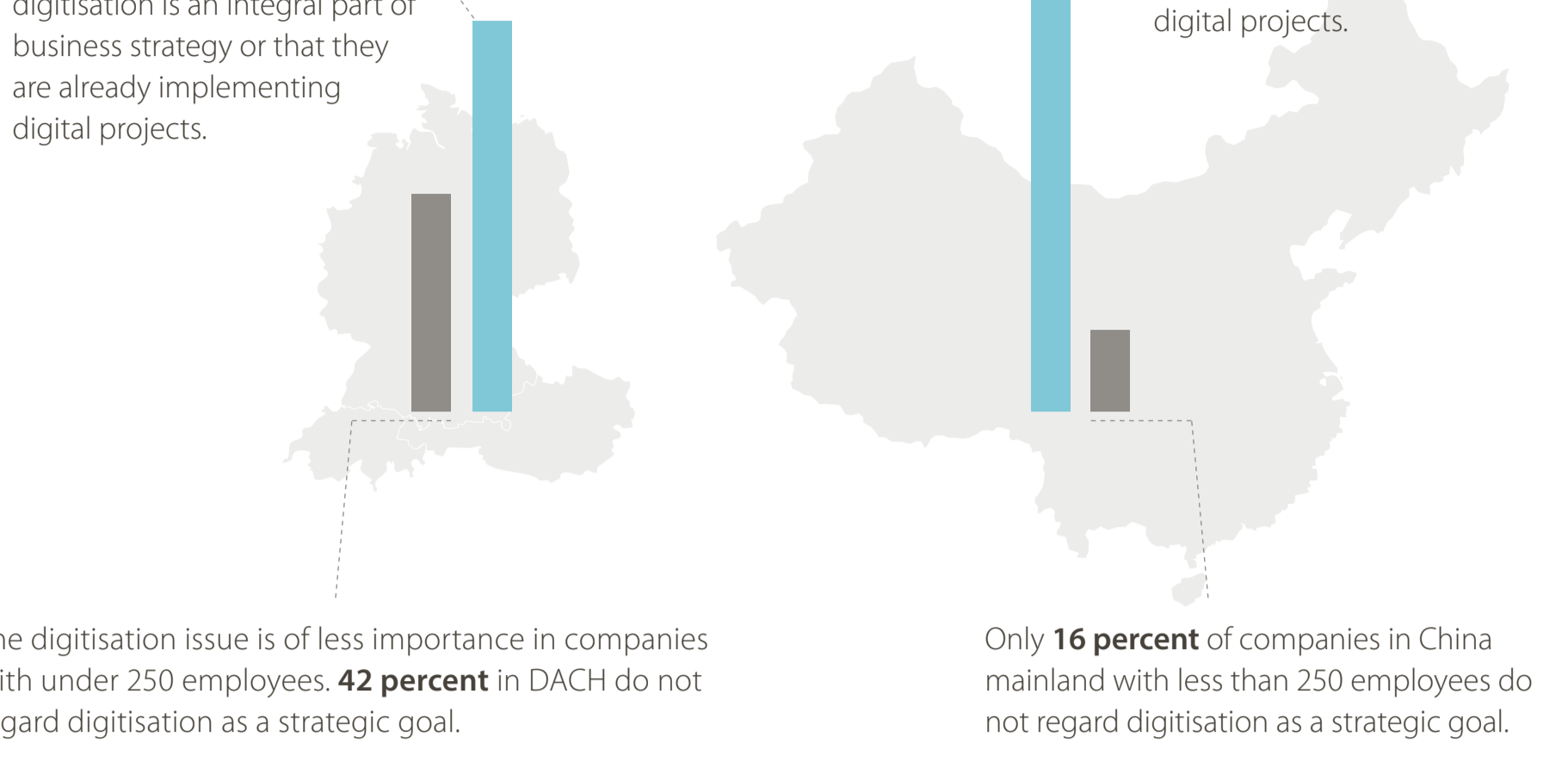


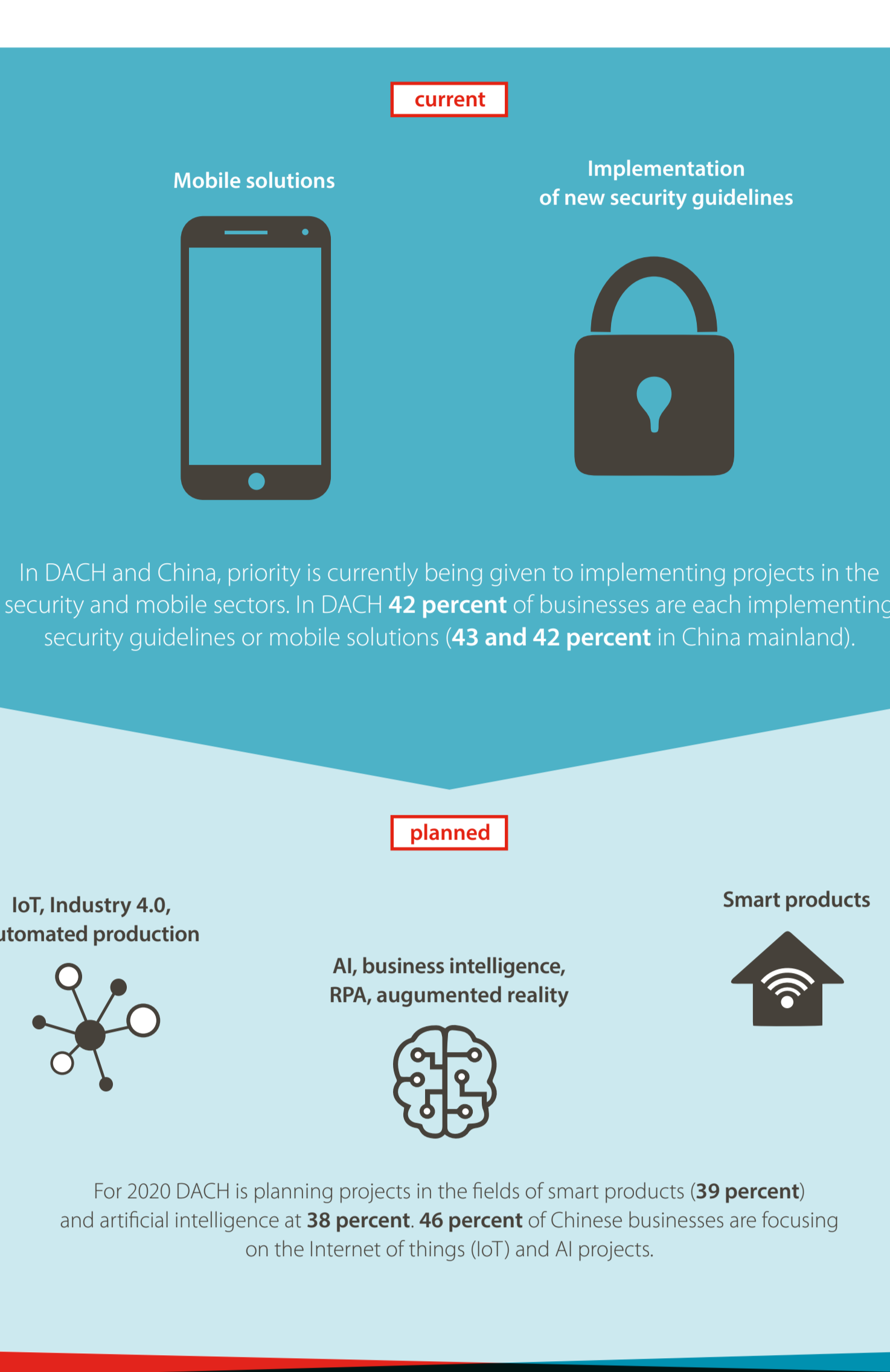
# HOW DIGITAL ARE SMALL AND MEDIUM-SIZED BUSINESSES?\*

Datwyler study investigates the state and evolution of digitisation in the DACH region and China

