

MEET THE MODERN SMALL BUSINESS

Forward-thinking small businesses (SMBs) are embracing collaborative technologies that allow them to cast a wider net, connect with colleagues and grow their customer base.

By harnessing the power of in-person collaboration with a unified communications system in the cloud, they can better support remote workers, more easily grow their business, and compete with larger organizations for talent.

CHARACTERISTICS OF THE MODERNIZED SMALL BUSINESS

THE MODERN SMALL BUSINESS IS:



CONNECTED

90%

of SMBs use mobile business applications regularly.

5.2

applications are used by SMBs, on average.

31%

of SMBs use 5 or more applications.



COST-CONSCIOUS

68%

of SMB leaders say budget constraints prevent them from introducing new technology.



CUSTOMER-OBSESSED

53%

of SMB leaders feel they have a harder time finding, winning and retaining customers versus larger enterprises.

WHAT DOES IT TAKE TO COMPETE?

REALIZE WORK HAS CHANGED

Innovative collaboration tools, as well as demographic and cultural shifts, are forcing SMBs to enable their employees to work smarter, not just harder.

As baby boomers retire, they're taking steps to make the workplace more attractive to younger workers.



FLEXIBLE



TECHNOLOGY-ENABLED



COLLABORATIVE

This trend is also bringing about an increase in remote work.



of SMBs say 20% or more of their employees work remotely at least once a week.



of SMBs say 20% or more of their employees travel for work.



47% of small business employees say mobile devices have decreased their use of traditional PCs and laptops.

As SMBs realize employees need to collaborate anywhere, anytime, the importance of mobile devices will keep rising.

MOVE TO THE CLOUD

Truly successful SMBs understand the connection between the right technology and business performance – and this puts them on track to outpace their peers.

SMBs who identify as “progressive” – that is, they view technology as a way to significantly improve business outcomes – are forecasting revenue increases and are aggressively adopting cloud solutions at an 18% higher rate.



IN 2019 GLOBAL CLOUD SPEND AMONG SMBs SURPASSED

\$115B

Join the SMBs investing heavily in technology to improve their productivity and drive tangible bottom-line results.

Ready to modernize your small business with one simple, reliable platform for voice and video?

GoToConnect is perfect for SMBs looking to move their business communications and collaboration systems to the cloud. Stop risking unreliable phone and meeting solutions that frustrate your workers, make you look unprofessional, or worse – cost you business.

Visit [GoTo.com/connect](https://www.go-to.com/connect) or contact us at 1-800-514-1317 for more information today!

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