

# Accelerating Growth with Digital Transformation

@SalesforceSMB

#SalesforceGrowthCamp



salesforce



The background features a stylized illustration of a mountain landscape. A person in a red hat and gear is climbing a yellow cliff face. A white goat is also climbing the cliff. A brown bear wearing a white tank top stands on a dark grey rock ledge in the foreground, looking up at the climber. The sky is a gradient of blue, and there are green bushes and a tree on the left side.

# Accelerating Growth with Digital Transformation: Today's Speakers



**Laurie McCabe**

Co-founder and Partner  
SMB Group

@lauriemccabe  
@SMBGroup



**Rick Nucci**

Co-founder, CEO  
Guru

@ricknucci  
@Guru\_HQ



**Chris Gallagher**

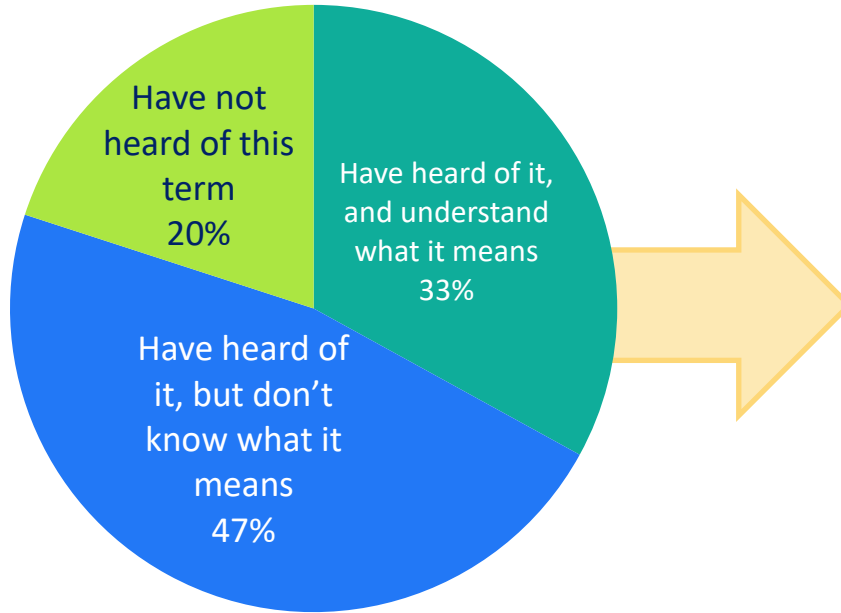
CEO  
Gallagher Fluid Seals

@GallagherSeals

**MODERATOR**

# SMB Understanding of “Digital Transformation”

*Are you familiar with the term “digital transformation”?*

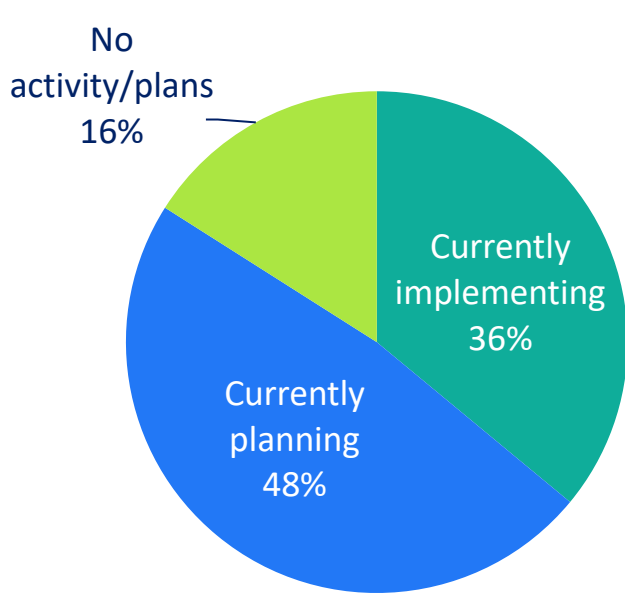


Sample Size = 725

Source: SMB Group's 2017 SMB Digital Transformation Study

# SMB Digital Transformation Phase and Key Goals

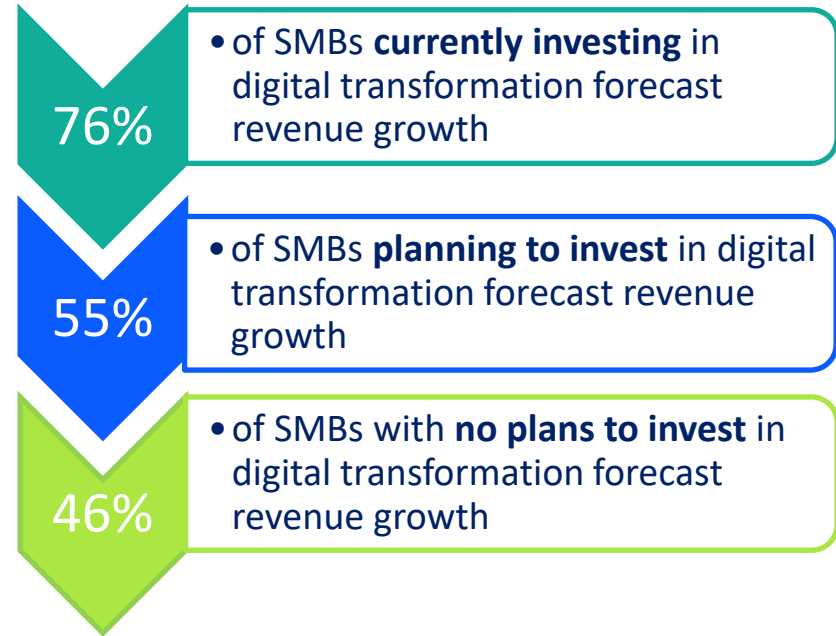
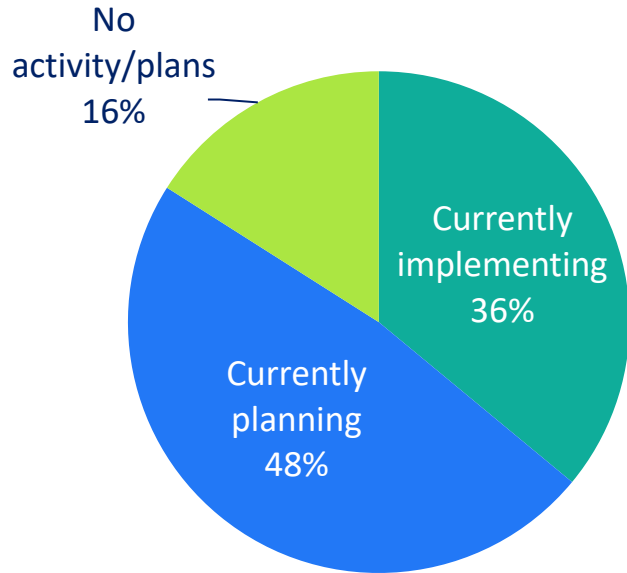
What business goal(s) is your company investing in technology to support growth?



Source: SMB Group's 2017 SMB Digital Transformation Study

# SMB Phase of Digital Transformation and Revenue Forecast

*Which of the following best describes your company's activities regarding digital transformation?*



Source: SMB Group's 2017 SMB Digital Transformation Study

# Top Challenges to Digital Transformation

*What are the top three challenges to digital transformation in your business?*

**23%**

strongly agree  
that they  
have a well-  
defined digital  
transformation  
strategy



Source: SMB Group's 2017 SMB Digital Transformation Study

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# THANK YOU