SMB market in APAC is big, dynamic and complex
98% of the number of the business in China, Japan, Indonesia are SMBs
+60% of the employment in China, Japan, Indonesia are from SMBs.

OUR RESEARCH
To understand the opportunities for platform companies, we asked SMBs about their digital platform usage across:
• marketing,
• sales,
• payments,
• customer service
1500 SMBs 3 countries

THE RESULTS
SMBs adopting digital tools:
• consistently outperform their non-digital peers.
• show higher revenue and growth rates yearly
• higher levels of exports, customer diversification, innovation
However 60% of all SMBs (digital and non-digital) are not planning to increase investment in new tools

ADOPTION BARRIERS
Non-Digital SMBs….
72% are unsure digital platforms will help their business
65% find it expensive and difficult to implement and maintain
55% don’t believe they have the skills and experience necessary

THE SOLUTION
• RELEVANCE: drive early SMB adoption
• SUPPORT: tailored support-as-a-service programs
• TRUST: tell SMBs how their data is used

HELP SMBS GO MULTIPLATFORM - ADOPTION DRIVERS
Marketing – Grow customer base
Support – Improve support efficiency
Sales – Increase automated sales
Payments – Secure payment options