

Advanced technology solutions: How SMBs know it's time to upgrade their technology

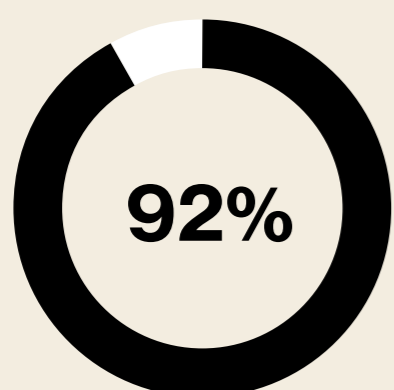


There's a long history of leading companies that started out of a basement or a garage—but all of them soon left those humble beginnings behind.

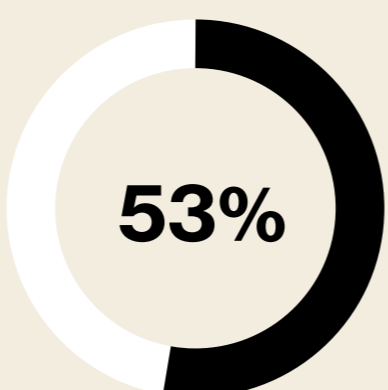
In the same way, successful small and medium-sized business (SMB) owners need to think early on about their small business internet needs and what advanced technology solutions will support them as their company grows.

4 tipping points that indicate it's time to upgrade your technology

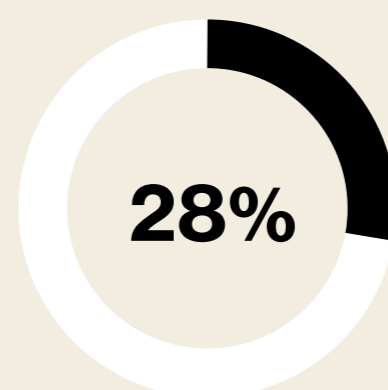
1. You're probably already deploying advanced technology solutions on a regular basis, such as business mobile apps and customer portals. These all depend on a strong, reliable internet performance.



92% of SMBs use digital tools to run their businesses today, according to Intuit

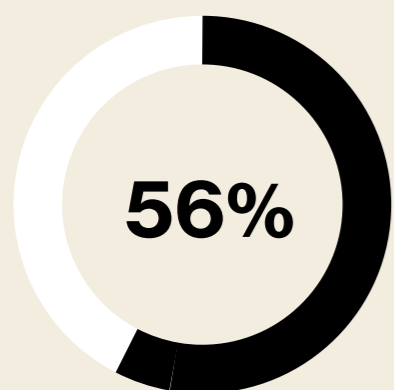


53% of SMBs upgraded their small business internet bandwidth in 2023



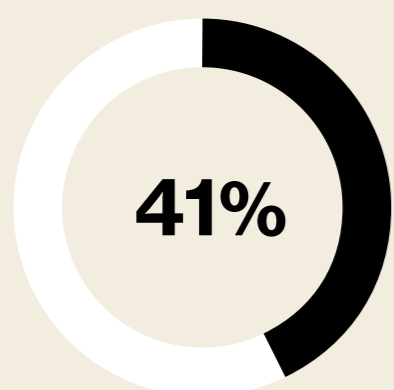
28% of SMBs provided new devices or technology to their employees to help attract or retain talent

2. You see some of your biggest revenue opportunities beyond your borders, which will mean opening new locations where coverage and connectivity are paramount.

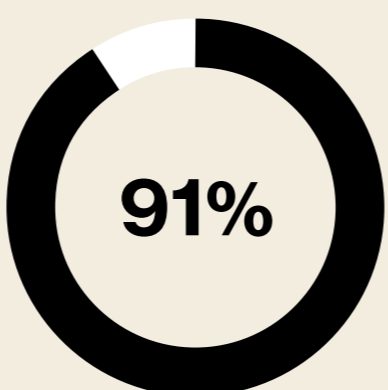


56% of small businesses see international growth as the biggest opportunity for their e-commerce business, according to DHL

3. Your customers are everywhere—and you have to be prepared to meet them online with a dynamic website, email newsletters, social media accounts and more.

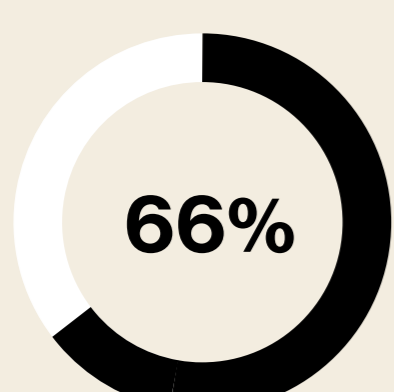


According to Verizon, 41% are implementing new digital marketing technologies to better target the right audiences

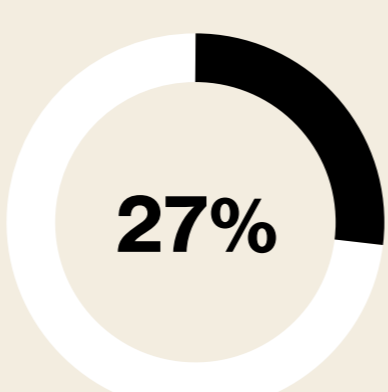


91% of customers expect the online experience to be as good as or better than in-store¹

4. Competitors are already offering products and services through digital channels without any glitches or other tech issues. Research suggests you have to catch up, and fast. According to Verizon's 5th Annual Small Business Survey:



66% have upgraded their internet connection with strong bandwidth that allows for high-capacity activities



27% of SMBs have implemented new systems to allow for remote collaboration

Internet for small business

Once your business has outgrown your basement or garage, it's time for business-grade internet.

With business internet, you can get:

- Flexible, scalable, reliable internet solutions
- Built-in network security controls to help protect against cyber threats
- Fast access to 24/7 support to assist with hardware, software or other IT issues
- Performance that can drive a better customer and employee experience



Learn more about how Verizon can set you up for the next stage of company growth.

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¹ Verizon, Verizon Business' 5th Annual State of Small Business Survey, August 2024, page 18.
² Covio, 2024 CX Industry Report: Is GenAI The Missing Piece To A Connected Customer Experience? page 5.
³ Verizon, Verizon Business' 5th Annual State of Small Business Survey, August 2024, page 24.

The author of this content is a paid contributor for Verizon.