



Make the Shift

Asia Pacific
Media Briefing Session



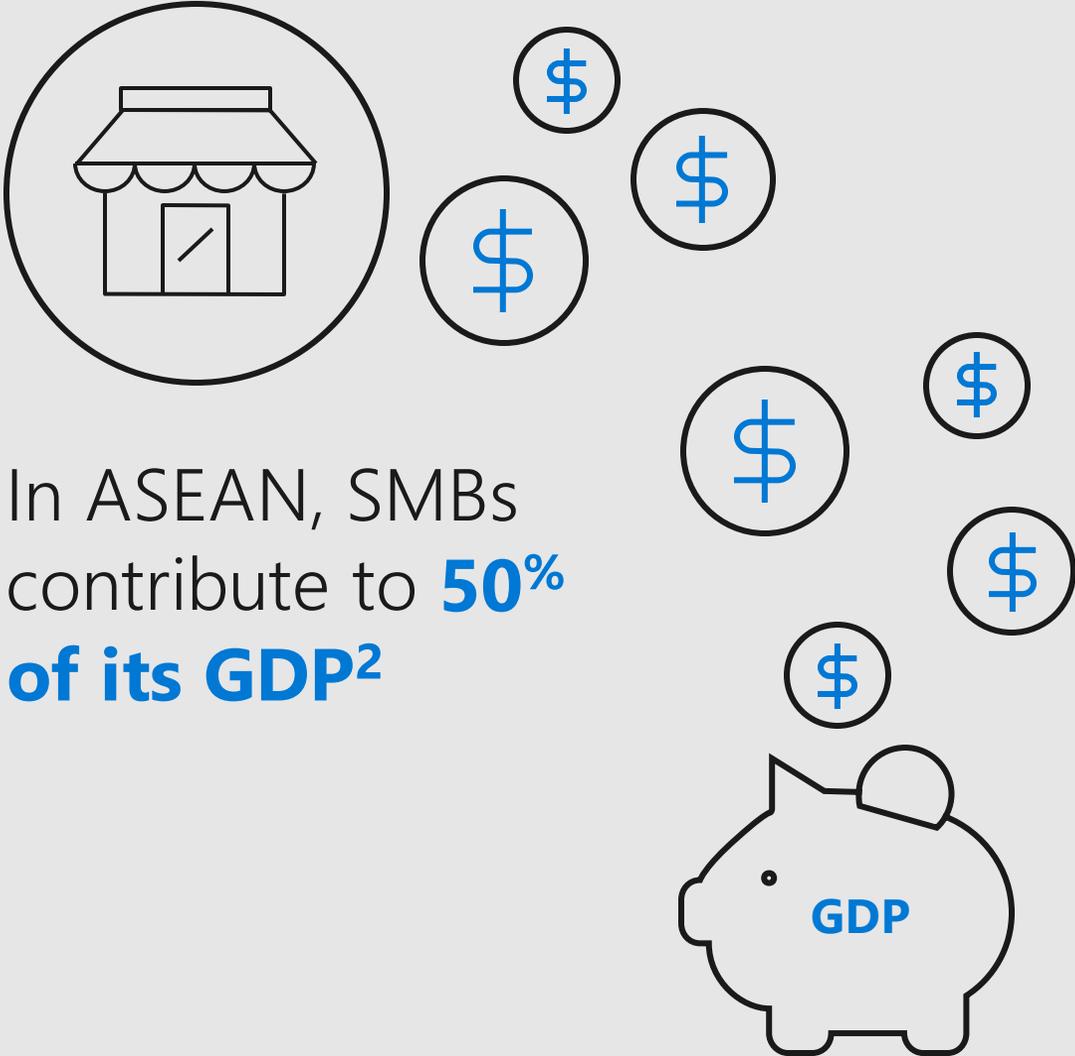
Digital Transformation in Asia Pacific



Digital Transformation expected to **add US\$1 trillion to Asia Pacific's GDP by 2021**

60% of Asia Pacific's total GDP¹ will be derived by digital products and services by 2021

SMBs are bedrock of Asia Pacific's economy



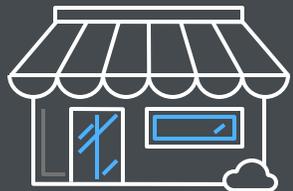
98% of enterprises in Asia Pacific are SMBs¹

