

7 Digital Trends to Drive Fast Growth of Your SME



"71% of CEOs are personally ready to lead a radical organizational transformation."

Srdjan Stosic
Consulting Manager, KPMG

The adoption of digital solutions may seem like a challenge, but it's one that creates a wave of opportunities for your small and medium enterprise (SME) to improve efficiency, extend reach, and grow your business.

Here are seven digital trends that will impact how SMEs work in the next few years.

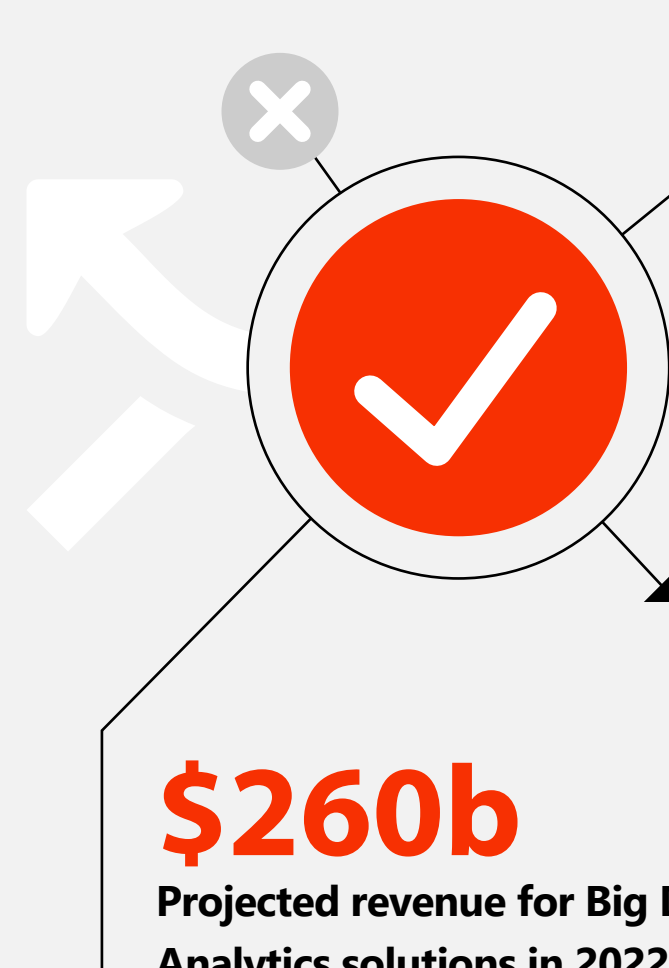
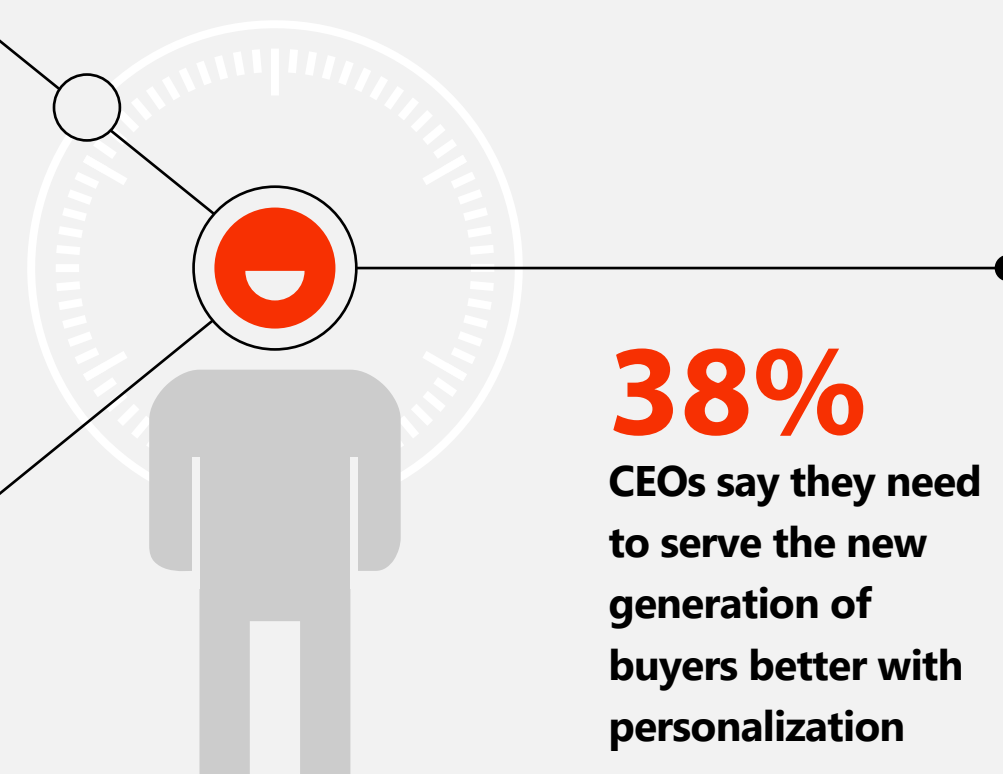


