



# Guiding Small and Medium Business into the Digital Future:

Are You Ready to Collaborate?

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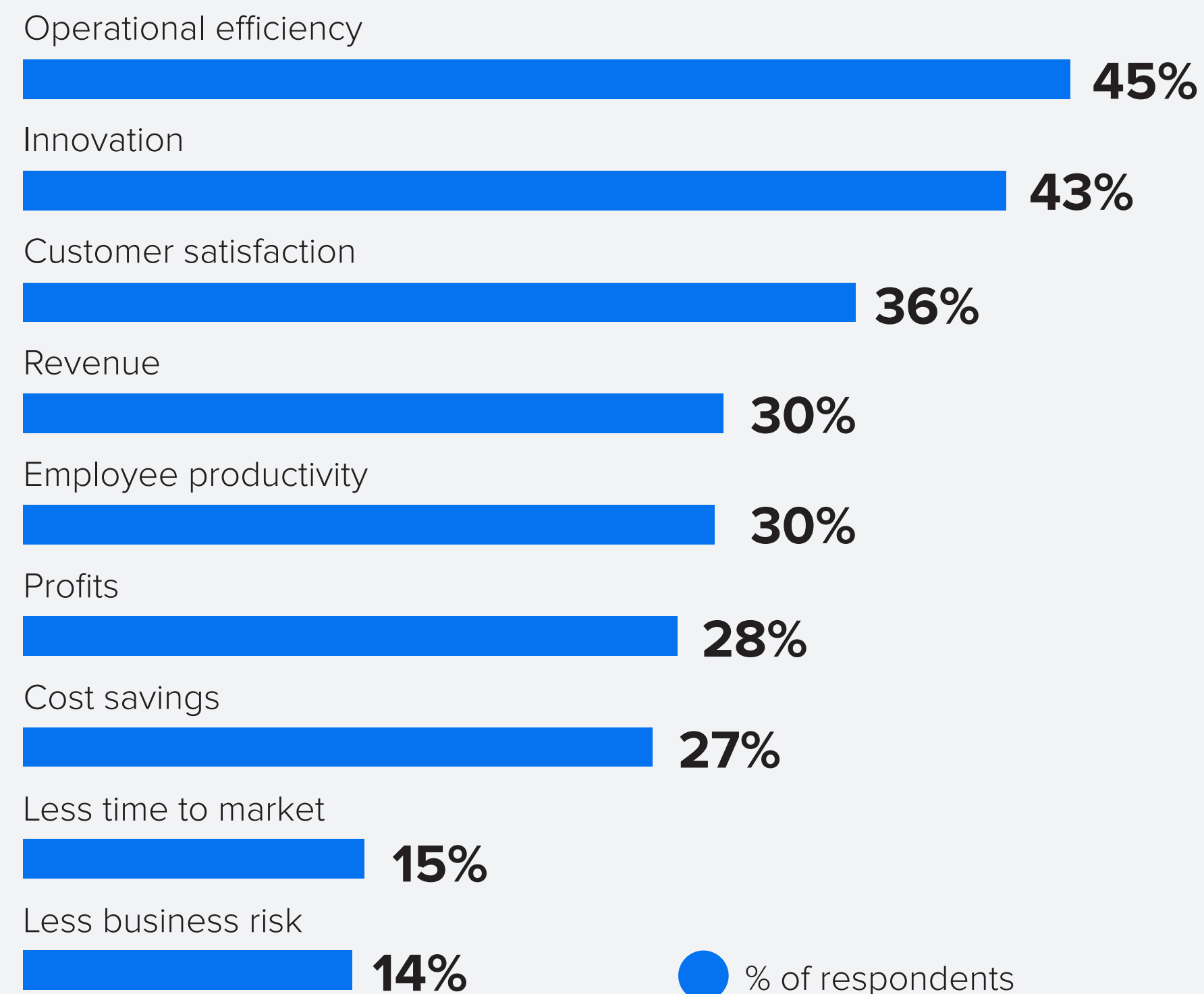
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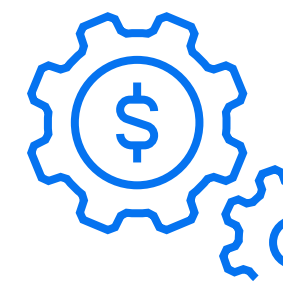
# Digital communications technology gives SMBs\* a competitive edge

