

techaisle

Make the Shift

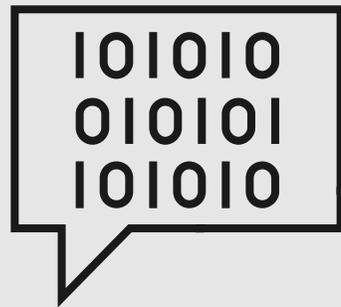
Australia SMB Study



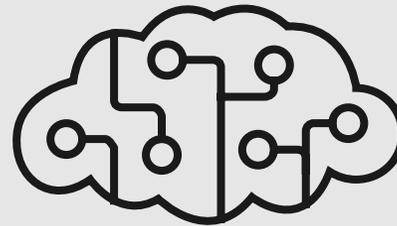
Overview of study



METHODOLOGY



Data Collection
and Capture



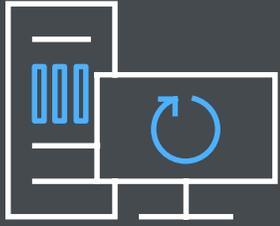
Synthesis
and Analysis



Reporting

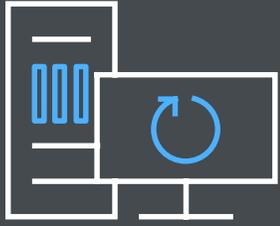
- Survey was conducted in Aug 2018
- A 30-minute questionnaire was administered to each respondent
- Respondents were IT & Business decision makers
- 2156 completes were achieved – unique SMBs
- Sampling quota was fixed by countries, size of business by no. of employees
- Analysis has been conducted by size of business
 - Small business (1-99 employees)
 - Medium business (100-499 employees)
 - Large business (500-999 employees)

	N=	1-9	10-19	20-49	50-99	100-249	250-499	500-999
Australia	415	77	79	63	48	53	54	41
India	556	90	90	75	75	75	75	76
Indonesia	460	75	75	76	62	61	61	50
Japan	355	62	46	45	46	48	61	47
S. Korea	370	62	60	46	47	46	62	47
TOTAL	2156	366	350	305	278	283	313	261



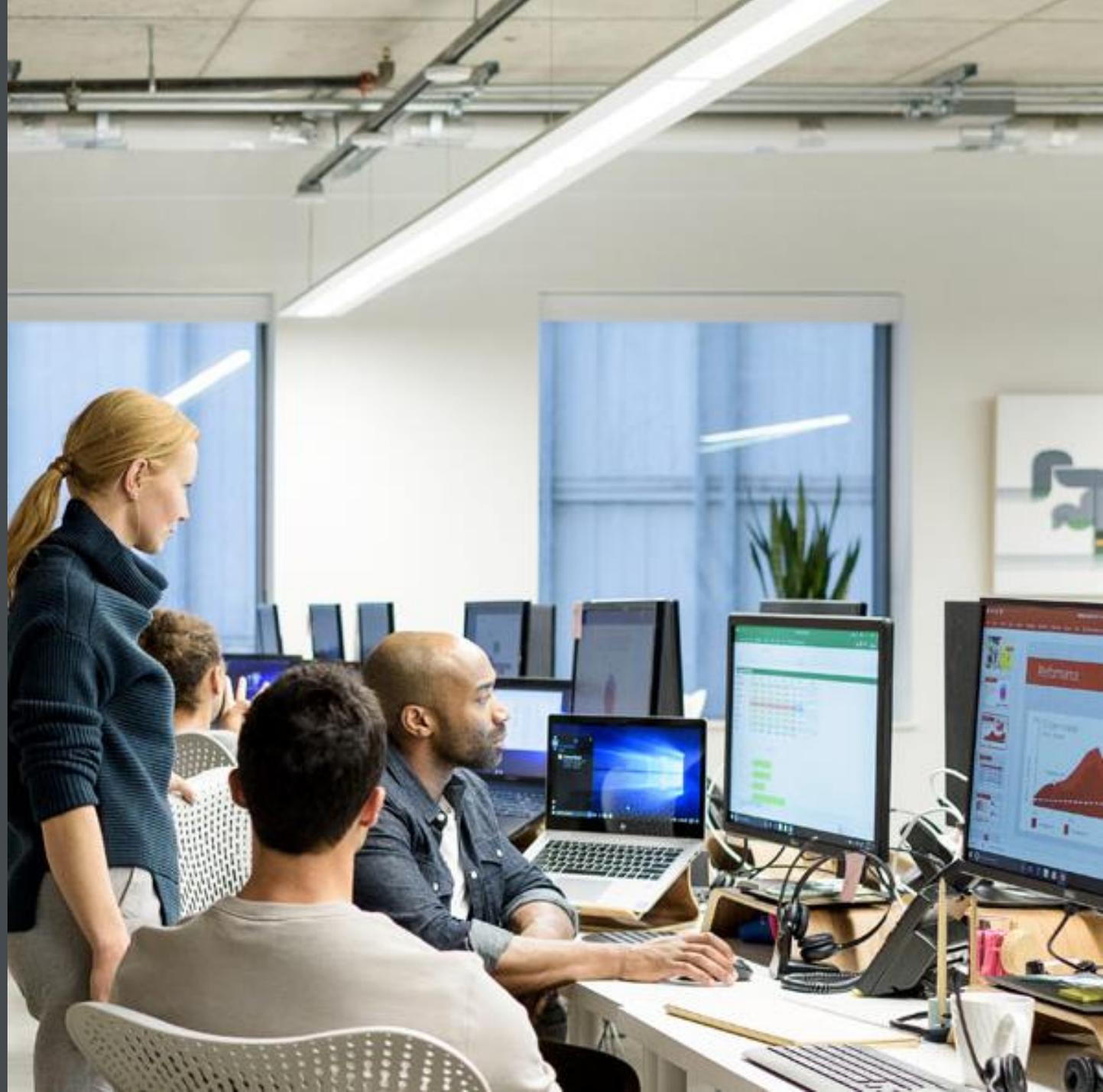
PCs are at the center of productivity engine for SMBs

