

## THE WAY THAT SMBs DO BUSINESS IS CHANGING



By 2015,

the world's mobile worker population will reach

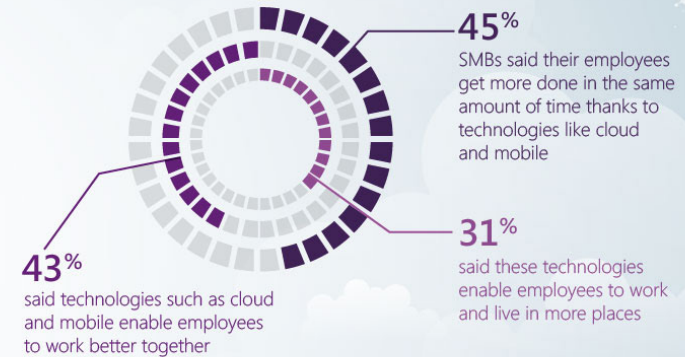
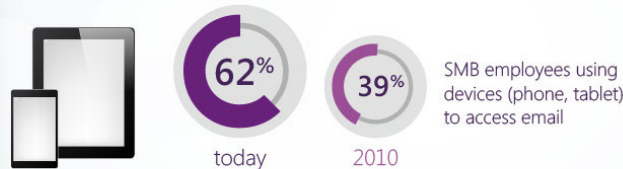
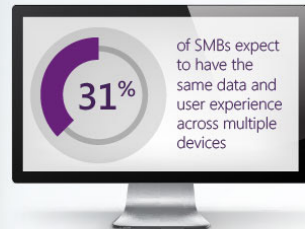
**1.3 billion**

or **37%**

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

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

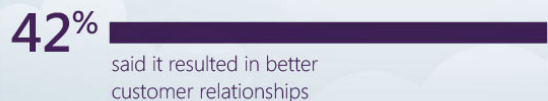
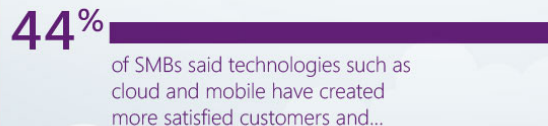
## SMBs ARE WORKING DIFFERENTLY



# SMBs FACE A NEW WORLD OF WORK

How Adopting the Latest Technology Impacts the Bottom Line

## CUSTOMER EXPECTATIONS HAVE CHANGED, TOO



## TECHNOLOGIES SUCH AS CLOUD PRODUCTIVITY AND MOBILE SOLUTIONS HELP SMBs SUCCEED

SMBs credit these technologies for improving their:

efficiency/productivity



ability to compete



flexibility



47%

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

40%

of SMBs said technology will increase their revenues and profits

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](http://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.