## Priorities for SMBs

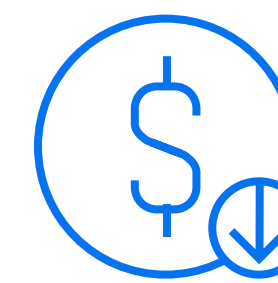


Source: IDC EMEA, Future Enterprise Resilience Survey, 2021, October 1–15, 2021 (n = 226)

## 40% of SMBs say digital transformation has helped them to achieve:



Up to 39% higher profit, revenue, and operational efficiency



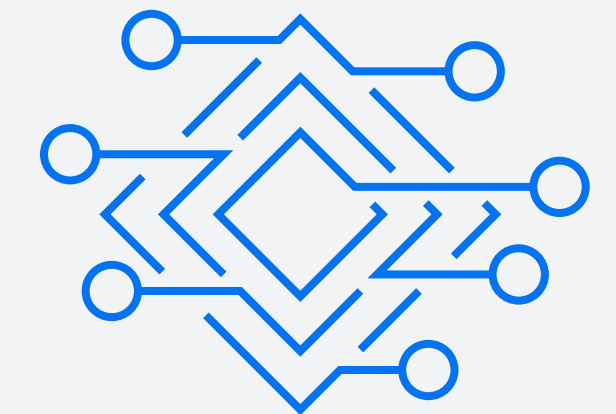
Up to 39% cost savings



Up to 30% higher customer satisfaction

## What is digital transformation?

- Digital transformation for SMBs mainly involves integrating collaboration technologies to support and enhance existing business processes, work dynamics/culture, and customer experience.
- It includes digital communications such as videoconferencing, virtual events and webinars, cloud business calling, and video endpoints.

