



Digital Boost Alliance Aotearoa

MYOB Digital Boost Pledge Commitment

As members of the Digital Boost Alliance Aotearoa, MYOB supports taking action to promote, encourage and facilitate digital inclusion, adoption and enablement amongst New Zealand's SMEs.

We are committed to helping local businesses start, survive and succeed. We've seen firsthand how digitisation and the use of digital tools is integral to improving business growth, competitiveness, customer and employee relationships, and productivity.

MYOB commits to:

- Investing in and promoting market intelligence that explores attitudes and barriers to digital adoption by New Zealand's small businesses, and using these insights to improve adoption further
- Leveraging our partnerships and public platforms to promote the benefits of digitisation and drive consideration of digital tools in small business operations
- Investing in the provision of free digital education and training resources for SMEs focused on business management solutions and online financial management via the MYOB Academy
- Forming partnerships with like-minded private sector organisations to increase access to our solutions and ensure they are available to small businesses at favourable terms.