

WHITE PAPER

The Top 5 Small Business Technology Trends You Need to Thrive



Business Solutions

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Executive Summary

Small business technology is fueling growth and innovation for fast-growing companies. According to a recent survey by Spiceworks Ziff Davis, 53% of businesses increased their IT budgets.¹ What are small businesses spending on? Companies are poised to replace outdated IT infrastructure, better support hybrid workforce, and address rising security concerns. And what can you learn from their example? Here's a closer look at the small business technologies that are at the forefront. Plus, we'll show you how to choose technology investments that can help your company adapt to the realities of today's work environment and thrive in the years ahead.

1. Drive Workforce Transformation with Hybrid Tools

The hybrid workforce is here to stay. Computer Weekly reported that rather than receive a promotion, 71% of knowledge workers would prefer the option to work from wherever they want.² As employees move between roles and companies, small businesses can compete for top talent by having the workforce models in place that today's workers want. Technology helps eliminate barriers and transforms your workplace for maximum hybrid productivity. Some aspects of your hybrid workforce technology stack to consider include:

- Devices such as laptops, tablets, and mobile phones that let employees work from anywhere
- Collaboration platforms that make it easy to stay connected and work in real time with colleagues on documents and projects
- Unified communications solutions, including videoconferencing solutions that support your team's ability to have face-to-face connectivity—even in different offices or time zones

2. Invest in Your Customer Experience

The customer experience (CX) has never been more important. Today's buyers face a variety of uncertainties, from inflation to unsettling global events. A good customer experience and being a brand customers can rely on have tremendous value. What investments have you made in the last three to six months to improve your customer experience? If CX hasn't been at the top of your priority list, it's time to escalate it to the top. How your organization performs now can help you build a loyal following that will remain true to your brand, no matter what the future holds.

How can technology help? One area of technology that's receiving focus is mobile devices. Whether you have in-office or on-site staff interfacing with customers, connected mobile devices can help them answer questions quickly. A smartphone or tablet allows employees to quickly look up inventory availability, capture digital signatures, or even provide video-based customer support. Digital signage simplifies in-store or in-office experiences and empowers self-service options. Consider what aspects of your customer experience can be improved, and then explore how technology can help you take a leap on the customer satisfaction scale.





Strategic technology investments help small businesses increase productivity, reach new audiences, and transform their customer experience.



Forbes reports that cyberattacks increased 50% last year⁴, and Accenture's Cost of Cyber Crime study found that 43% of attacks targeted small businesses.⁵

3. Explore Strategies to Speed Up Your Network

The pace of connection matters more than ever, and growing businesses have access to several solutions that can keep their teams connected at lightning speeds. There are multiple technological directions that can help. For mobile devices, 5G connectivity turns smartphones into devices that can connect calls or work as powerful hotspots from anywhere with network coverage. For in-office or subsidized home office speeds, solutions such as Gigabyte connections and Wi-Fi 6 routers speed up the delivery of wireless connectivity. Network performance and security impact every aspect of your company's performance—and with a wide variety of technologies on the market, it's time to make sure your connections are as robust as your business demands.

4. Alleviate Heavy Workloads with Managed Services

One of the biggest pain points businesses are wrestling with today is staffing shortages. Whether it's valued employees leaving the business or difficulty filling open roles, The Great Resignation and subsequent talent shortage have negatively impacted businesses. IT can help streamline internal processes and eliminate heavy workloads while also making available positions more appealing to potential candidates. Managed services solutions allow your company to access the best solutions—just be sure to partner with an experienced firm to handle ongoing maintenance and other issues.

Managed cybersecurity solutions offer access to a range of skills that can be difficult to recruit and retain in the current environment, from configuring a suite of security tools to responding quickly in the case of an incident. Managed services aren't just for the cloud or other IT solutions, however. Managed print services, for example, can help you right-size printer selection and manage supplies such as ink and paper. Take a closer look at your business's services and key needs. Where could a managed services partner bring valuable perspective and streamlined processes while freeing up your employees to work on your most important IT projects?

5. Reinforce Your Cybersecurity Protections

Cybersecurity has been in the spotlight for years, and it's important to revisit the subject regularly. Today's threat landscape is more diverse and more aggressive than ever. Without the right tools, companies run the risk of terrible events. The Allianz Risk Barometer, a survey of thousands of executives, found that cyberthreats are the single biggest risk businesses are watching.³ And the statistics show there are good reasons for these concerns.

Forbes reports that cyberattacks increased 50% last year⁴, and Accenture's Cost of Cyber Crime study found that 43% of attacks targeted small businesses.⁵ Critical investments may include upgrading your security infrastructure or hiring the technical talent needed to better integrate those upgrades with your systems. Vulnerabilities testing, compliance training, and ensuring that all systems are properly configured and maximizing protections are vital steps toward eliminating the risk from hackers, ransomware, and other threats.



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1 Spiceworks Ziff Davis, 2023, The 2023 State of IT

2 Computer Weekly, 2022, Hybrid Cements Place in Working Life as Employees Choose Flexibility

3 Allianz, 2023, The Top Business Risks for 2023

4 Forbes, 2022, Cybersecurity in 2022 – A Fresh Look at Some Very Alarming Stats

5 Accenture, 2023, The Cost of Cybercrime