



SMB Fun Facts

99% of U.S. businesses have fewer than 250 employees

45% of the total U.S. workforce is employed by SMB companies

2/3rds of SMBs will spend between \$25K and \$1M on tech this year, and on average spend a greater percentage of annual revenue on tech-related needs than large/enterprise firms

Top 5 Takeaways SMB Tech Buying Trends Research

1

Growth and Efficiency Drive SMB Business Priorities

2

Tech's Role in SMB Goals is Prominent, Budgets Are Up

3

Most SMBs Say AI Most Impactful Tech over Next 2 Years

4

Cybersecurity Matters to SMBs but Not as Much as It Should

5

SMBs Spread the Wealth in Tech Sourcing, Engagement