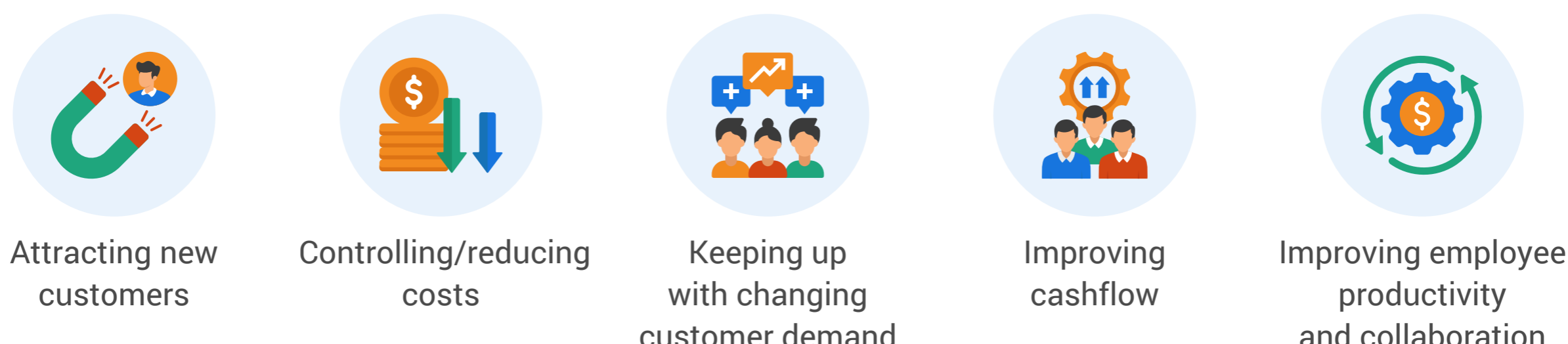


Navigating the Technology Journey: Challenges and Opportunities for SMBs

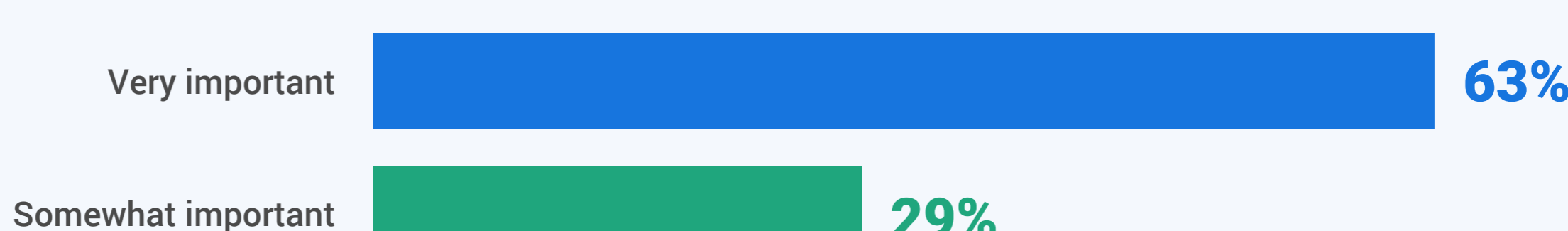
Small and medium businesses (SMBs) don't buy technology in a vacuum. They invest in technology to solve problems and support business growth. But SMBs face challenges along with opportunities as they **navigate the technology buying journey**, which changes as they grow. Learn how your company's path compares to that of other SMBs.