In ASEAN, SMBs contribute to **50% of its GDP²**

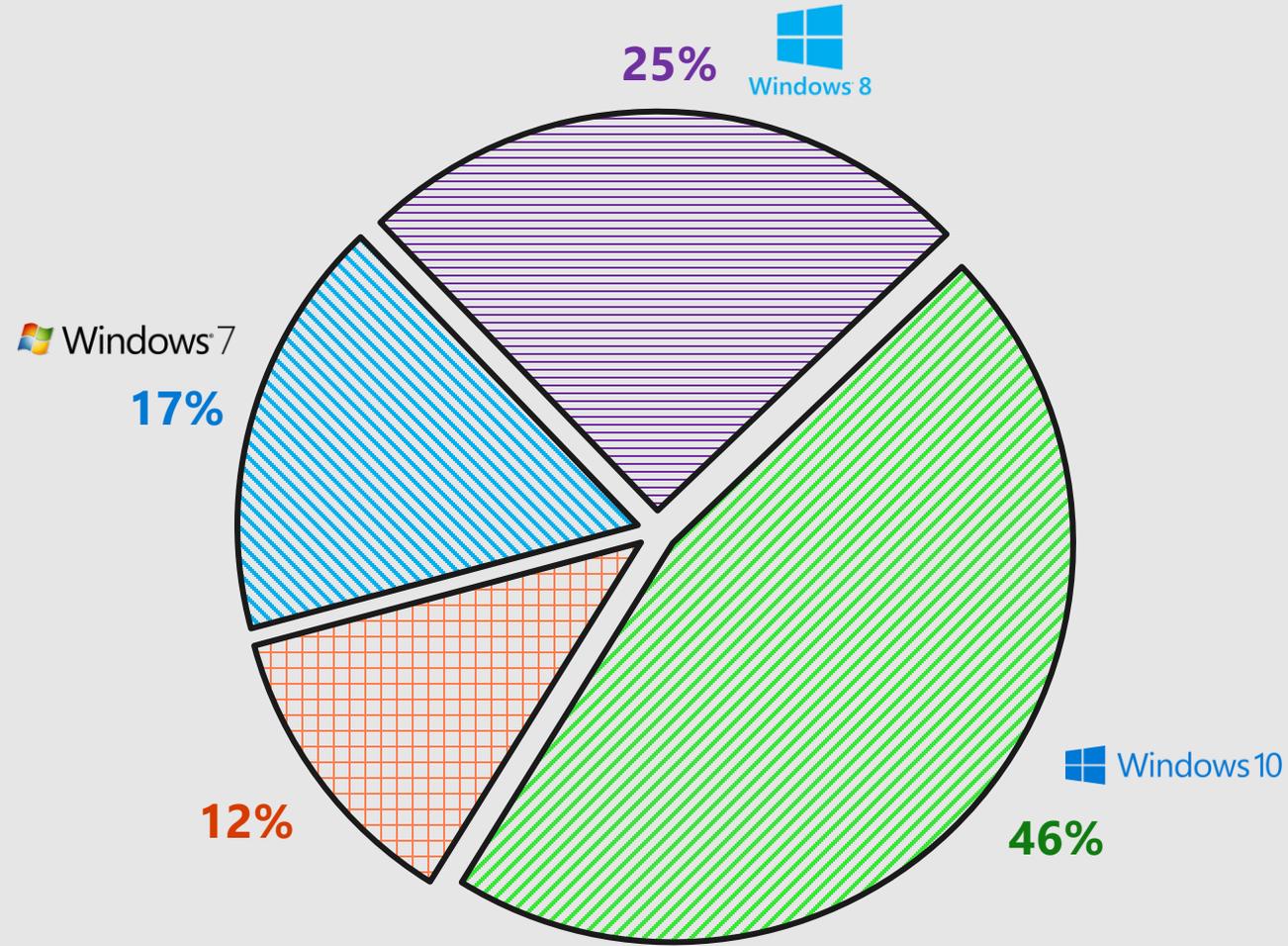
¹ SME Finance Forum: [The Role of SMEs in Asia's Economic Growth](#)
² Bain & Company: Advancing Towards ASEAN Digital Integration

SMBs' Digital Transformation Strategy

Technology plays an important role in the daily operations of SMBs, including functions such as sales, marketing, operations, finance and customer support.



