Digitisation: Key to SMB Success

Key findings at a glance

1. Top three business priorities for SMBs
   - Improve business efficiency: 72%
   - Improve employee productivity: 71%
   - Increase revenue: 70%

2. SMBs will remain reliant on print
   - 2017: 76%
   - 2025: 66%
   - 66% of SMBs anticipate printing to be important to their business in 2025 compared to 76% today

3. Digitisation efforts set to accelerate
   - 63% of SMBs believe that all paper documents should be scanned
   - 49% of SMBs expect paper digitisation to be very important to their digital transformation initiatives in 2025 compared to 13% today

4. Top print management challenges
   - **EUROPE**
     - 56%: Reducing paper usage
     - 53%: Reducing hardware costs
     - 52%: Reducing consumables costs
   - **US**
     - 53%: Enhancing security
     - 52%: Improving business process efficiency
     - 52%: Reducing consumables costs

Based on research conducted amongst 288 US and European SMBs. More information can be found at [www.print2025.com](http://www.print2025.com)