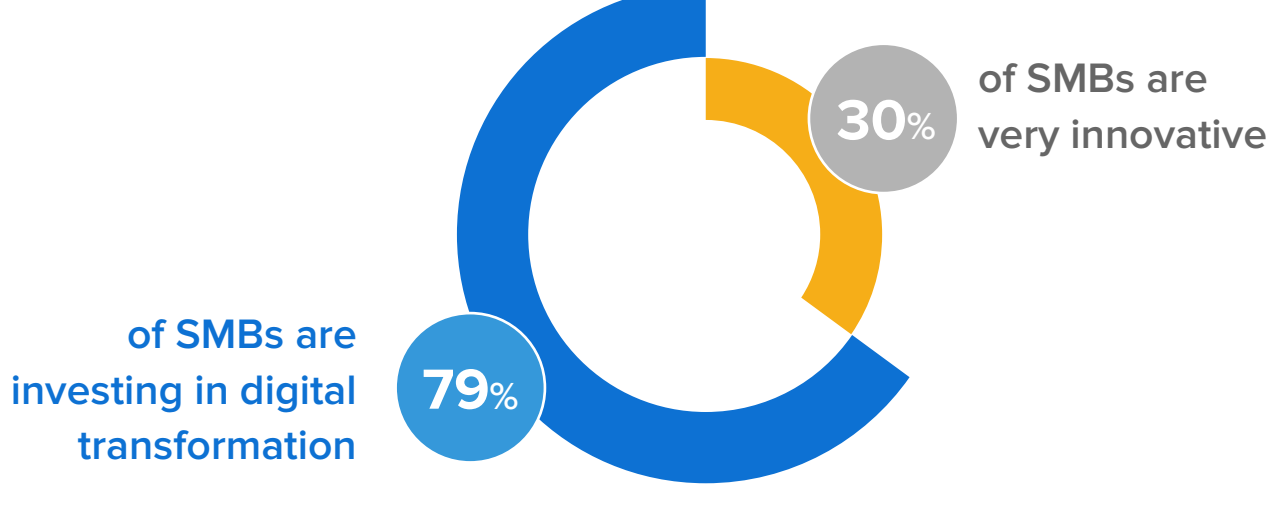


SMB INNOVATION AT THE EDGE



Digital business is everywhere and businesses of all sizes are developing digital foundations

Challenges of the 'next normal' economy are driving SMBs to accelerate their digital evolution



INNOVATIVE SMBS ARE EXPERIENCING 1.7X REVENUE GROWTH

AS COMPARED TO SOMEWHAT/NON-INNOVATIVE FIRMS

MYTH

Innovation is a function of business size

REALITY

In today's world, innovation is increasingly tied to digital capabilities

To create a digital business foundation that unlocks innovation across the organization, SMBs of all sizes are embarking on a multi-stage digital transformation journey

DIGITIZATION

Conversion or replacement of physical records/ documents and manual tasks with digital alternatives

DIGITILIZATION

Use of digital technologies (and digitized assets) to automate processes; use of resulting digital information to achieve better business outcomes; inserting technology into existing processes to optimize efficiency and value

DIGITAL TRANSFORMATION

Integration of digitalized processes to achieve enterprise-wide automation spanning multiple functions; modernization of current processes and supporting infrastructure to achieve previously unattainable or unimaginable business outcomes

INNOVATION

Management's ability to unlock business value through effective use of digitally transformed infrastructure

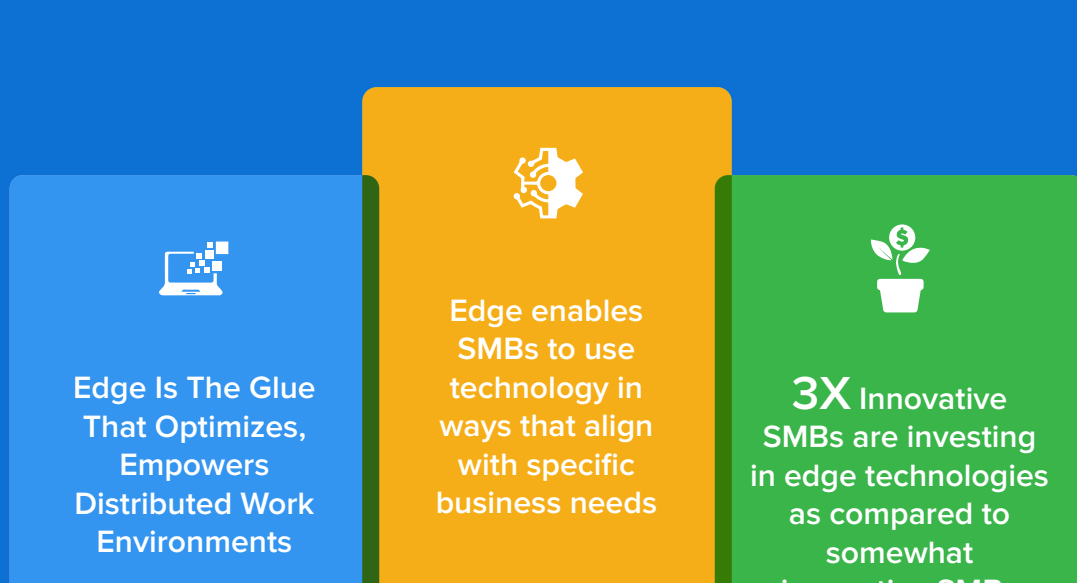
INNOVATION cannot be achieved in isolation. Technology provides tools to support greater efficiency and market engagement and to enable the best ways to help the workforce to capture these benefits, and be more innovative