54% of PCs in SMBs are not on Windows 10



Concerns and Priorities of SMBs today

What keeps SMB leaders awake
at night?



Top Business Issues among SMBs



Increase profitability



Increase business growth



Increase workforce productivity



Reduce operating costs



Top **IT Priorities** for the next 1 year



PCs (desktops and laptops)



Cloud solutions



**Security solutions
(Cloud & Mobility)**



Mobility solutions



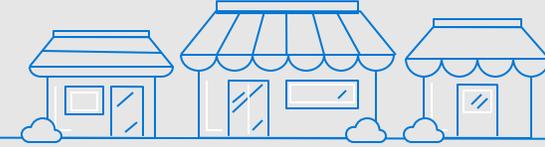
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Make the Shift

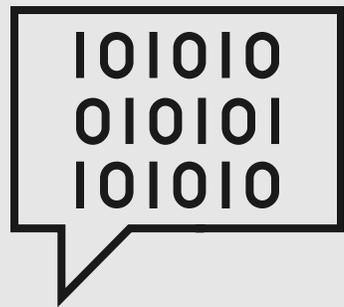
Pan Asia SMB Study



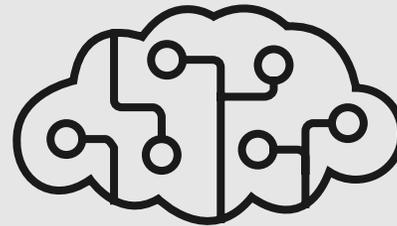
Overview of study



METHODOLOGY



Data Collection
and Capture



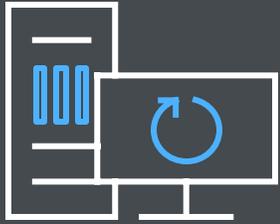
Synthesis
and Analysis



Reporting

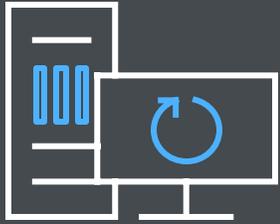
- Survey was conducted in Aug 2018
- A 30-minute questionnaire was administered to each respondent
- Respondents were IT & Business decision makers
- 2156 completes were achieved – unique SMBs
- Sampling quota was fixed by countries, size of business by no. of employees
- Analysis has been conducted 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



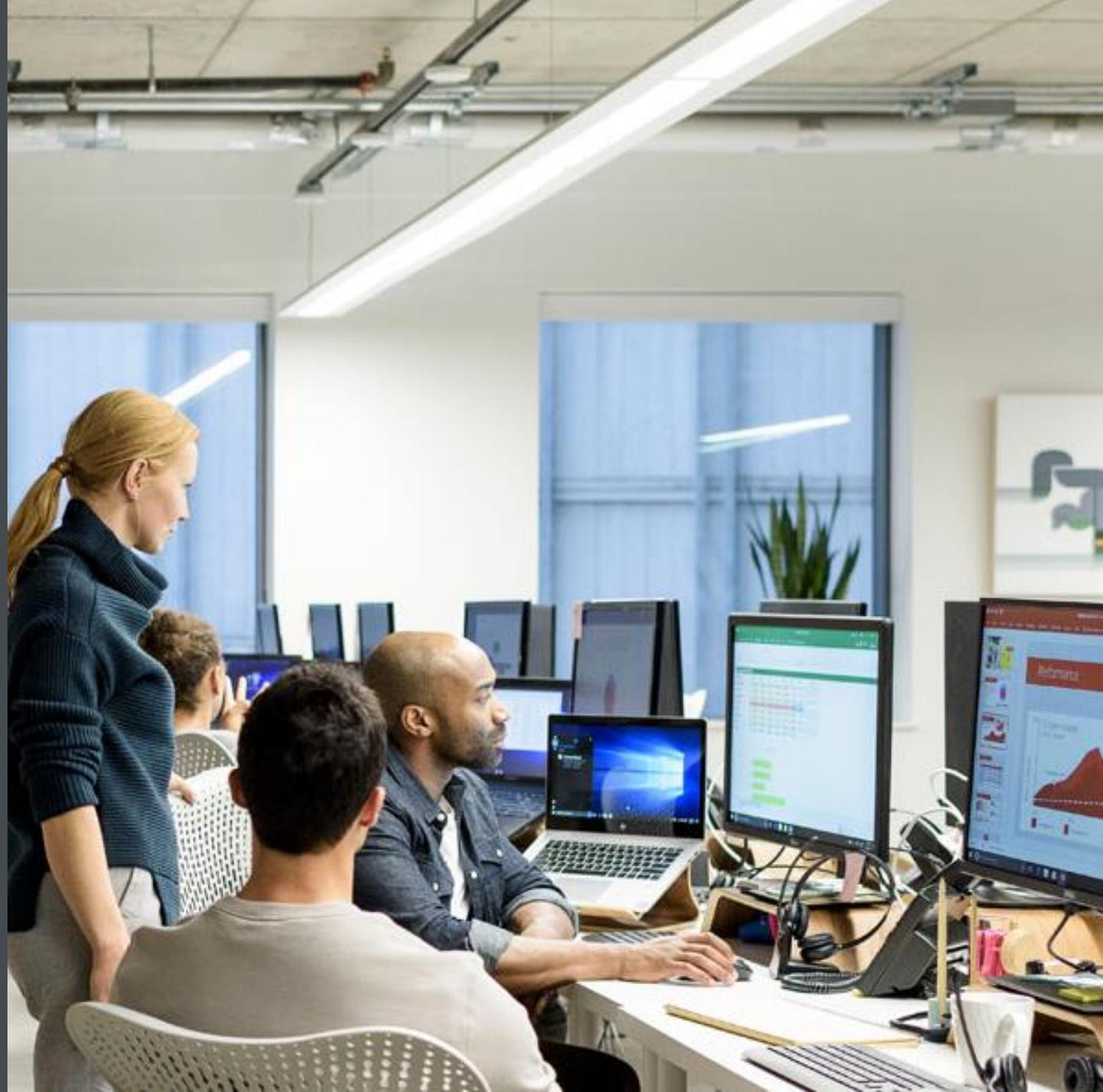
**PCs are at the
center of
productivity engine
for SMBs**

