

THE WAY THAT SMBs DO BUSINESS IS CHANGING



SMBs doing business internationally



SMBs with employees in different cities

By 2015,

the world's mobile worker population will reach

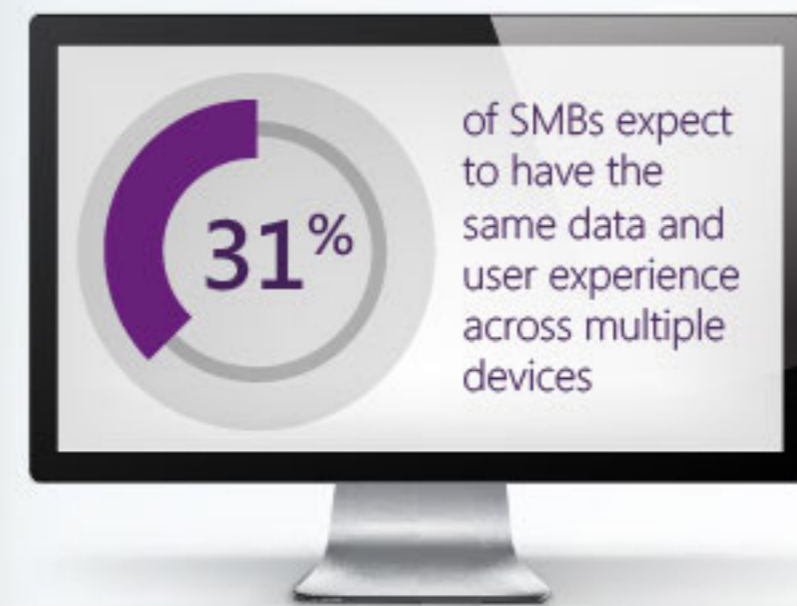


or **37%**

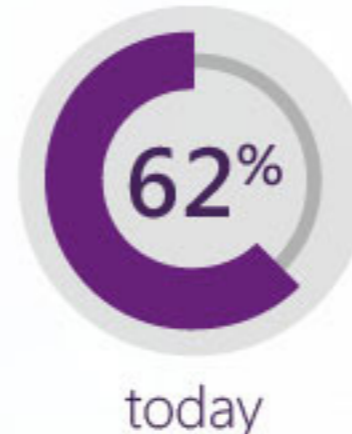
of the total workforce an increase of 300 million mobile workers since 2010.*

SMBs FACE A NEW WORLD OF WORK

How Adopting the Latest Technology Impacts the Bottom Line



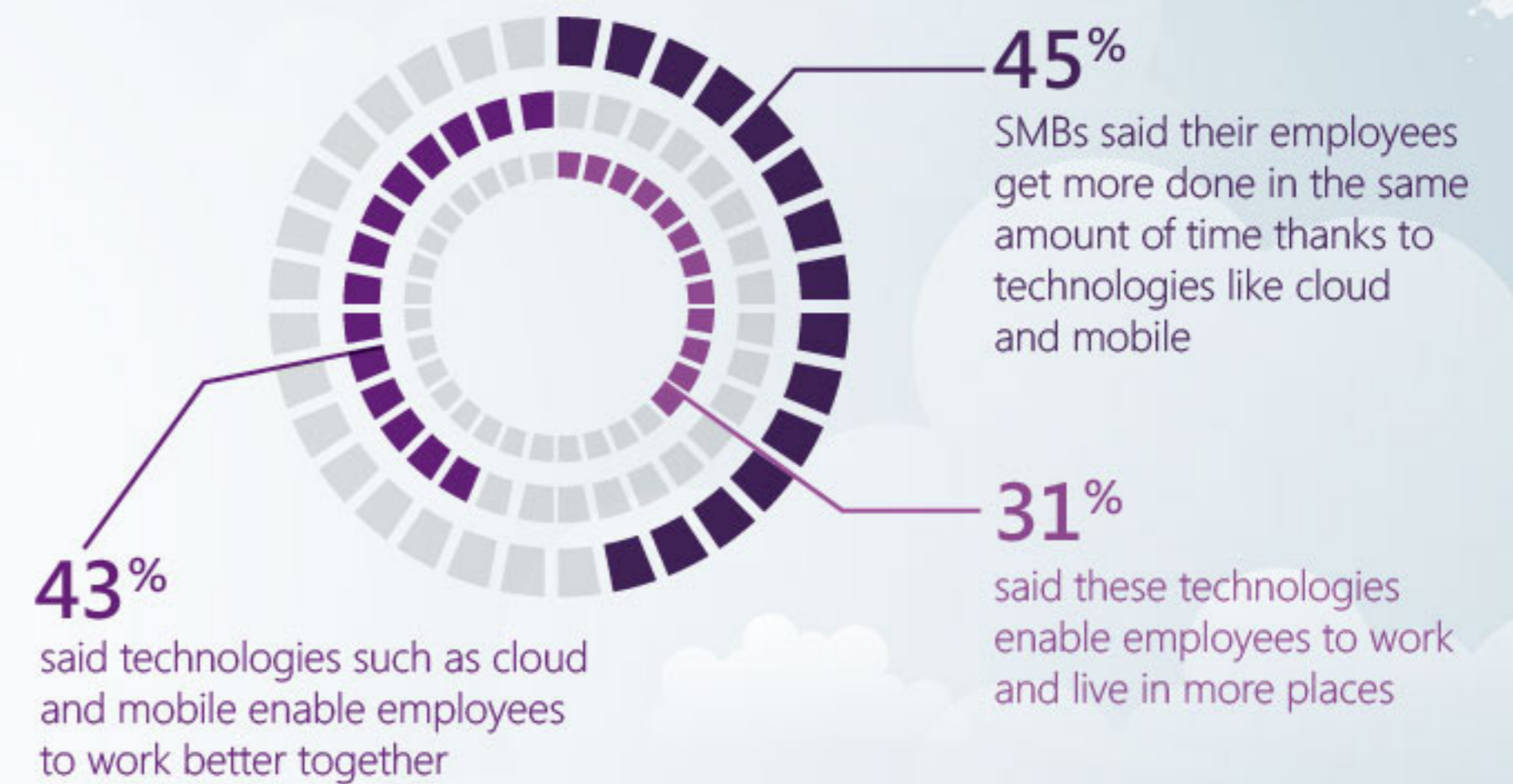
are using devices to access apps developed by and/or for their company



