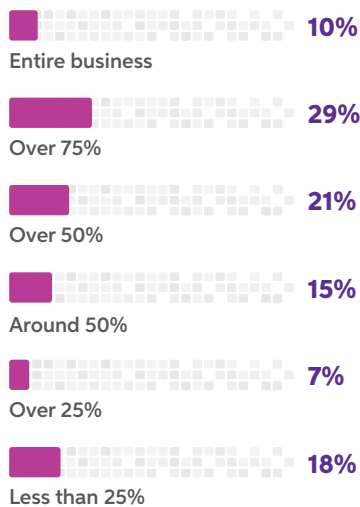


Digitising for better business

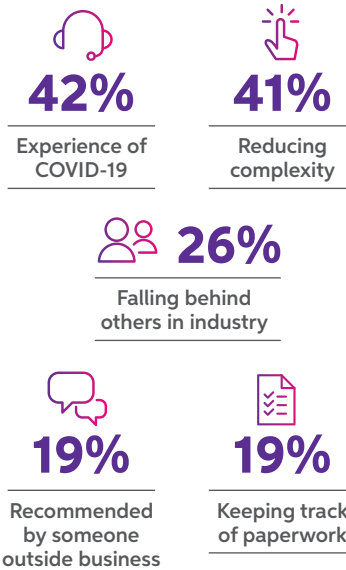
Earlier this year, MYOB surveyed SME owners and decision makers to uncover their attitudes and actions around digital adoption and technology use in their business.



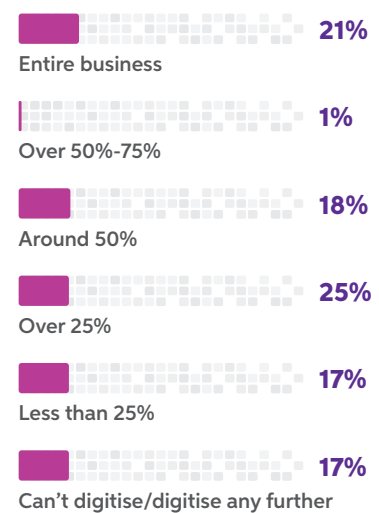
Percentage of SME business operations digitised



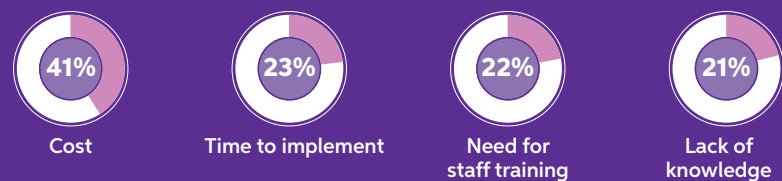
Key drivers to increased digitisation



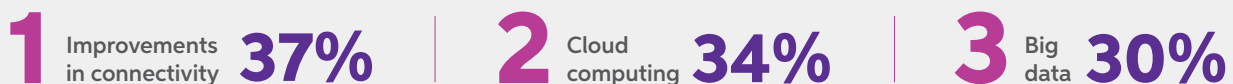
Percentage of their business SMEs would like to see digitised in the future



Barriers to technology adoption



Top three technologies expected to significantly change business in the next five years



The experience of COVID-19, the need to reduce complexity, and gaining a competitive edge, have all driven an increase in the adoption of digital tools and technology by SMEs over the past year, and encouragingly, this appetite to digitalise their operations continues to grow. While concerns around cost, time to implement, and training continue, the work of the Digital Boost programme and the launch of the Digital Boost Alliance will play a vital role in breaking down some of these barriers.

About the MYOB Technology Snapshot

Research for MYOB's 2021 Technology Snapshot was conducted for MYOB by Dynata between 22nd February – 16th March. In total, 511 SME owners and decision-makers were invited to complete the online survey which was sampled to achieve a nationally representative sample from across New Zealand.