

THE WAY THAT SMBs DO BUSINESS IS CHANGING



SMBs doing business internationally



SMBs with employees in different cities

By 2015,

the world's mobile worker population will reach

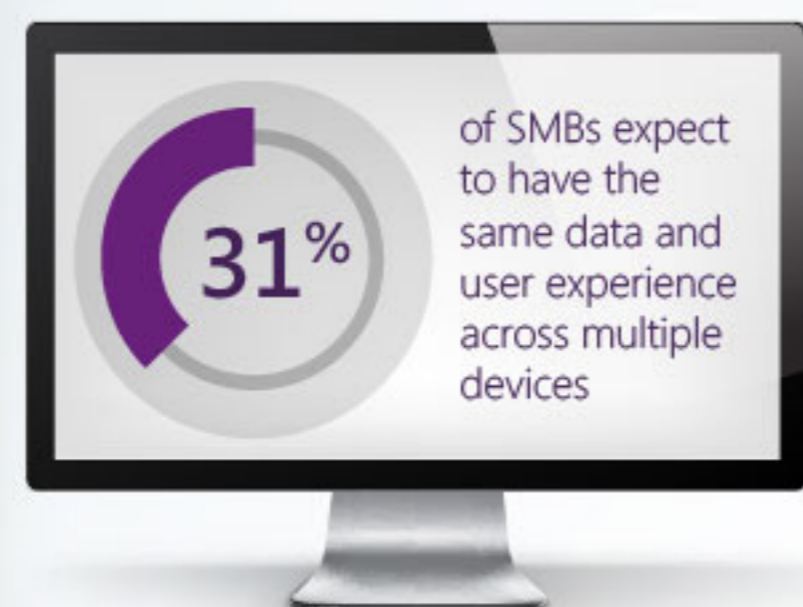


or **37%**

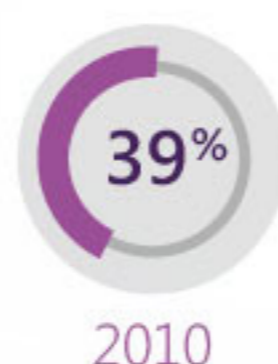
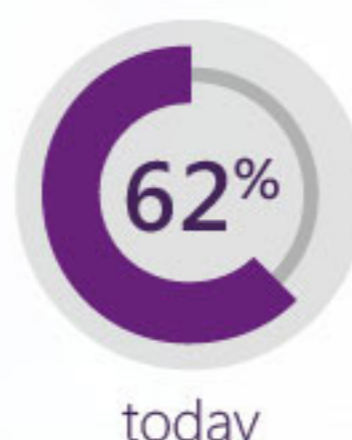
of the total workforce an increase of 300 million mobile workers since 2010.*