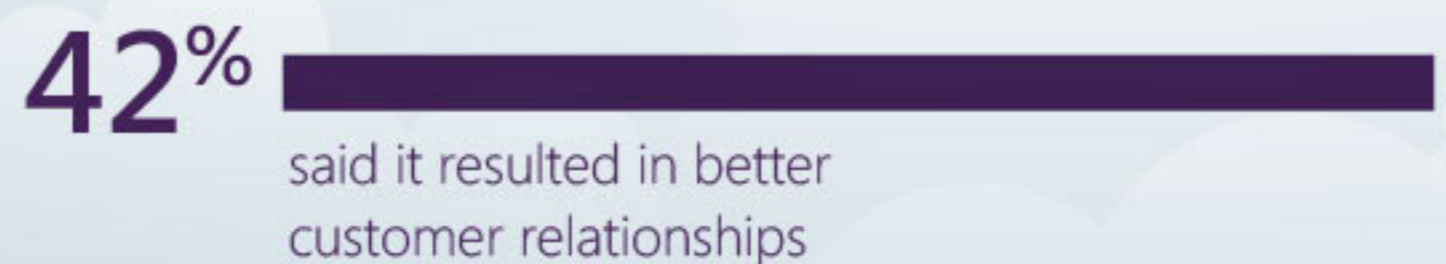
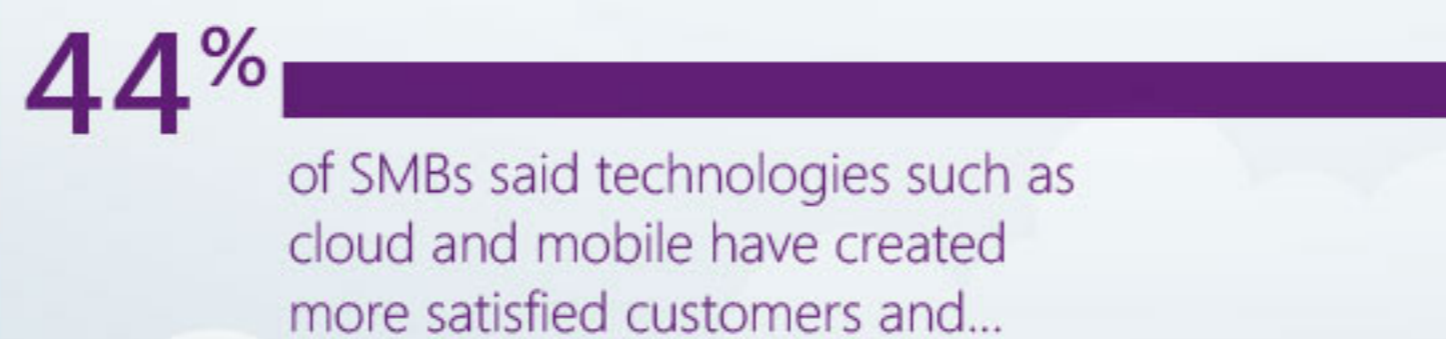
SMB employees using devices (phone, tablet) to access email