#1 Flexible Working

By adopting technology that facilitates distributed collaboration, you can give your employees the freedom they crave, increase their motivation, boost creativity, and enhance productivity.

#2 Personalized Customer Experience

Innovative digital solutions allow you to identify buyers' expectations to deliver personalized, value-added products and earn customers' trust and loyalty.

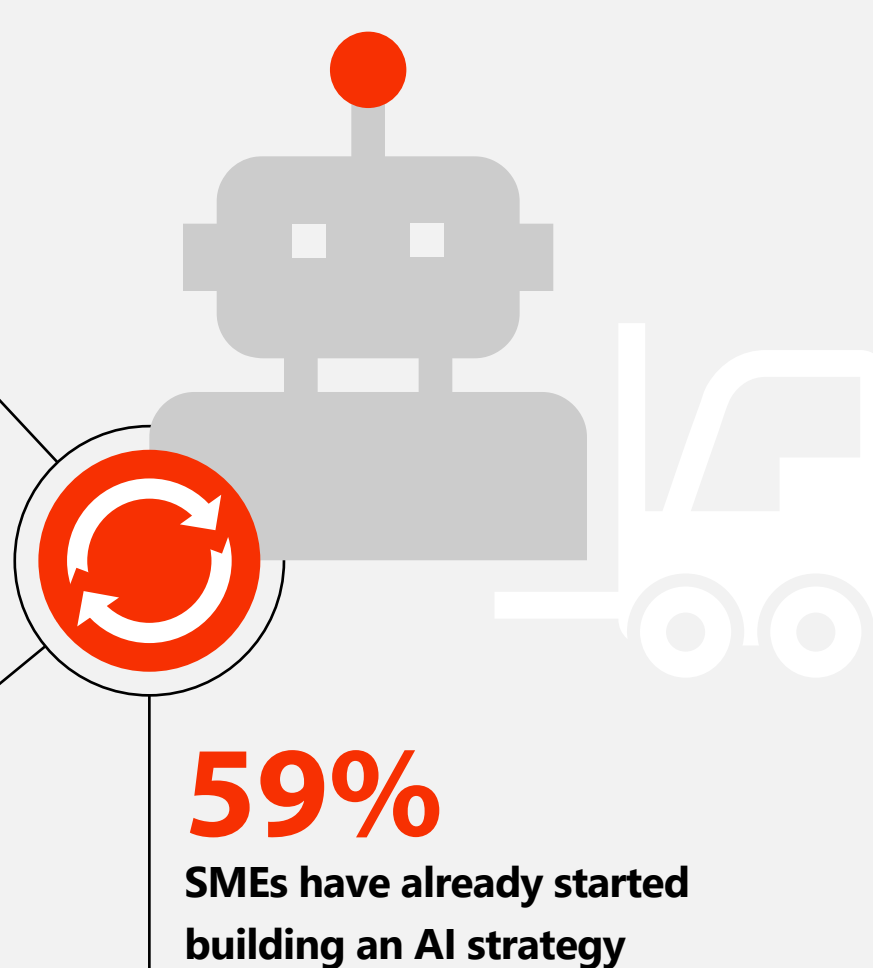


#3 Data-driven Decisions

Thanks to digital solutions, you can monitor customers, products, and company in real time so you no longer have to make decisions based on gut feeling and assumptions alone.

#4 Artificial Intelligence

By integrating AI solutions, you can organize and automate laborious workflows efficiently, and deliver highly-personal customer experiences at no extra cost.