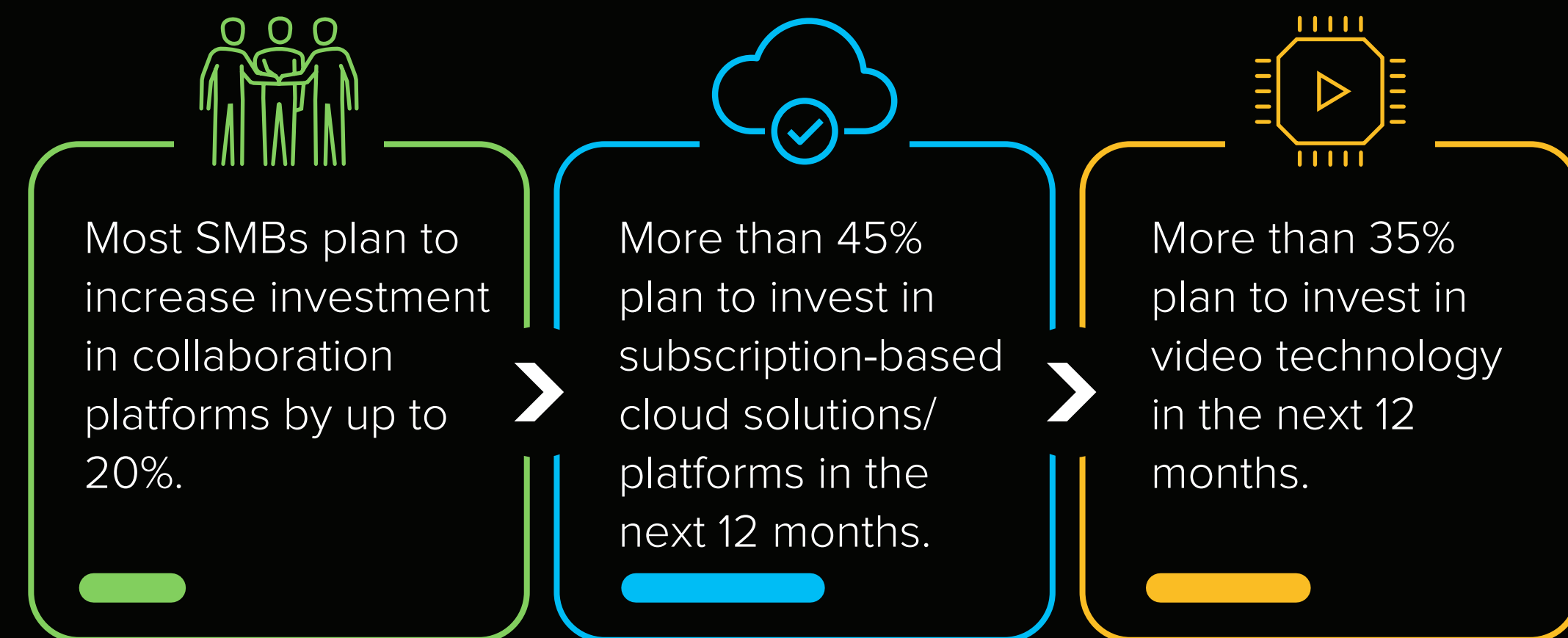


## How can digital transformation help drive priorities for SMBs?

- Collaboration platforms can break down silos within companies by connecting colleagues and driving innovation, agility, and shorter time to market.
- It helps to drive employee satisfaction through higher productivity, while also helping to overcome a sense of isolation during remote working.
- It enables businesses to attract the best talent by offering flexible work arrangements.

# SMBs are focusing on collaboration as part of digital transformation

## Digital transformation for SMBs mainly involves investing in collaboration technology



The benefits of collaboration technology in SMBs are clear, but the question is what are the capabilities that can help drive these benefits? Videoconferencing, the most popular tool in collaboration platforms, is used for a multitude of use cases, from training and facilitating projects for a distributed workforce, to connecting field/frontline workers, to assisting customers.

## For which of the following activities do you use video technologies in your organization?



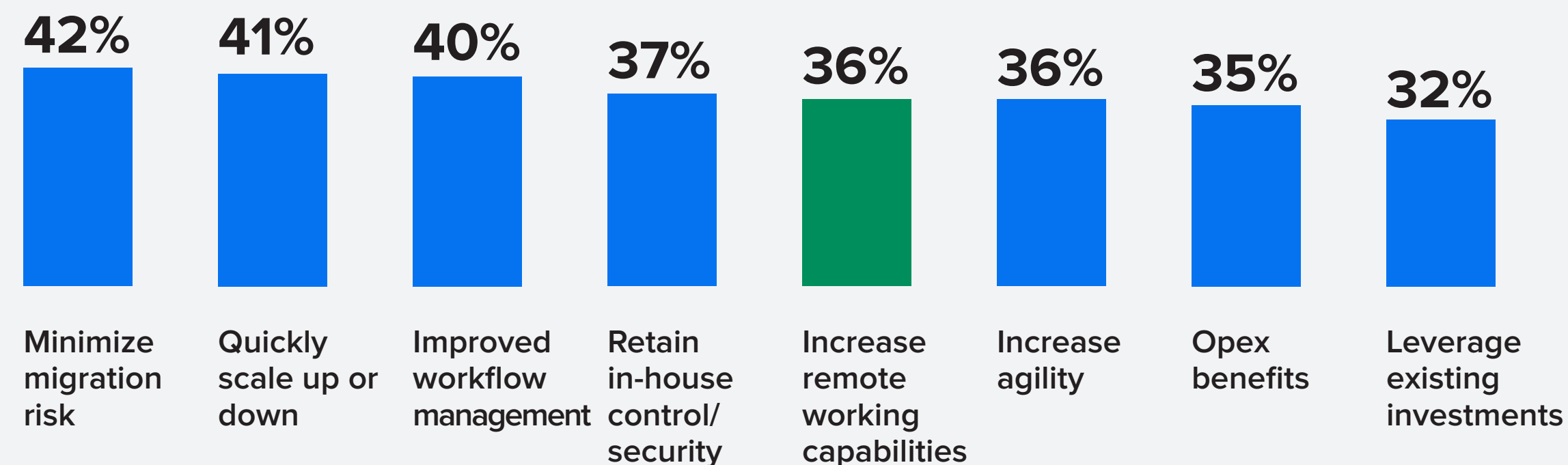
Source: IDC EMEA, Enterprise Communications Survey, 2021, May 2021 (n = 716)

# Hybrid working for SMBs relies on a powerful collaboration infrastructure

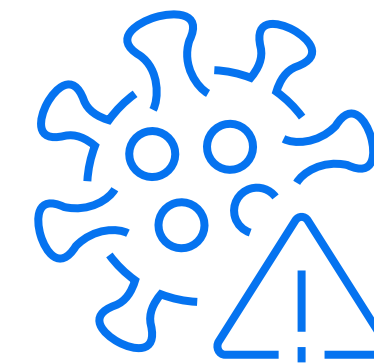
If SMBs have been unable to migrate the entire voice and collaboration suite to cloud, they have at least moved collaboration platforms to cloud due to the widescale benefits such as **increasing remote working capabilities**. This will be even more important going forward because work will no longer be a physical workspace but rather a virtual collaboration platform, which will go beyond just connecting internal colleagues to include people from outside a company.