Top Operational Challenges

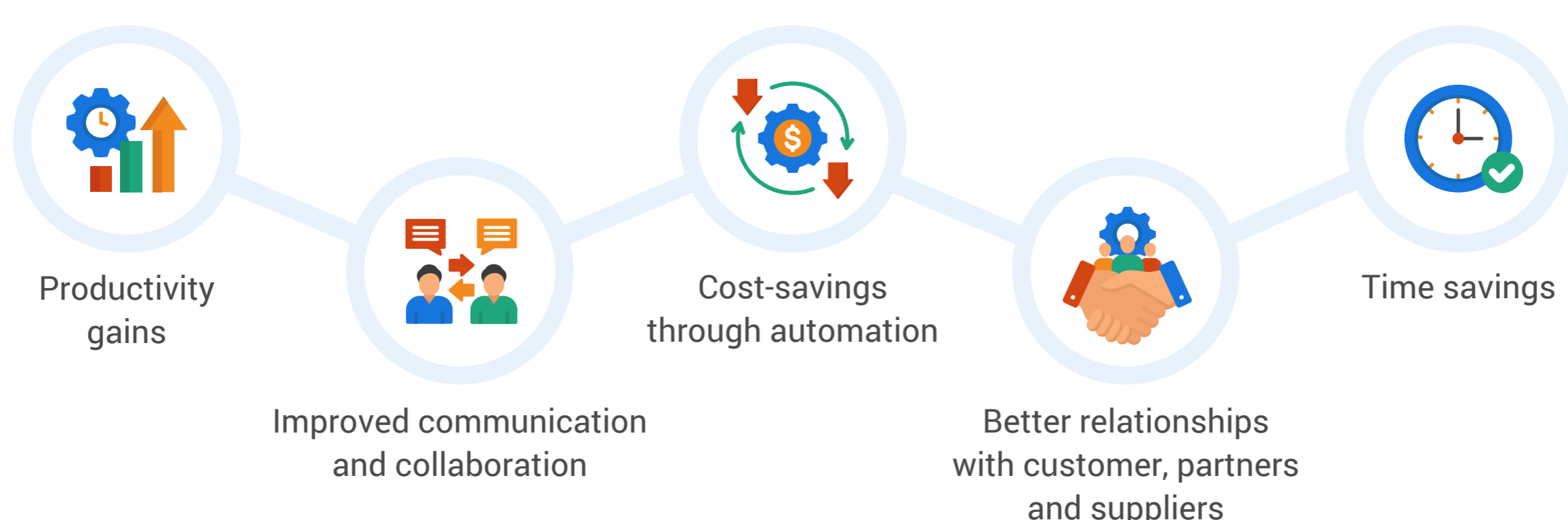


Most SMBs View Technology as Essential

How important is technology to your business?



