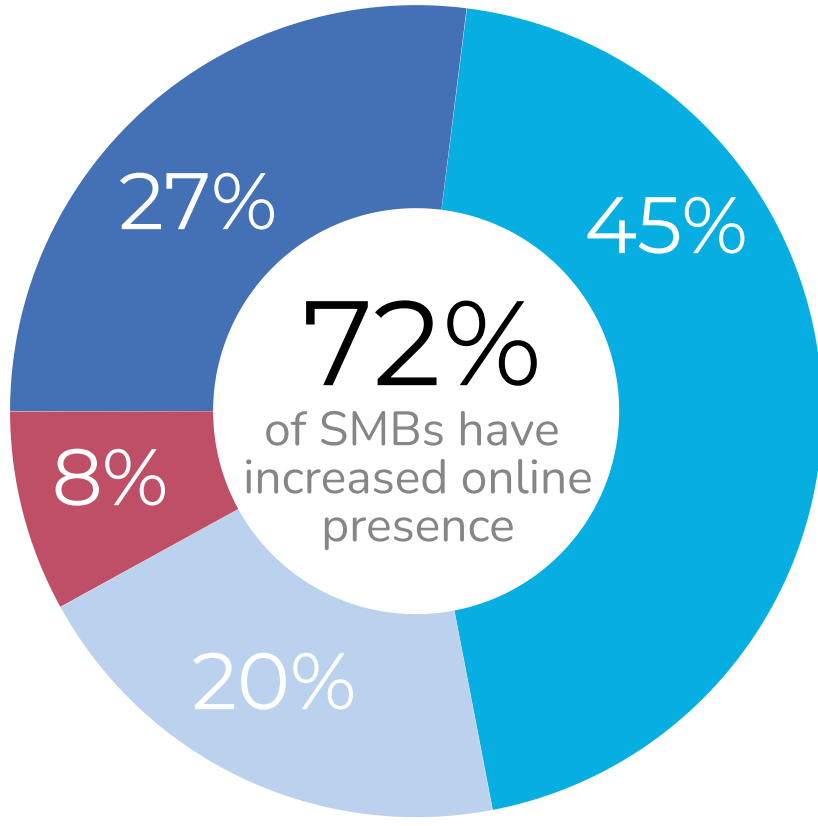
Insights from over 2,500 small and medium business leaders worldwide from an online survey conducted by The Harris Poll on behalf of Salesforce



"In an increasingly unpredictable world, SMB leaders are accelerating their tech investments — seeking technology to help their business survive even the most tumultuous times."
- SMBs Embrace the Digital World, SMB Trends Report, 5th edition

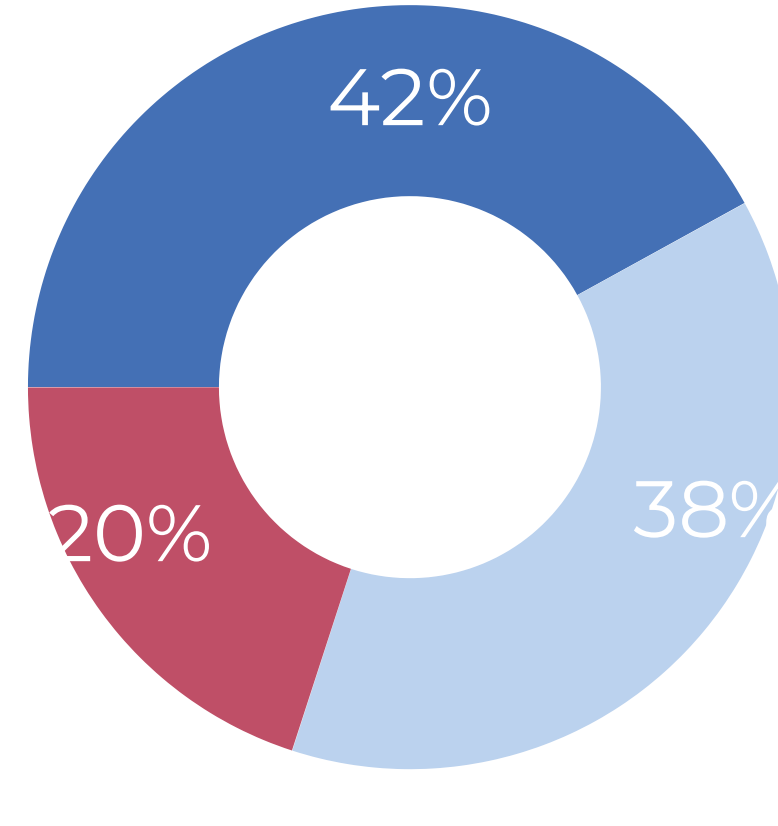
Technology Investments

Increase in SMBs' Online Presence over the Past Year



In response to the pandemic, SMB leaders are making it a priority to move their business online. Safety and convenience for customers and employees is largely responsible for this shift.

