

# YOU DON'T HAVE TO BE A BIG CORPORATION TO COMPETE LIKE ONE

Thanks to live technology, small and midsize businesses (SMBs) are now able to leverage real-time cloud data and analytics to act in the moment. That means companies like yours now have an opportunity to compete with large corporations like never before.

SAP sponsored Forbes Insights, the strategic research and thought leadership practice of Forbes Media, to investigate the role live technology plays in giving SMBs a competitive advantage. The result, *Doing Business In-the-Moment*, revealed some significant insights.



**“[With data and analytics,] you can view trends and historical data and extrapolate to the future — it’s very powerful”**

– Ray Boggs  
Vice President, SMB Research, IDC

## Which tools do you use to monitor, plan, and predict corporate performance?

Annual Revenue	<\$25 Million	\$25–\$250 Million	>\$250 Million –\$1 Billion
Business Analytics	20%	39%	54%
Predictive Analytics	9%	14%	46%

Source: Mint Jutras. Based on 523 businesses from North America, South/Central America, Europe, Africa, Middle East, India and Asia, a report by Mint Jutras.

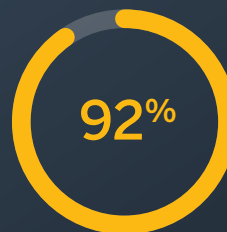


**“Smaller organizations tend to be amongst the earliest technology adopters in the marketplace.”**

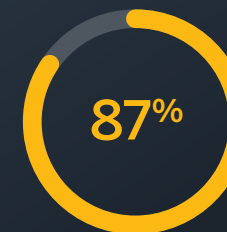
– Howard Dresner  
Chief Research Officer,  
Dresner Advisory Services



## Cloud: The new infrastructure for SMBs



of SMBs now use at least one cloud business solution



of SMBs now use at least one cloud infrastructure solution

Source: SMB Group 2017.5. Based on 700 U.S. SMB technology solution decision-maker and influencer respondents.

See how live technology is helping companies like yours be more agile, make better decisions, and be more competitive.

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