

# 5 Things Your Clients May Not Know About Digital Transformation

## Are your SMB clients struggling to find their place in the digital economy?

If you're interested in helping them through this transition, try thinking through these 5 questions:

### 1 How Can Technology Help Small and Medium-sized Businesses (SMBs)?

New technology presents businesses of all sizes the opportunity to streamline processes, increase efficiencies, and engage more customers. But in order to take advantage, businesses must stay relevant in this digital world – that means using software, the cloud, apps and more to move business processes online.

SMBs are leveraging technology to:



#### MANAGE BUSINESS

Connect people and processes to control costs and manage compliance

- Business process management and best practices (ERP)
- Travel and expense management
- Remote workers



#### EMPOWER PEOPLE

Give employees HR tools to empower managers, teams and careers

- Performance reviews
- Benefits enrollment
- Onboarding



#### ENGAGE CUSTOMERS

Create meaningful customer experiences

- Customer Relationship Management (CRM)
- Omni-channel B2B and B2C
- Community engagement platforms



#### ANTICIPATE THE FUTURE

Make data-driven decisions to move business forward

- Capture and analyze "Big Data"
- Predictive data analysis
- Forecast financials

### 2 Are SMBs Ready to Make the Change?

When it comes to embracing new technology, SMBs have an advantage over large enterprises. The affordability and accessibility of the cloud, coupled with the agile nature and flexibility of SMBs, makes digital transformation even more attainable.

SMBs understand the power of the digital economy and many are already in the process of digital transformation:



**50%** Feel active participation in the digital economy is a critical part of their company's survival in the next three to five years.<sup>1</sup>



**37%** of US small businesses are adapted to the cloud, but an anticipated **78%** will be fully cloud operational by 2020.<sup>2</sup>



**65%** Of small business owners use cloud-based apps to conduct back-office tasks such as accounting and invoicing.<sup>2</sup>

But some aren't taking the necessary steps to evolve.



**25%** Have done little to apply new business technology.<sup>3</sup>



**44%** Think adopting new technology is risky.<sup>3</sup>

### 3 What Challenges Do SMBs face?



**43%** of SMBs have trouble developing new business models and strategies to increase connectivity and engagement.<sup>4</sup>



**39%** of SMBs are struggling to implement a consistent digital strategy across the company.<sup>4</sup>



**32%** of SMBs say it is hard to find employees with the right digital skills.<sup>4</sup>

SMBs are looking for guidance as they face these challenges. As their trusted advisor, you want to recommend the best solutions to your customers – and SAP can help.

### 4 What Solutions are Available for SMBs?

SAP understands the needs of SMBs and provides **affordable** solutions that are **simple** enough for SMBs of all sizes to implement and manage independently, yet sophisticated enough to scale to meet the most aggressive growth targets. From sole proprietorships to household brand names, SAP has a roster of business software to meet their needs.

Most people don't realize:

**80%**

of SAP customers are SMBs<sup>5</sup>

**275,000+**

SMBs use SAP solutions<sup>5</sup>



SMBs leverage SAP on-premise, cloud and mobile solutions for everything from e-commerce and expense reports to predictive analytics and performance reviews.

### 5 Is SAP Right for My Clients?

Only you can answer that question, and to help you, we recommend the following:

1. Understand your clients' directions, their goals, and what needs to change.
2. Engage with your peers and colleagues to learn how SAP is helping customers Run Simple.

We're standing by to help you. In fact, when you sign up for the SAP Cloud Choice referral option you'll join a community of consultants and advisors just like you. You'll gain access to SAP team members, industry insights via other experts, and solution information to help you feel confident counselling your customers on their journey.

Together, we can help your customers succeed in the digital economy.

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1. "Thriving in the Digital Economy: How small and midsize businesses are adapting in the digital economy." IDC, February 2016  
2. "The Application of Small Business." intuit 2015  
3. "What SME Leaders Think About Digital Transformation in North America." SAP Feb 2016  
4. BT CIO Report, 2016 5.SAP Corporate Fact Sheet January 2017