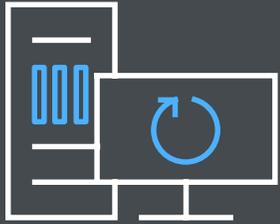




However

- **81% of SMBs** surveyed have PCs that are more than 4 years old
- The average PC refresh cycle for SMBs is **4.8 years**
- **100% of larger SMBs** have older PCs





Older PCs...

 Increase operating costs

 Reduce business profitability

 Reduce employee productivity

 Reduce business growth

 Less secure

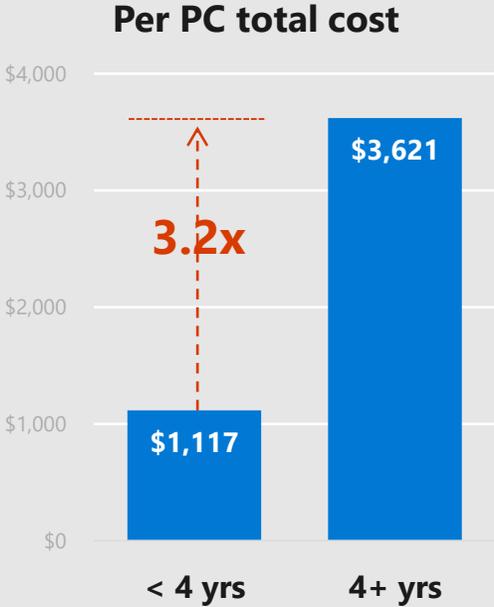


Cost of owning a PC older than 4 years

US\$3,621/PC (or 5,012 AUD)



A PC which is more than 4 years old is also **3.3x more likely to have to undergo repairs**, resulting in **productivity loss**.

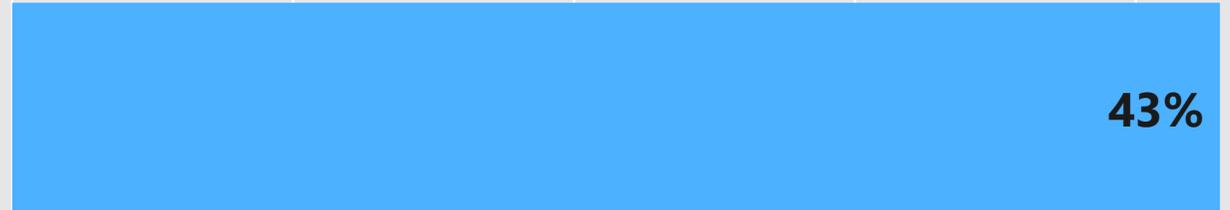


Costs in this study are calculated based on PC repair costs, upgrade costs and invisible costs, which includes loss of productivity hours that can be translated into revenue.

Reasons for not replacing older PCs



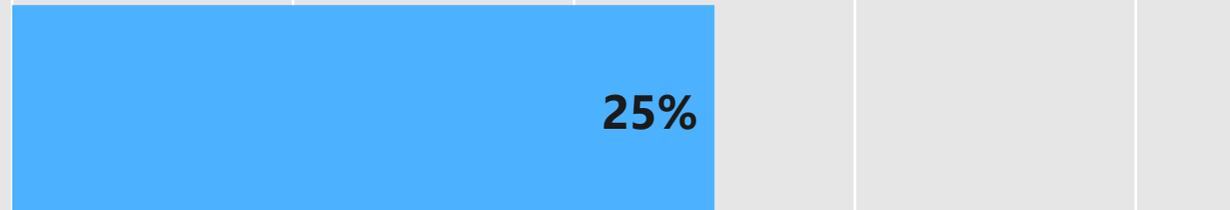
These PCs are not perceived to be critical to the overall operation of the company



Do not have the budget to replace these PCs



Newer PCs are expensive



0% 10% 20% 30% 40%

Deploying a new PC benefits SMBs



- 78% of SMBs with older PCs intend to replace their devices
 - 65% of PCs purchased will be for replacements, and 31% will be additions
 - 65% are more likely to replace PCs due to the impending Windows 7 End of Support, though there is moderate awareness today (45%)