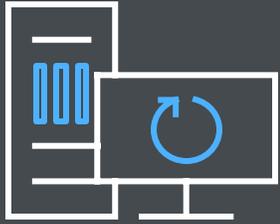




However

- **70% of SMBs** surveyed have PCs that are more than 4 years old
- The average PC refresh cycle for SMBs is **5 years**
- **85% of larger SMBs** have older PCs





Older PCs...

 Increase operating costs

 Reduce business profitability

 Reduce employee productivity

 Reduce business growth

 Less secure

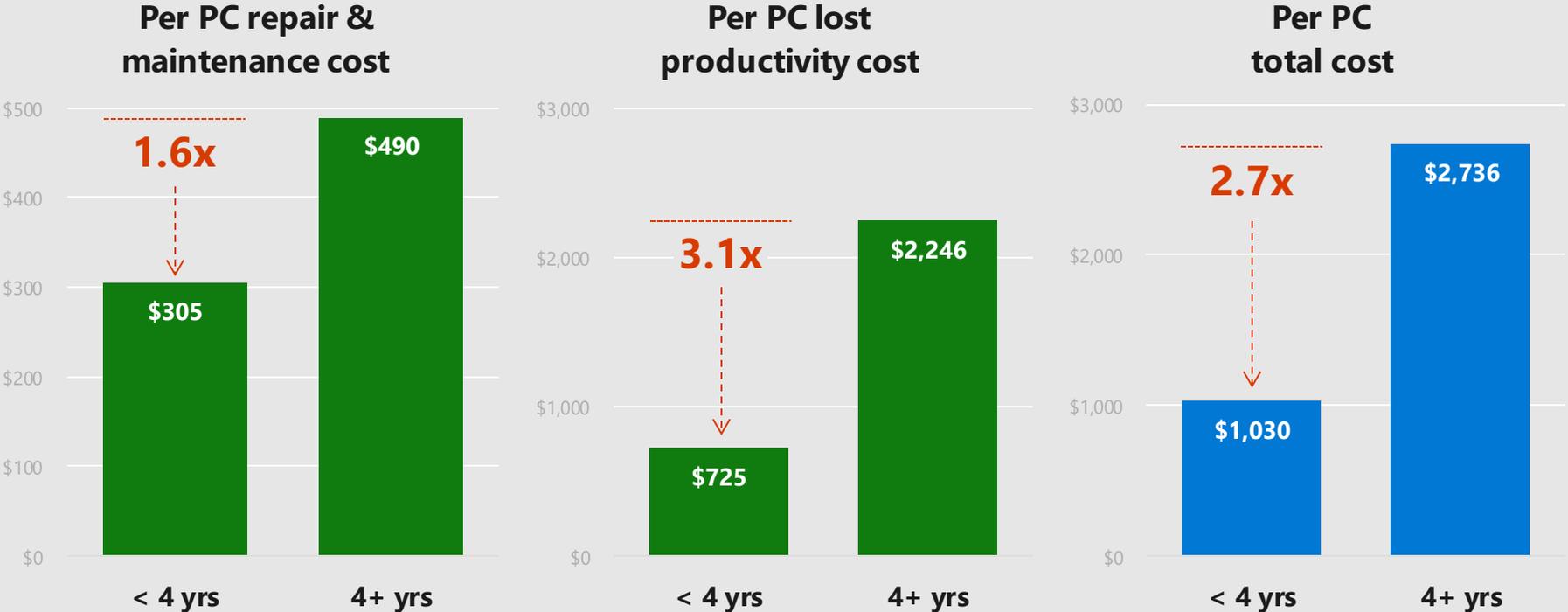


Cost of owning a PC older than 4 years

US\$2,736



A PC which is more than 4 years old is also **2.7x 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



Applications running on those machines cannot work with newer operating systems



41%

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



39%

Do not have the budget to replace these PCs



27%

Newer PCs are expensive



23%

0% 10% 20% 30% 40%

Deploying a new PC benefits SMBs



- 85% of SMBs with older PCs intend to replace their devices