Pace of Technology Investments for Growing SMBs Over Previous Year



Most growing SMBs (71%) say their business survived the pandemic due to digitization. And during this time of change, growing SMBs are accelerating technology investments.

Why Make the Tech Investment?

More than three in five SMB leaders (62%) say their businesses would not have survived the past 18 months using technology from a decade ago.

To **IMPROVE BUSINESS AGILITY** was the reason to up the ante for

60%

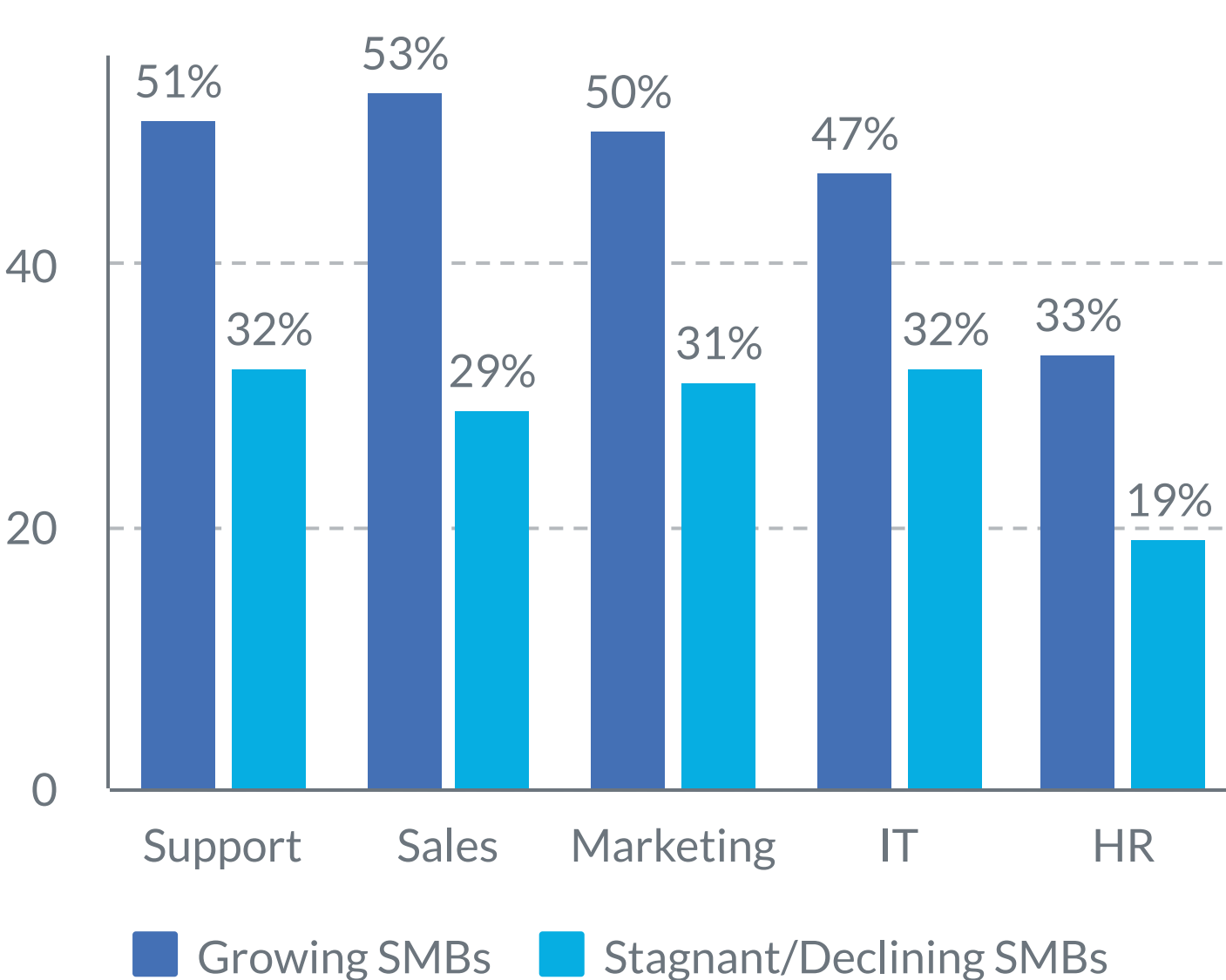
62%

said their top motivation for investing in tech was to **INCREASE PRODUCTIVITY**

More than half (54%) of SMB leaders and business owners said they were upping their tech to **increase data security.**

