Despite tough times, most SMBs will maintain or accelerate technology investments.

In this infographic, we share key highlights about small and medium businesses (SMBs) that have accelerated their technology adoption and investments.

The COVID-19 pandemic has disrupted any notion of normalcy and organizations have been forced to make changes to keep their businesses operational and viable.

Most frequently made changes by SMBs:

- Developed new marketing channels
- Offerings to replace physical ones
- Increased use of digital sales channels
- Added "no-touch" payment/transaction options
- Added new supplier/contract for more from revenue declines than SMBs that are decelerating or have had no impact on their technology adoption and investments.

SMBs that have accelerated their technology adoption and investments are 42% more likely to have increased revenues since March.

Top Five Changes Rated "Extremely Valuable" by SMBs:

1. Developed new marketing channels
2. Offerings to replace physical ones
3. Increased use of digital sales channels
4. Added "no-touch" payment/transaction options
5. Added new supplier/contract for more

SMBs that have accelerated their technology adoption are more likely to forecast revenue increases in the next six months.

Forecast revenue increases:

- 43% of SMBs that have accelerated their technology adoption
- 39% of SMBs that have maintained their technology adoption
- 16% of SMBs that have decelerated their technology adoption
- 2% of SMBs that have had no impact on their technology adoption

Has COVID-19 accelerated, decelerated, or had no impact on your technology investments and adoption?

- Accelerated
- Decelerated
- No impact

Technology has played a key role in helping SMBs maintain or accelerate their technology adoption and investments.

Navigating a path forward:

- SMBs that have accelerated their technology adoption are more likely to have increased revenues since March.
- SMBs that have accelerated their technology adoption are more likely to forecast revenue increases in the next six months.

Do you agree or disagree with the statement "Using new technology effectively is key to our business's survival and growth"?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

We surveyed decision makers and influencers in small and medium organizations (1,000 to 2,500 employees) and midmarket organizations (1,000 to 2,500 employees).
COVID-19 HAS SPURRED ADOPTION OF CLOUD SOLUTIONS—AND WILL CONTINUE TO DO SO

Over the next 12 months, what are the top three technology areas your business needs to invest in to recover and prepare for growth?

**CUSTOMER- AND EMPLOYEE-FACING AREAS ARE TOP PRIORITIES FOR FUTURE TECH INVESTMENTS**

*Percentage of respondents by category*

- **1. Sales and marketing:** 36% said the impact of cloud applications has been extremely valuable (including remote IT support, HR and talent management, and cloud solutions) also rank highly, as SMBs endeavor to improve productivity.
- **2. Financials, accounting:** 31% said the impact of cloud applications has been extremely valuable. Financials and accounting continue to be a top priority for SMBs because of the ongoing COVID-19 crisis.
- **3. Website and ecommerce:** 25% said the impact of cloud applications has been extremely valuable. Website and ecommerce, and customer service—to help engage and transact with customers and prospects.

**WORK FROM HOME (WFH) IS WORKING... BUT SECURITY CHALLENGES LOOM**

- **67%** of the companies polled plan to increase spending in technology over the next 12 months. More than half plan to increase spending in technology over the next 12 months.

**PERSPECTIVE**

- **Differentiate your cloud strategy** to support employees in new conditions.
- **Create a robust security strategy** to protect company data.
- **Leverage new opportunities** to engage and transact with customers and prospects.

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*Infographic courtesy of SMB Group*