SMBs FACE A NEW WORLD OF WORK

How Adopting the Latest Technology Impacts the Bottom Line



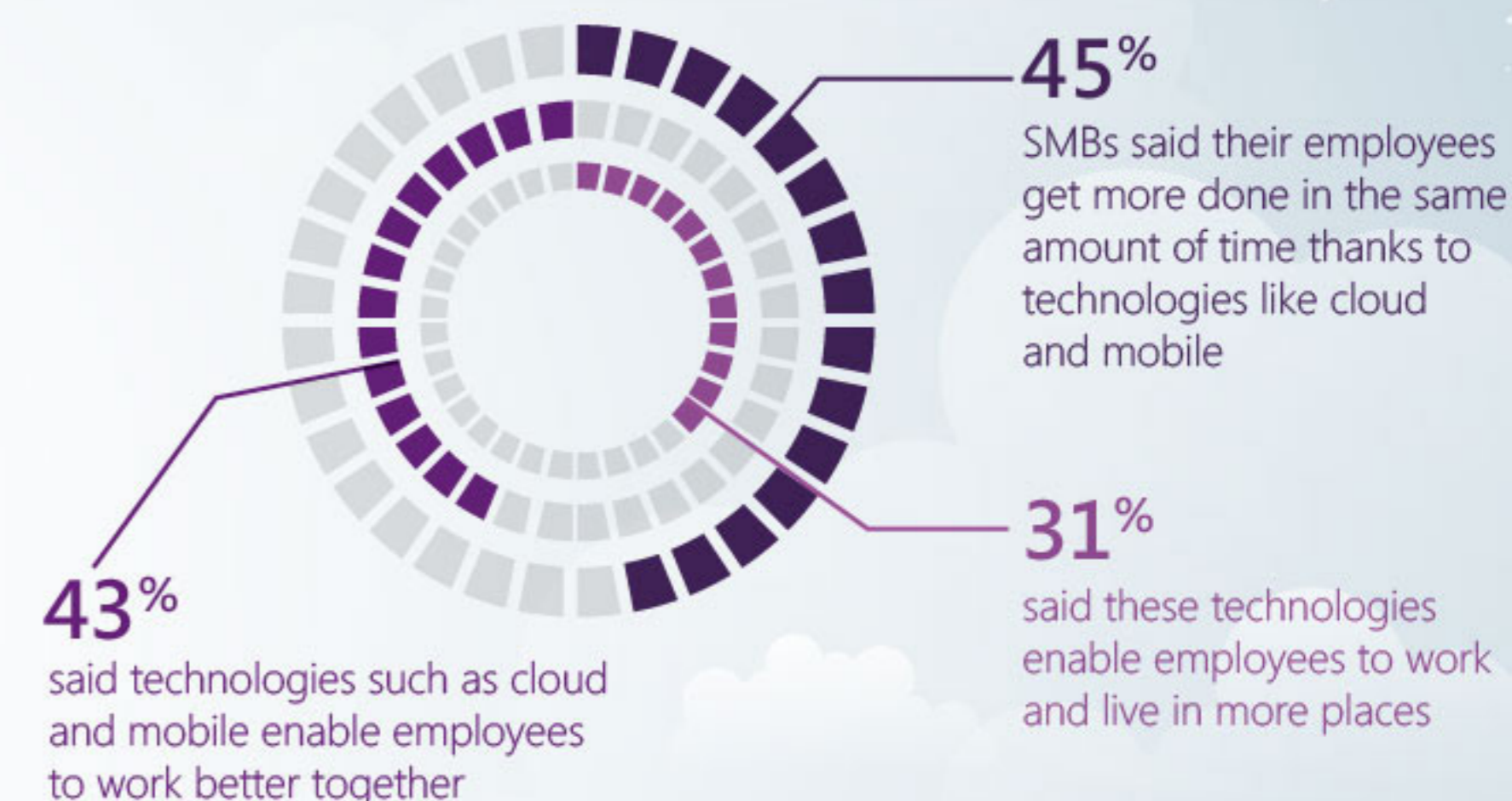
are using devices to access apps developed by and/or for their company



SMB employees using devices (phone, tablet) to access email

SMBs ARE WORKING DIFFERENTLY

An SMB's IT decisions have a direct impact on employees:



CUSTOMER EXPECTATIONS HAVE CHANGED, TOO

26% of SMBs said their customers expect them to use solutions such as productivity software and mobile devices

44% of SMBs said technologies such as cloud and mobile have created more satisfied customers and...

42% said it resulted in better customer relationships

TECHNOLOGIES SUCH AS CLOUD PRODUCTIVITY AND MOBILE SOLUTIONS HELP SMBs SUCCEED

SMBs credit these technologies for improving their:

efficiency/productivity



of SMBs said technologies like cloud productivity and mobile solutions are critical to their company's future

ability to compete



of SMBs said technology will increase their revenues and profits

flexibility



Tech-savvy SMBs grew revenue 15 percentage points faster and created jobs 2x faster than SMBs using little technology.

To learn more about how technology can help your small business meet the demands of the new world of work, visit <https://products.office.com/en-us/business/office> or www.modern.biz.

*IDC Infographic, Rise of Mobility, 2014

All other data based on 2013 survey of 4,000 global SMBs: "Ahead of the Curve: Lessons on Technology and Growth From Small Business Leaders," commissioned by Microsoft and conducted by The Boston Consulting Group.

