



# DIGITAL TRANSFORMATION

SMB GROUP

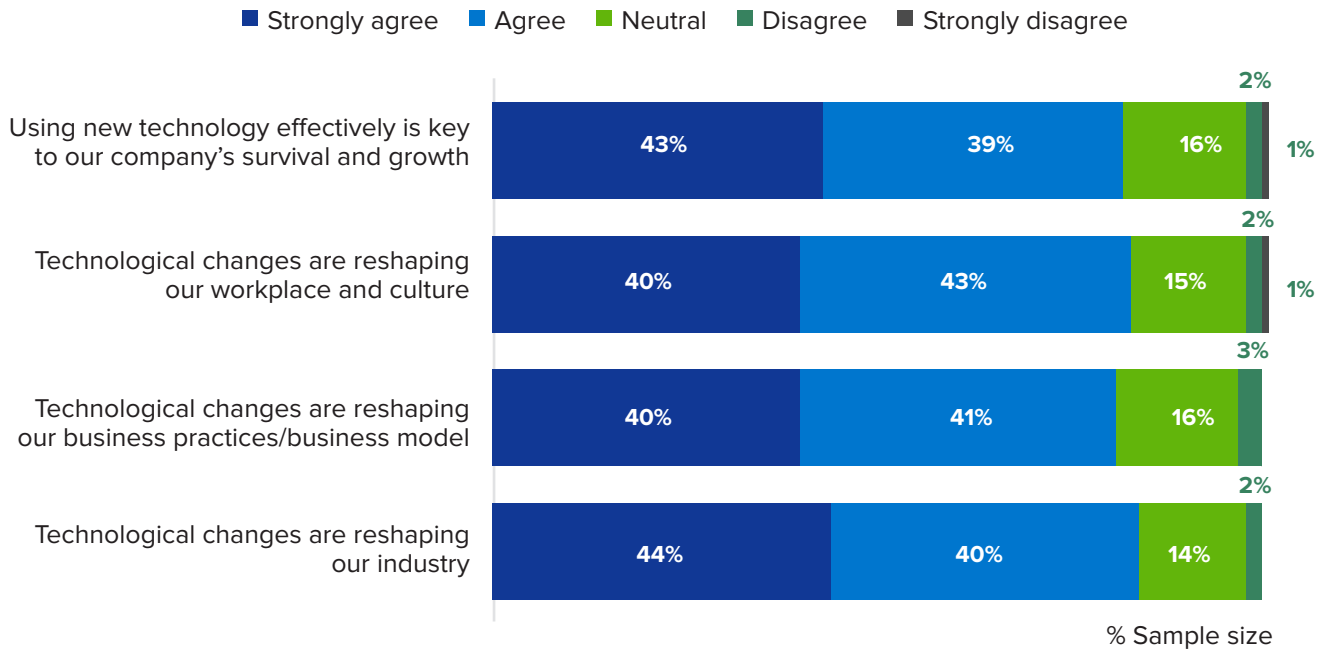
# 2019 SMB

DIGITAL TRANSFORMATION STUDY

Digital technologies are reshaping our lives and radically changing the rules for business success. As cloud computing, artificial intelligence (AI) and machine learning, the Internet of Things (IoT), analytics, robotics, augmented reality (AR) and virtual reality (VR) mature and converge, the possibilities seem to be limited only by our imaginations.

SMBs see change coming—as indicated by their overwhelming agreement that technology is changing their businesses, workplaces and industries.

### DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?



Source: SMB Group's 2019 SMB Digital Transformation Study



But creating and executing on a digital transformation strategy can be a daunting task—especially for time and resource-constrained small and medium businesses (SMBs): Study results show that only 19% of SMB survey respondents strongly agree that their company has a well-defined digital transformation strategy.

This survey study takes a detailed look at how U.S. SMBs (1-1,000 employees) are thinking about and preparing for these changes. It examines their understanding of digital transformation; attitudes toward and plans for using new technologies; and the opportunities and challenges that new technologies present to their businesses.

## STUDY DETAILS

**SMB Group's 2019 U.S. Small and Medium Business Digital Transformation Study** examines SMBs' understanding and definition of digital transformation as it relates to their businesses and their industries. Developed in partnership with Vistage Worldwide, the survey assesses where SMBs are in terms of using digital technologies to transform their businesses, including the following:

- Awareness, understanding and perceived relevance of digital transformation
- Readiness for change
- Organizational leads and influencers for change
- Current/planned business transformation initiatives
- Desired outcomes
- Drivers and challenges
- Current/planned technology investments to support business transformation
- Projected budgets
- Technology vendors and types of channel partners they work with/plan to work with to help them achieve their goals



The study also compares related findings and trends from **SMB Group's 2017 SMB Digital Transformation Study** to 2019 results.

Results are analyzed by company size (i.e., number of employees), industry, age of business and other parameters. Data is analyzed and presented to provide vendors with deeper insights into the market so they can make well-informed marketing, product development, media and channel strategies to successfully reach, influence and market to SMBs.

## METHODOLOGY



**30+**  
question  
web-  
based  
survey



Random sample of **482 companies in 1 to 1,000 employee size**

bands across a distribution of industries

- ✓ Small business: 1 to 99 employees
- ✓ Medium business: 100 to 1,000 employees
- ✓ Segmented into 12 vertical industries



**Respondents are business and IT decision makers and influencers:**

CEOs, CIOs, business owners and partners; IT managers/directors; line of business managers and directors; CFOs and financial managers/directors

## AVAILABILITY AND PRICING

SMB Group's **2019 U.S. Small and Medium Business Digital Transformation Study** is available now. SMB Group's Retainer clients automatically receive study results as part of their retainer service.

The study is also available and priced separately, as detailed below:

Small AND Medium Business Segment Survey Results Package: US \$16,000	EITHER Small OR Medium Business Segment Results Package: US \$10,000
Survey questionnaire	Survey questionnaire
One-on-one webinar data analysis presentation and Q&A	One-on-one webinar data analysis presentation and Q&A
Full survey result crosstabs (pdf)	Survey results crosstabs for selected area: small or medium business (pdf)
Three hours of time for inquiry/additional crosstabs	Two hours of time for inquiry/additional crosstabs



Custom packaging and pricing options, as well as additional post-survey marketing assets (ebooks, webinars, blog series, etc.) are also available. **Please contact Lisa Lincoln at (508) 734-5658 and/or [lisa.lincoln70@smb-gr.com](mailto:lisa.lincoln70@smb-gr.com) to learn more about this study or additional options.**