SMBs ARE WORKING DIFFERENTLY

An SMB's IT decisions have a direct impact on employees:

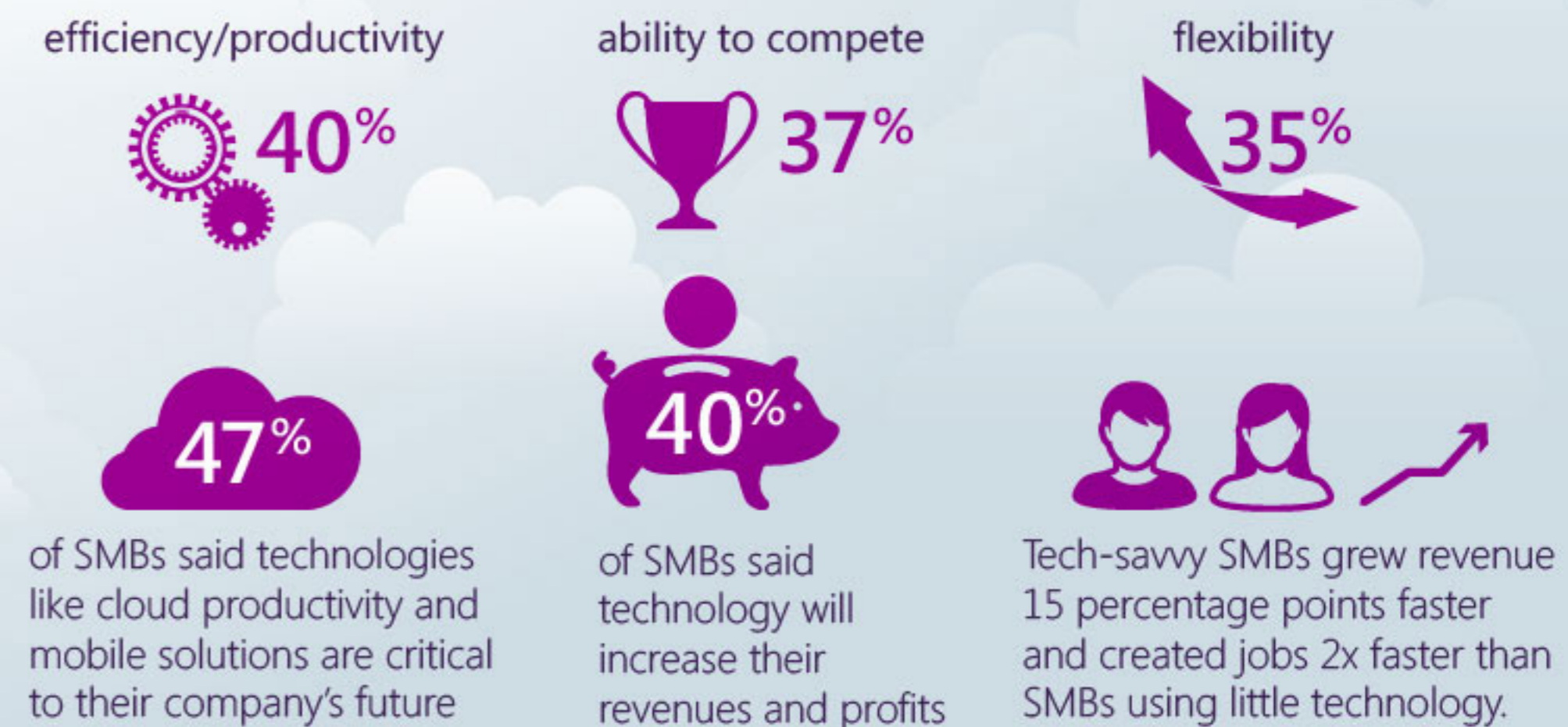


CUSTOMER EXPECTATIONS HAVE CHANGED, TOO



TECHNOLOGIES SUCH AS CLOUD PRODUCTIVITY AND MOBILE SOLUTIONS HELP SMBs SUCCEED

SMBs credit these technologies for improving their:



To learn more about how technology can help your small business meet the demands of the new world of work, visit <https://products.office.com/en-us/business/office> or www.modern.biz.

*IDC Infographic, Rise of Mobility, 2014

All other data based on 2013 survey of 4,000 global SMBs: "Ahead of the Curve: Lessons on Technology and Growth From Small Business Leaders," commissioned by Microsoft and conducted by The Boston Consulting Group.