**What factors influenced your decision to implement solutions that combine on-premises voice with cloud-based collaboration tools?**



Source: IDC EMEA, Enterprise Communications Survey, 2021, May 2021 (n = 716)



**How has the COVID-19 pandemic impacted your communication with people outside your organization, including those in the partner/customer ecosystem?**

We collaborate more often with our industry ecosystem partners



We share our expertise, data, insights, and applications more frequently



We leverage external expertise, data, insights, and applications more frequently



We work more with partners outside our industry



Other



% of respondents

Source: IDC EMEA, Future Enterprise Resilience Survey, 2021, October 1–15 (n = 221)

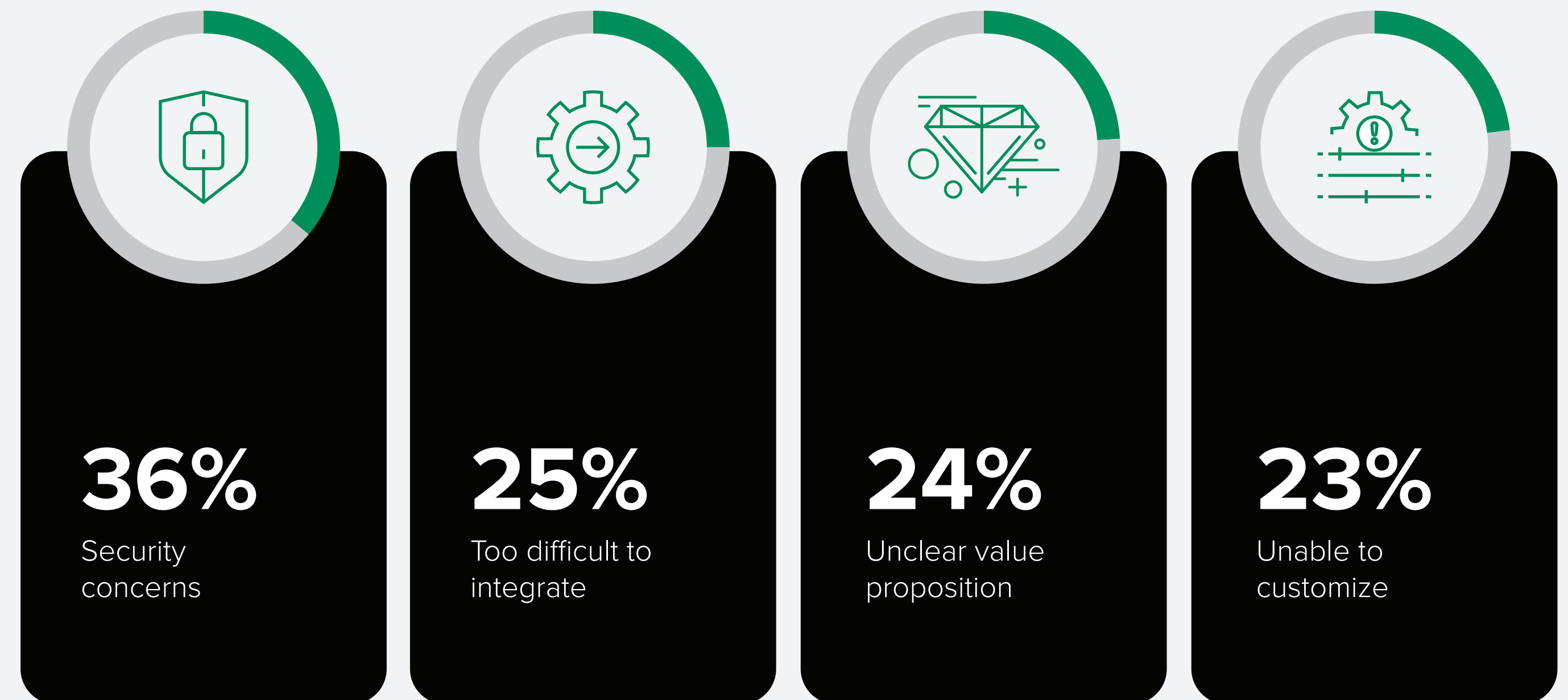
# Not all products can truly drive business goals for SMBs