 - 64% of PCs purchased will be for replacements, and 36% will be additions
 - 61% are more likely to replace PCs due to the impending Windows 7 End of Support, though there is moderate awareness today (59%)

BETTER SECURITY



69%

able to better secure & protect data on newer PCs

EASY MANAGEABILITY



67%

managing newer PCs is significantly easier

REDUCE COSTS



65%

newer PCs reduce overall maintenance costs

IMPROVE EFFICIENCY



63%

newer PCs cloud & mobility efficiency & experience

IMPROVE PRODUCTIVITY



62%

newer PCs make employees more productive



Security is a key concern for SMBs in Asia

IT matters to business success & security matters to IT success

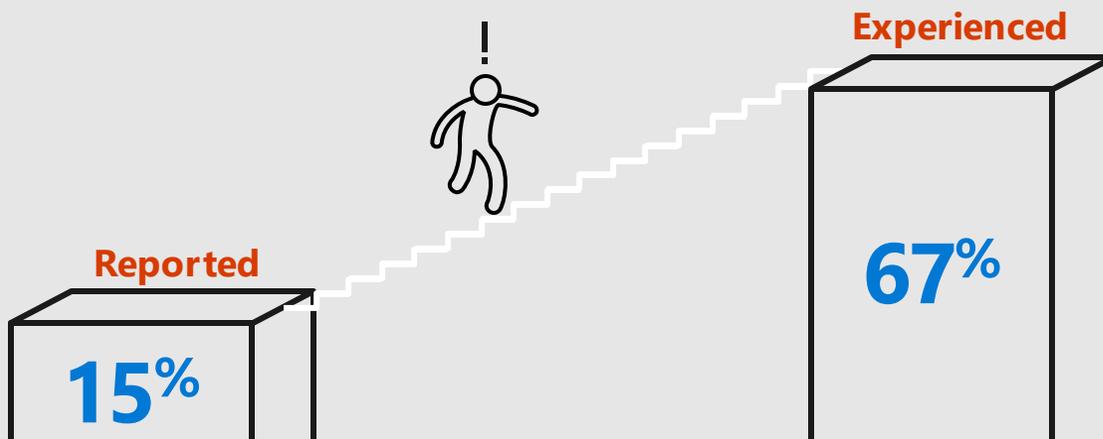
- IT matters to SMB business success and interruptions in IT is felt clearly and immediately
- IT is business critical infrastructure and IT security has the potential to become a high-value, strategic activity, rather than an “anchor” or cost of doing business



