

The role of technology in the future of SMEs

SMEs SMEs, DRIVERS OF THE GLOBAL ECONOMY

SMEs account for between **60 - 70%** of global employment and **50%** of global GDP.

Micro-, Small and Medium-sized Enterprises Day was established on June 27th 2017 for the first time by the UN.

By 2020, **41%** of enterprise revenue will come from digital business, but **less than half** of SMEs are actively involved in digital transformation.



SMEs CLOUD

86%

of SMEs claim that cloud services facilitate access to and **management of their company's data**

73%

of SMEs use one or more **SaaS applications** for productivity or to address business strategic problems.

81%

of SMEs will use **more cloud services** in the next three years.



SMEs BIG DATA

Organizations with **up to 100 employees** had the highest rate of **BI and data analytics adoption** in 2018.

82% of SMEs plan to increase the **volume of data** they will use to manage their business over the next 3 years.

- Top 3 benefits of big data analysis according to SMEs
- + **Productivity: 56%**
 - + **Efficiency: 50%**
 - + **Revenue: 49%**



SMEs ARTIFICIAL INTELLIGENCE

Artificial intelligence could add between **\$3,5 y \$5,8** trillion annually to the global economy.

SMEs say they would use AI for:

- Automate repetitive and time-consuming **tasks**: **83%**
- Manage **consumer interaction**: **31%**

46% of SMEs owners believe their **business is ready to implement AI**.



SMEs INTERNET OF THINGS

IoT **reduces the economic gap**. SMEs in Latin America will experience the fastest growth in IoT adoption: **+21,7% CAGR by 2021**.

SMEs use IoT technologies to **improve their current products (70%)** and **create new business models based on services (52%)**.

Smart Retail technologies can **reduce electricity consumption** in stores by up to **20%**.



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 *Source: global average revenue digital percentage. [published]
 **Source: international trade center. [published]
 ***Source: Business Analytics. IBM. [published]
 ****Source: International data center. [published]
 *****Source: Latin American Economic Commission. [published]
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