EASY MANAGEABILITY



71%

managing newer
PCs is significantly
easier

IMPROVE PRODUCTIVITY



71%

newer PCs make
employees more
productive

REDUCE COSTS



70%

newer PCs reduce
overall
maintenance costs

IMPROVE EFFICIENCY



70%

newer PCs cloud &
mobility efficiency
& experience

BETTER SECURITY



68%

able to better secure
& protect data on
newer PCs



Security is a key concern for SMBs in Australia

IT matters to business success & security matters to IT success

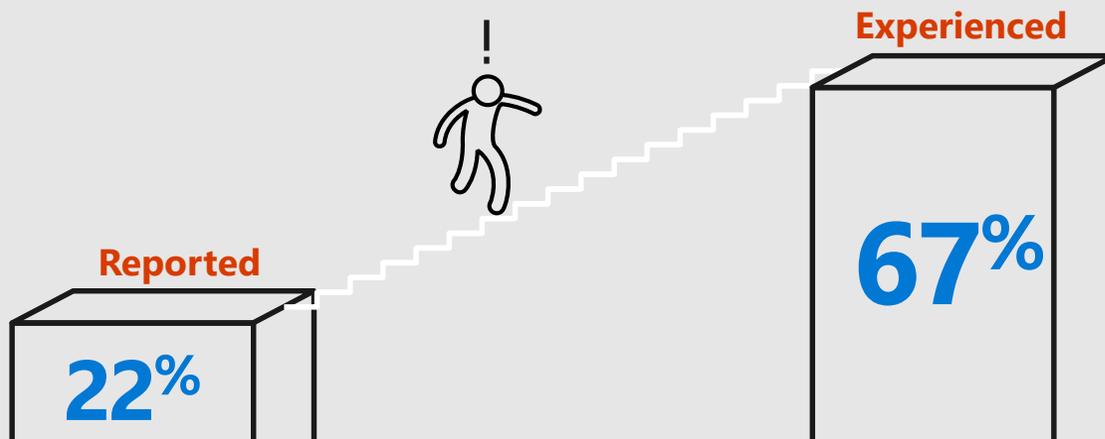
- IT matters to SMB business success and interruptions in IT is felt clearly and immediately
- IT is business critical infrastructure and IT security has the potential to become a high-value, strategic activity, rather than an "anchor" or cost of doing business



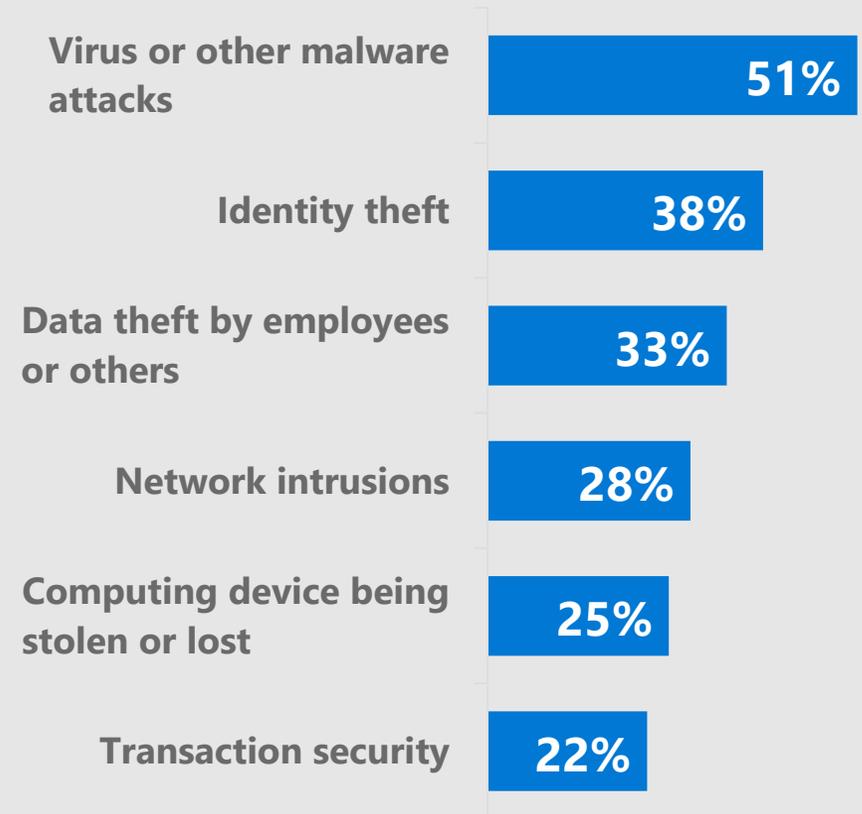
Exposure to Security Risks



- The study found that **as high as 67% of SMBs surveyed may have experienced on PC security and data breaches** in the last 12 months.
- The delta between reported (22%) and experienced breaches (67%) highlights the potential risks SMBs are exposed to



Top PC Security concerns





In summary

Achieve positive impact on SMB business productivity & IT efficiency:

1. Easy manageability
2. Improve productivity
3. Reduce costs
4. Empower employees
5. Better security



**Make the
shift to
Modern PCs
now**

