

## Key Findings - By Business Issue

View findings by business issue: Pace of Change

### Pace of Change

Businesses have to adapt faster than ever — globalization, regulation, and technology all contribute to that change. Keeping up with technology change is perhaps one of the biggest challenges. What impact is technology having on business?



- ▶ 1. Does your company allow employees to work from home?
- ▶ 2. What business need is most likely to influence your purchase of technology?
- ▶ 3. Which one of the following do you rely on most for advice in selecting a technology?
- ▶ 4. Which one of the following technology items could you personally not live without?
- ▶ 5. Which technology could your company not do without?
- ▶ 6. Which of the following types of software could your company not live without?

### 1. Does your company allow employees to work from home?

Homework isn't just for school kids — of small businesses that responded to the Sage Software 2005 Business Minds Survey, 68% have employees who work from home, 50% on a routine basis. Does it signal a death knell for the traditional office? Not in the near term: While 21% plan to invest less in buildings in the next year suggesting support for the trend, another 20% indicate a plan to invest more in buildings, and 60% say they'll stay with what they have.



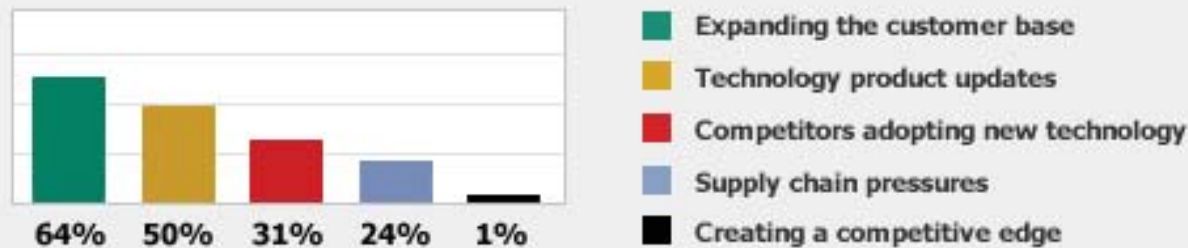
**68%**  
Have employees  
who work  
from home



**50%**  
Have employees  
who work from  
home on a  
routine basis

## 2. What business need is most likely to influence your purchase of technology?


Technology plays a crucial role in business development, and the decision process for technology adoption is complex, driven by both internal and external forces. According to the 2005 Sage Software Business Minds Survey, the primary influence on technology purchases is a strategic one: The goal of expanding the customer base was cited by 64% of respondents as having the most influence on technology purchases. External drivers were cited next, with 50% indicating technology product updates, 31% indicating competitors adopting new technology, and 24% indicating supply chain pressures as suppliers adopt new technology forcing downstream partners to adapt. Using technology to create a competitive edge is near the bottom of business owners' priorities, with only 1%.





## 3. Which one of the following do you rely on most for advice in selecting a technology?

Experience close to the business counts most for businesses seeking advice on selecting technology. The impressions of business colleagues are the top ranked source, cited by 27% of respondents, followed almost equally by internal technology staff (21%) and software resellers/implementers (20%), all suggesting that businesses want to know that a technology is not just good, but "good for my business." Accountants were selected as a technology advisor by 9%, perhaps suggesting that the breed of software resellers/implementers that are also accountants may be the most sought after group for advice on selecting a technology.

### Top tech advisors

 **27%** Business colleagues

 **20%** Software resellers/implementers

 **21%** Internal technology staff

 **9%** Accountants

#### 4. Which one of the following technology items could you personally not live without?

The personal lifelines for small business folks are many, and the PDA does not appear to be one of them. A mere 2% of respondents believe PDAs are a technology that they personally could not live without. The real personal lifeline technologies according to respondents are their personal computer (31%), mobile phone (21%), and traditional landline phone (15%). Aside from the "must have" mobile phone, personal mobility takes a back seat, with Internet access, e-mail, laptop PC, and PDA rounding out the bottom of priorities for personal use technologies.

##### PCs and phones are personal "must haves"; PDAs are nice but not necessary



2% Could not live without PDAs



21% Could not live without mobile phones



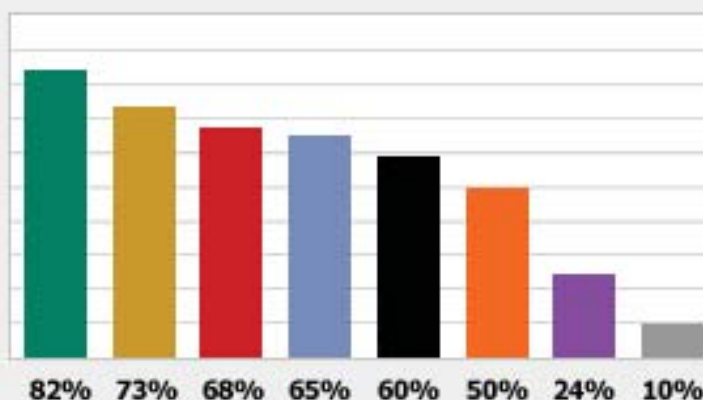
31% Could not live without personal computers



15% Could not live without landline phones

#### 5. Which technology could your company not do without?

The fax is not dead. While personal lifelines for business people focus on the personal computer and telephone lines, business lifelines are a slightly different matter with Internet access replacing mobile phones among the top three "must haves." Respondents to the 2005 Sage Software Business Minds Survey placed highest reliance on the desktop PC in both their personal and business lives with 82% citing it as a technology their company could not do without. Internet access and traditional landline phones were both cited by 73% of respondents, followed by e-mail (68%). Despite rumors of the death of the fax, 65% of respondents cited it as a must have, more needed for the business than the photocopier (60%), mobile phone (50%), or laptop PC (24%). The PDA, least relied upon for personal use, suffers the same standing as a business tool, with 10% ranking it as a must have item.



## 6. Which of the following types of software could your company not live without?

Financial software is at the heart of business, as 82% of respondents to the 2005 Sage Software Business Minds Survey place it as the software their company could not manage without. Not surprising, 100% of those in the accounting and tax services businesses selected financial software as their MVP, but only 67% of those in business services consider financial software a must have. For them, Office Suite software takes precedence, with 82% pegging it a necessity.

**Overall, Office Suites was identified as the second most needed software in the company, cited by 74% of respondents, followed by CRM software, cited by 30%.**