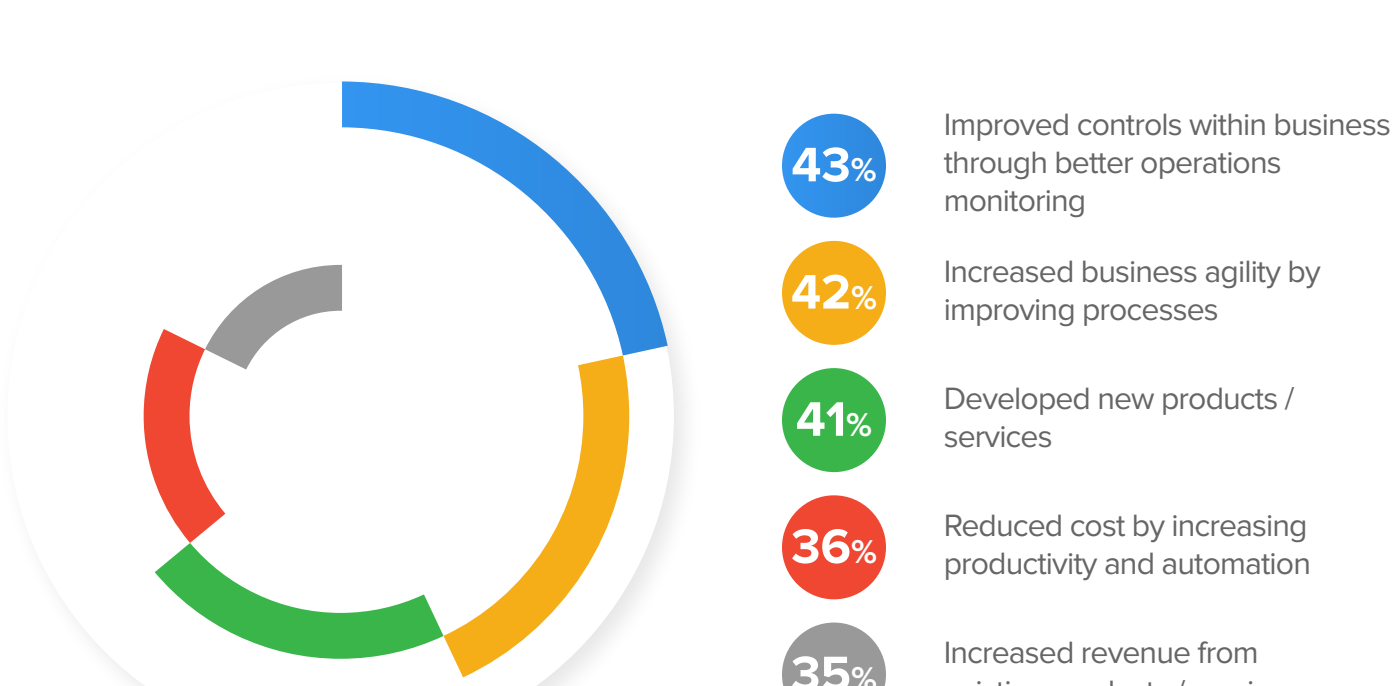
SMBS ARE INVESTING IN DIGITAL TRANSFORMATION TO CREATE AN INFRASTRUCTURE THAT WILL HELP DRIVE INNOVATION

SMBS ARE BUILDING AN "EDGE" BY BUILDING THE EDGE

Edge provides real advantages in every business context; every business has a requirement to enable distributed work and collaboration



SMBs investing in edge solutions are experiencing significant business benefits



SMBs that innovate today are creating future-ready environments that will sustain their businesses through changing economic tides



There is no one size fits all approach to successfully deploying edge solutions. Some essential edge system elements need to be in place. Context matters too.



SMBs looking to innovate to build viable market positions are deploying IT infrastructure that will support digital business