



REALIZING THE PLATFORM OPPORTUNITY

VIDEO TRANSCRIPT

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

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