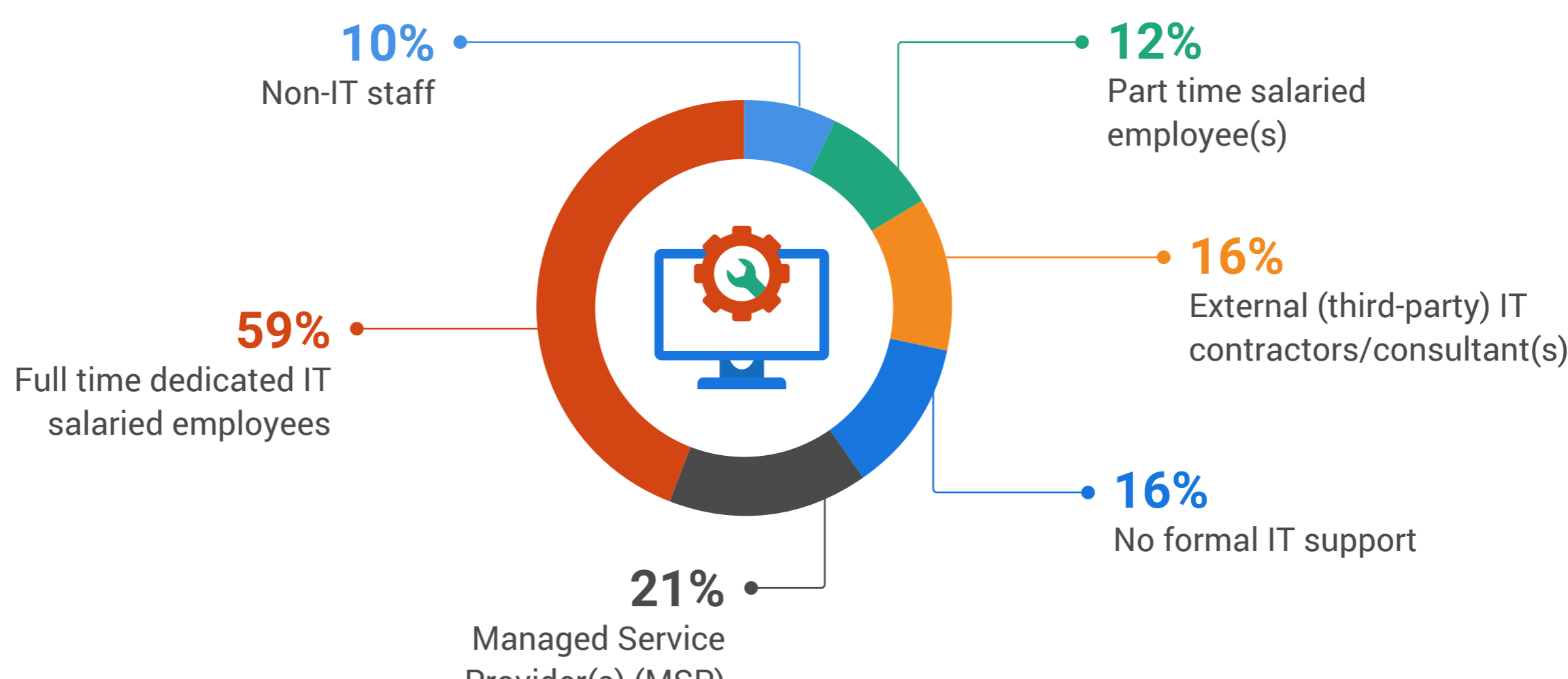
Top Technology Benefits



Top Technology Challenges



Responsibility for IT Support

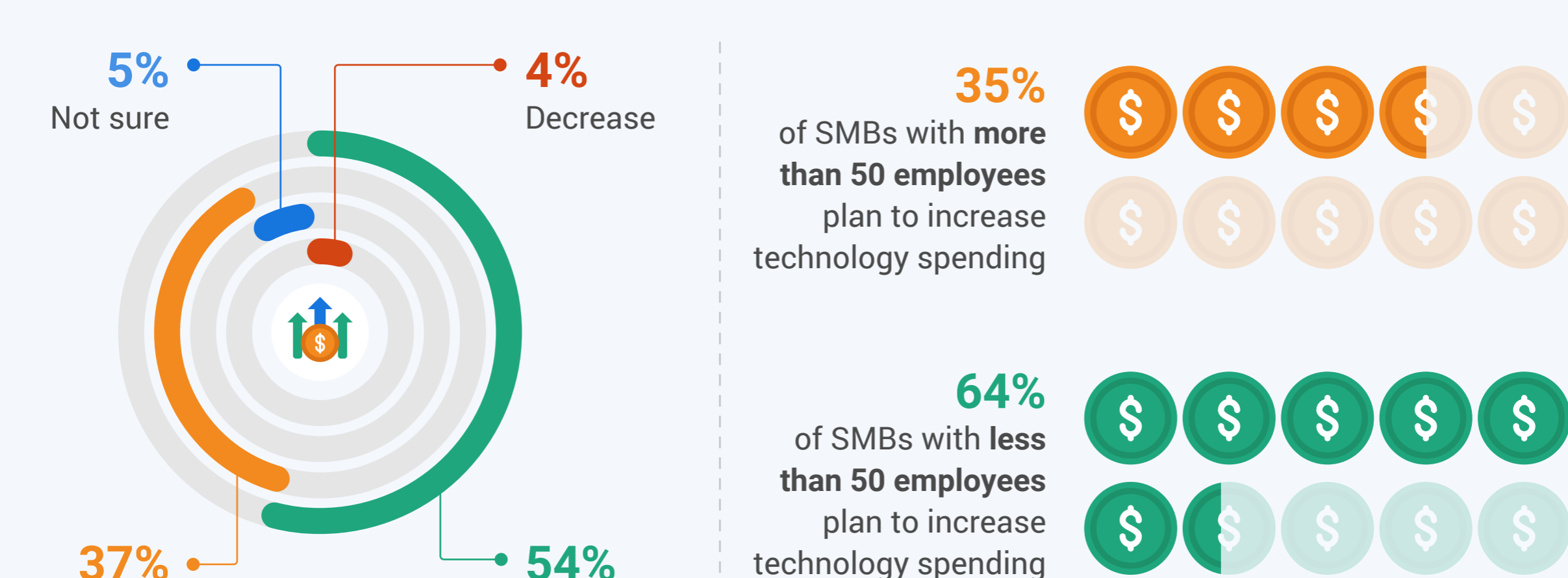


21% of SMBs with **less than 50 employees** have full-time IT staff

80% of SMBs with **50 or more employees** have full time IT staff

A Majority of SMBs Expect to Increase Technology Spending

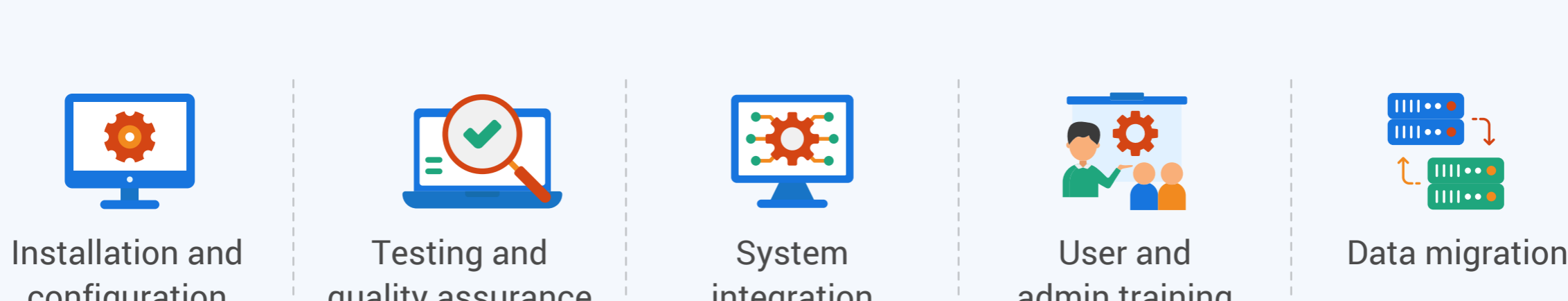
Over half of SMBs say they will increase spending in their next fiscal year. About one-third expect spending to remain flat, and only 4% plan to decrease technology spending. As employee size grows, SMBs are more likely to plan spending increases.



How AI is Influencing the Pace of Technology Investments



Services SMBs Most Often Require for Technology Solutions



Top Reasons Solutions Get to a "Short List"



Learn more about the SMB Technology Buying Journey to help inform your company's technology investments in these eBooks.

- ✓ [The SMB Technology Buying Journey, Part One](#)
- ✓ [The SMB Technology Buying Journey, Part Two](#)