

IT'S TIME FOR 'BIG' TO BOOST 'SMALL'



High Tech Firms Can Help SMBs Survive and Thrive

Small and medium businesses (SMBs) are struggling to survive amid the COVID-19 crisis.

Many SMBs were forced to close permanently due to restrictions and evaporating demand. The ones that are still alive have undergone a tumultuous change in how they do business. And they must urgently transition to come out stronger and better after the crisis.

Saddled with shrinking budgets and strained cash flow, SMBs have to bridge the gap between digital and in-person experiences and ensure employee and customer safety.

That's where "big" can step up and help "small": High tech companies can equip SMBs with the intelligent technology they need to rebound.

The Beating Heart of Global Business

Why should big help? Because SMBs are the world's most powerful growth engine.



90%

of all global companies are SMBs



MORE THAN 50%

of the world's employers are SMBs



48%

of US workers are employed by SMBs



54%

of SMBs are experiencing revenue declines since the pandemic started

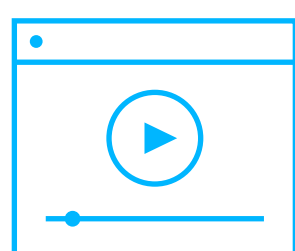
Big Can Help SMBs...

Bring Tech and Talent Home

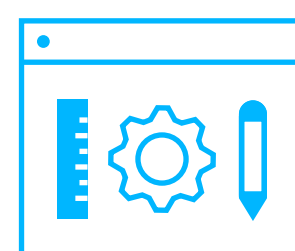
70%

of SMBs in the US have implemented or expanded work-from-home measures

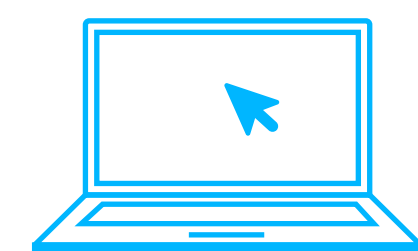
Video conferencing



Collaboration tools



Laptops and printers



Rise to the Cloud

Many companies are transforming existing products or launching new products, services and systems to support the explosion of digital workforce collaboration.

52%

of SMBs want to conduct more business online

90%

of executives agree that to be agile and adaptable to change, their companies must embrace the cloud to fast-track digital transformation



Connect Online and Offline with IOT

SMBs, particularly retailers offering online shopping, are increasingly blending online and offline worlds.

For some, this is their first foray into e-commerce.

High tech companies can help them quickly adapt with IOT point-of-sale technologies that enable them to redefine their digital, physical and, more importantly, blended experiences.



Understand Themselves and Their Customers

SMBs are at a critical crossroads. It's time to rebound, reopen, reinvent.

47%

of SMBs think enterprises are not trying to understand their challenges

High tech firms can step up to this opportunity by enabling their SMBs with insights that connect them with the right solution at the right time. How?

With Accenture's Intelligent Revenue Growth (IRG) platform.

IRG COMBINES...



Rich and relevant real-time data



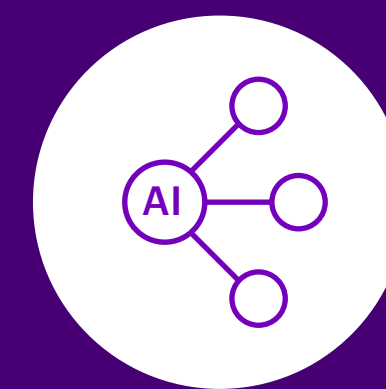
Preferred customer identification



Target audience ROI analysis



Customer look-alike modeling

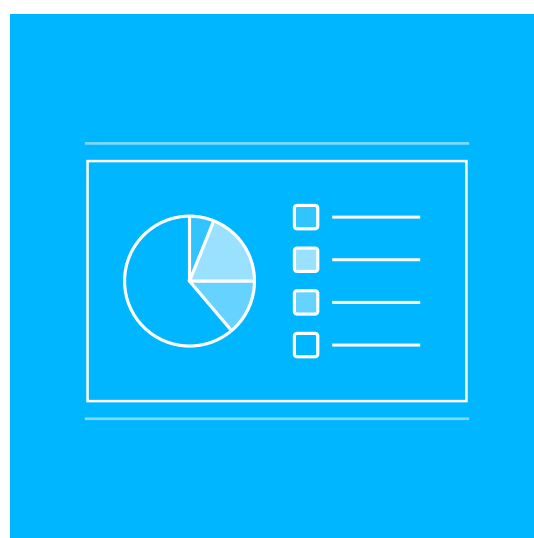


AI-driven outcome prediction

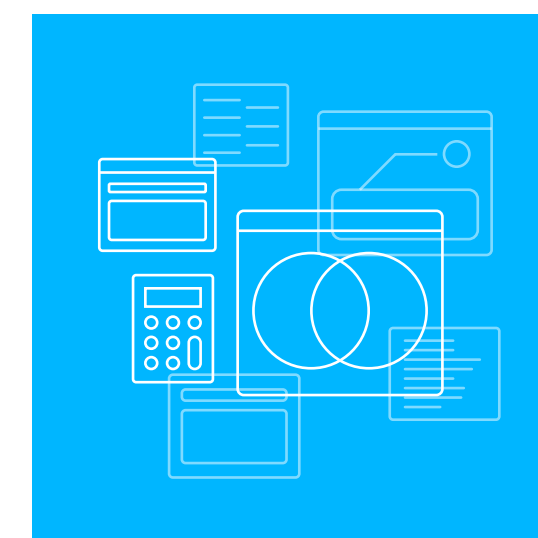
IRG delivers prescriptive insights tailored to customers that can enhance outcomes across sales and marketing by...



Generating dark data from web-based sources



Informing highly personalized messaging and offers



Assessing 450 data sources for fit-for-purpose insights

IRG brings together disparate data from across the SMB landscape into one unified powerhouse. The outcome? **Insights that let high tech providers create the best solutions for their SMB customers.**