## Not all providers are the best choice

- Despite the benefits that small and midsize businesses stand to gain, they face challenges when it comes to finding a suitable product.
- Very few provide a comprehensive solution operating within the same environment, making it simple while offering the optimal benefits.
- This can involve obtaining a collaboration suite from one provider, customer experience solutions from another, and calling plan and devices such as desk phones, video endpoints, and headsets from yet another. This requires more resources to manage different providers and implement additional settings. Configuration would be difficult as it may not be possible to do so from a single pane of glass.
- Most importantly, piecing together different providers can also increase security threats and not all providers have robust security measures built into their systems, leading to security breaches.

## Barriers to cloud communication platforms for SMBs

 % of respondents



Source: IDC EMEA, Enterprise Communications Survey, 2021, May 2021 (n = 716)

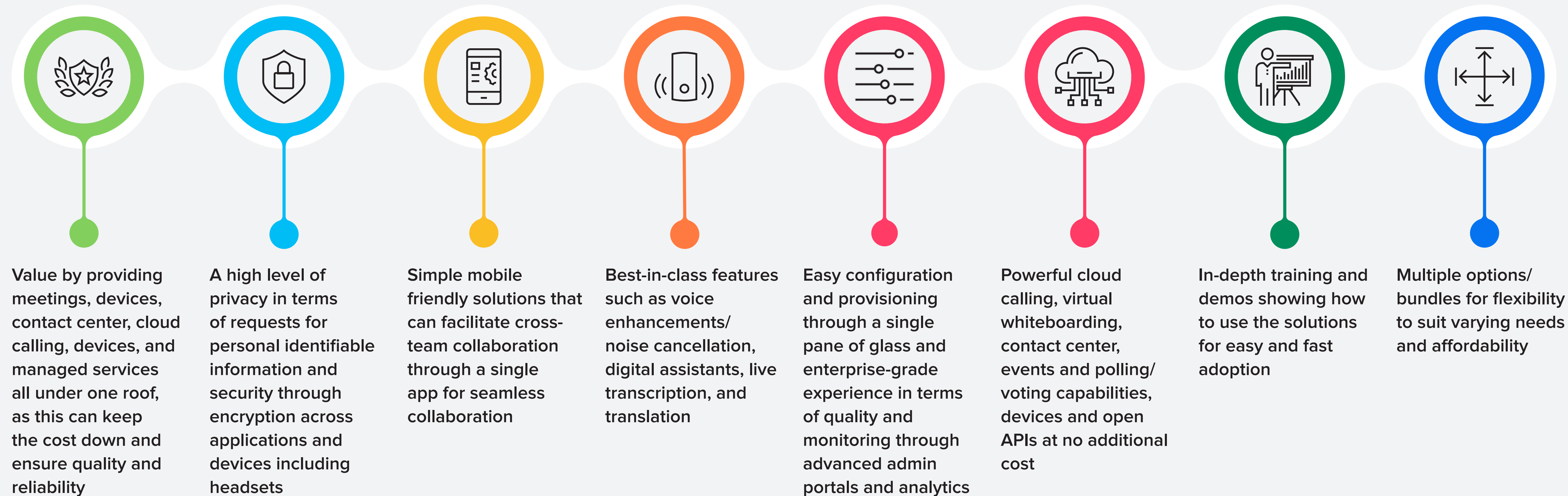
## Did you know?

Only 15% of SMBs described their information and communications technology investment strategy as transformative compared to 52% who described it as strategic (to meet business goals).



# Key considerations for collaboration solutions

Consider solutions that offer:



# Make the right choice

Choosing the right collaboration solutions is critical for business success

## Three key takeaways



Digital collaboration technology can significantly improve competitiveness for SMBs not just within their own market segment but also against large competitors.



Considering a solution just for its lower price without taking into account its capabilities can negatively impact future growth and success.



Choose a provider that offers the full breadth of best-in-class features and capabilities in addition to enterprise-grade experience when it comes to ease of use, quality, and management.

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