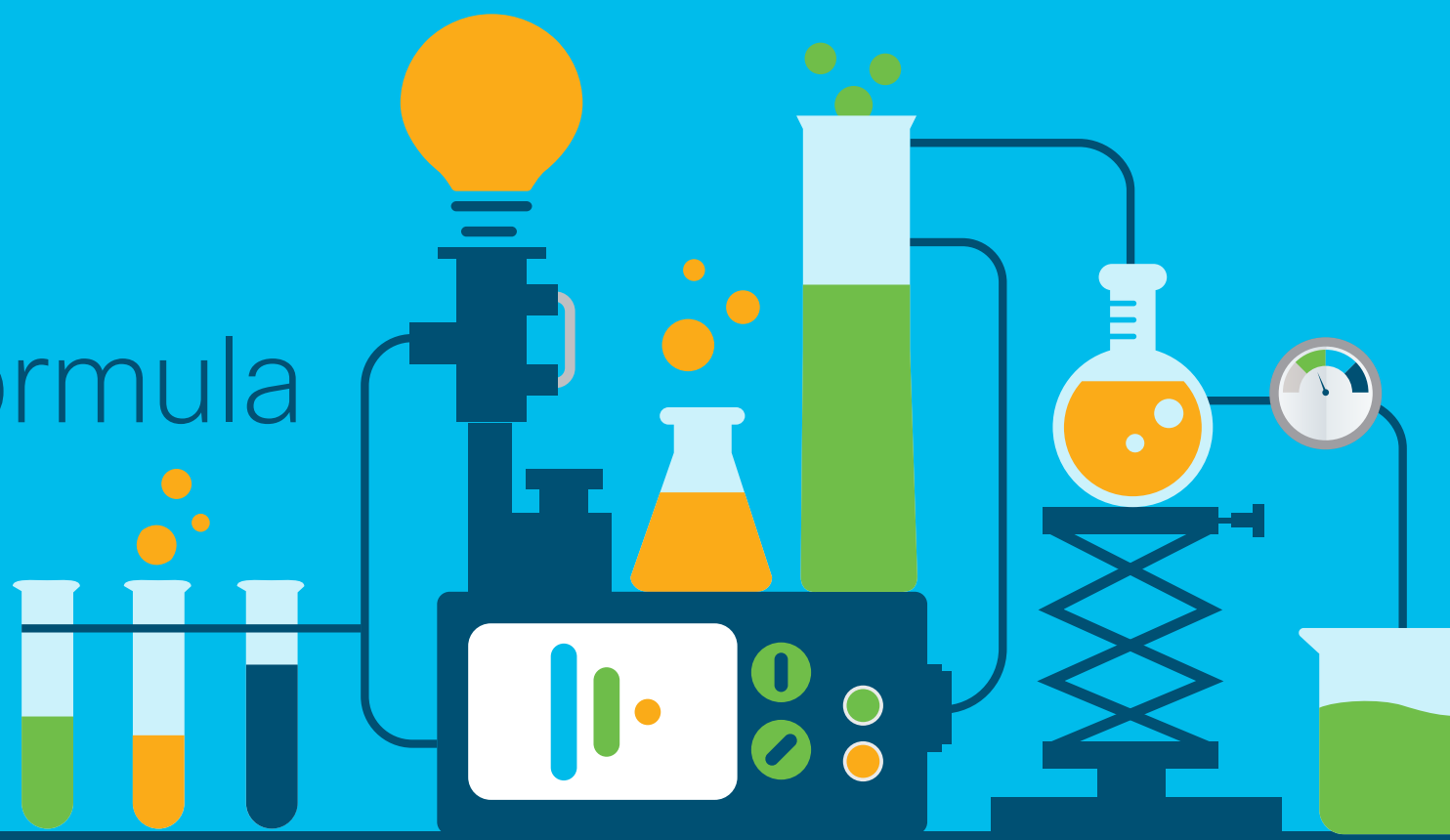


# The SMB Growth Formula



What are the business priorities of Asia-Pacific SMBs?\*



**56%**  
Cost savings or cost reduction



**42%**  
Operational efficiency and productivity gains



**41%**  
Improving quality of products and services

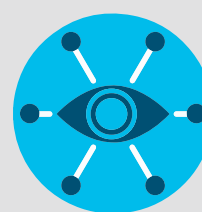
Top 3 challenges Asia-Pacific SMBs face\*



**78%**  
Reducing costs



**69%**  
Developing new business models



**67%**  
Changing customer journeys

## The SMB Growth Formula



**Invest in new technologies**

New technologies can:



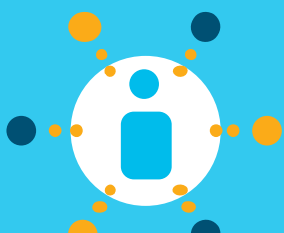
Enable new customer experiences



Improve product and service offerings



Predict future purchases



Finetune the customer experience



**Support workforce mobility**



SMBs which enable employees to work remotely are more likely to attract and retain good people



**Choose the right partner**



The ideal technology partner is committed to a long-term customer relationship

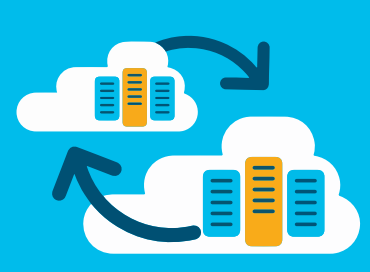
**Get on the cloud**



All SMBs invest in basic connectivity. Get ready to scale by investing further.



Cloud facilitates disruptive business models



Cloud-connected devices could capture data that yield useful insights^

**Go for simple, smart and secure**



Powerful, easy-to-use yet secure technology can help SMBs go a long way



## What SMBs invest in\*



**98%**

Switches & routers



**71%**

Wireless access points



**60%**

Security solutions



**54%**

Servers & storage

Read the full report at [ebooks.cisco.com/story/smb-growth-formula](https://ebooks.cisco.com/story/smb-growth-formula)

Cisco assembled a multi-disciplinary team of experts to explore the implications of technological change for ASEAN workers and define the technology landscape for the six leading ASEAN economies: Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. Their insights are the basis for the "new technology scenario" developed and modelled by Oxford Economics in order to predict the net impact on jobs in each of the ASEAN countries by 2028. The analysis covers 433 occupations across 21 industries.

\* SMBs Shift Into High Gear for 2018: Staying Secure and Current, October 2017

^ Digital Transformation at Cisco