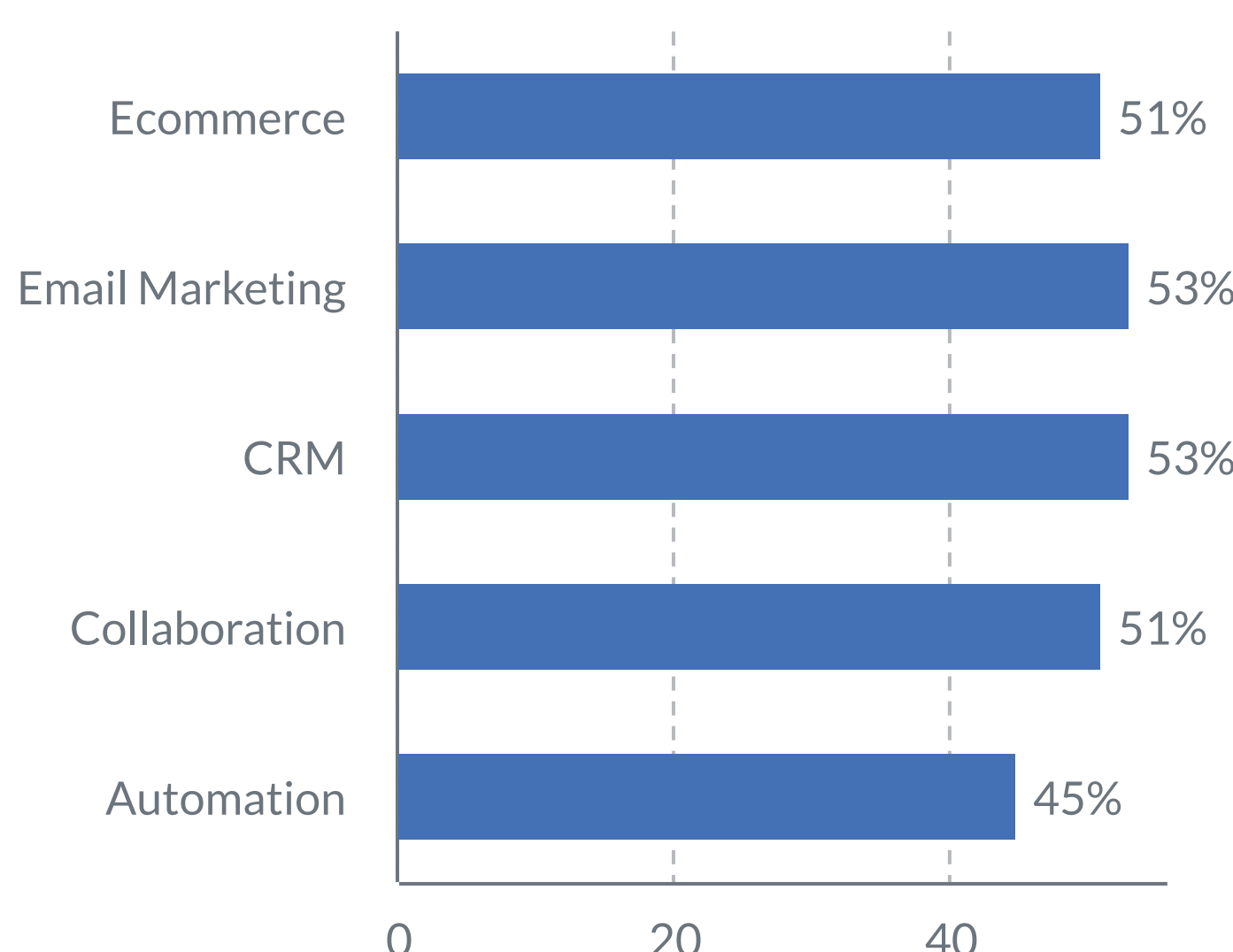
Where Are SMBs Investing?

Accelerated Tech Investment Across the Following Categories



Use of technology has increased across the board since August 2020, not surprising following a year of remote work and digital customer experiences. What's more, SMBs are relying on technology that addresses both (e.g., customer relationship management (CRM) software), explaining why more than 50% of SMBs use a CRM solution.

Specific Digital Tools/Software



In addition to accelerating tech investments, growing SMBs are more likely than stagnant or declining ones to leverage technologies such as customer service software, email marketing software, and e-commerce software. Project and collaboration tools saw the largest adoption rate. With the

increase in usage in recent years, around 60% of growing SMBs now use CRM, email marketing e-commerce and collaboration software.

Download the entire report at: <https://www.salesforce.com/resources/research-reports/smb-trends>