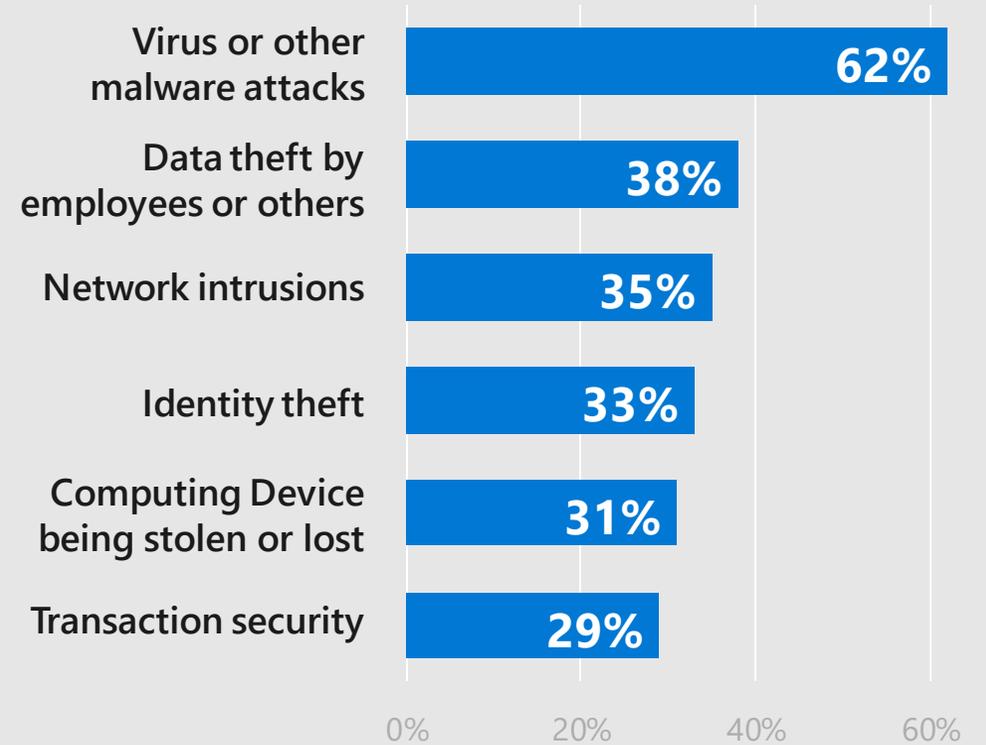
Exposure to Security Risks



- 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 (15%) and experienced breaches (67%) highlights the potential risks SMBs are exposed to.



Top PC Security concerns



Embracing the Shift

How SMBs can make the shift to embrace a modern workplace



The workplace has evolved

– intelligent transformation



Classic workplace

- Single device platform
- Business-supplied devices
- Work in the office
- Full-service tailored to Boomers & Gen-X

Modern workplace

- Multiple device platforms
- User- and business-owned devices
- Work anywhere
- Self-service tailored to Millennials & Gen-Y



Simpler



More secure



Lower TCO

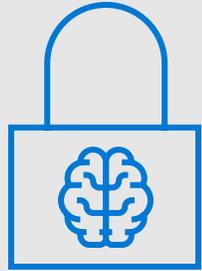


Unlock Creativity



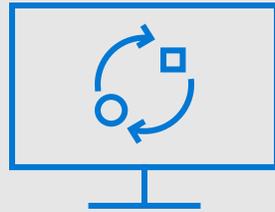
Built for Teamwork

Why adopt a Modern Device?



Intelligent Security

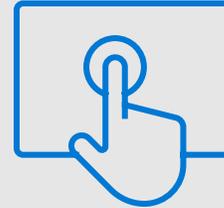
Advanced security powered by cloud intelligence that proactively protects your business



Simplified Updates

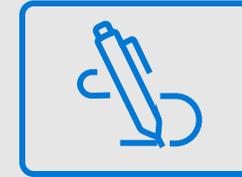
Simplify IT deployment and updates with Windows 10.

99% of Windows 7 applications run on Windows 10, eliminating the need for costly testing.



Flexible Management

Benefit from comprehensive device management on your own terms



Enhanced Productivity

Intuitive user experience, with built-in tools and features that help people collaborate and work efficiently

Not to forget, the flexibility, versatility and lightness



Cost Saving

Lower IT maintenance time, as well as lower repair and maintenance costs

Range of price points to fit your budget and needs

Making the Shift