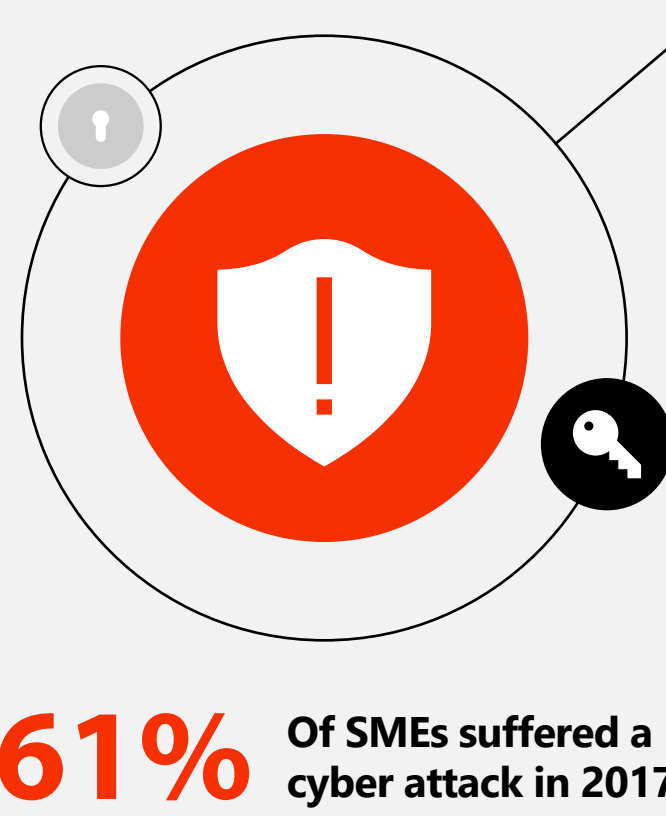
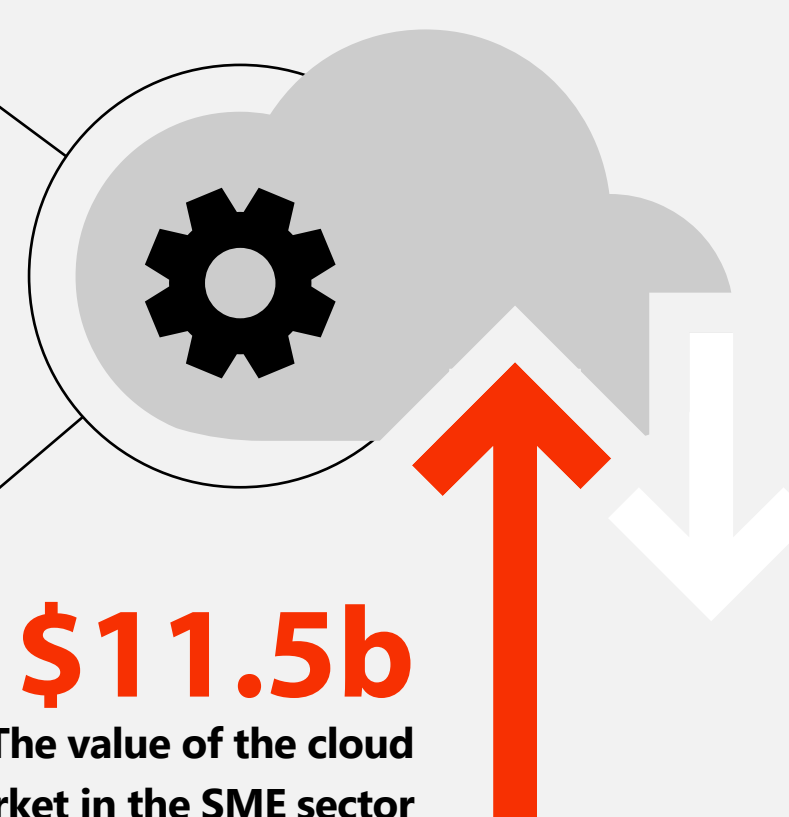


#5 Empowered Frontline Workers

Thanks to cloud-based solutions, SMEs can successfully compete with large businesses while retaining the efficiency and flexibility of a startup.

#6 Cloud Solutions

The competition from big companies used to be one of the top concerns for SMEs. Cloud solutions have resolved that problem.



#7 Cybersecurity

A single cyber attack can ruin any company. Leveraging robust security solutions will help you safeguard your business, recognize risks in time, and mitigate digital threats.

Discussing the Future of the Medium-Sized Business



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7 Trends for Future of the Medium-Sized Business



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