## DIGITISATION HAS REACHED SMALL AND MEDIUM-SIZED BUSINESSES

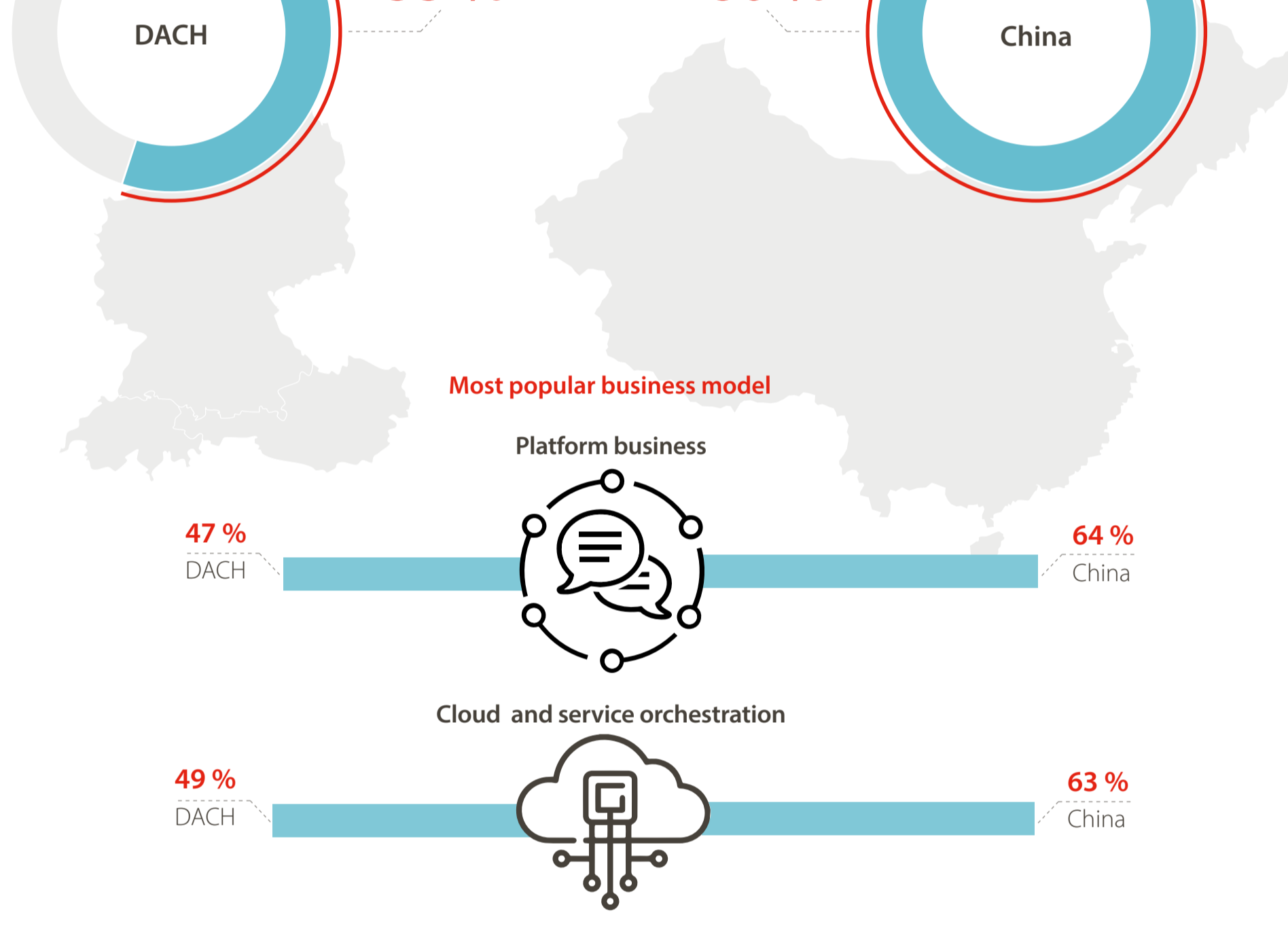


## THESE ARE THE DRIVERS OF DIGITISATION



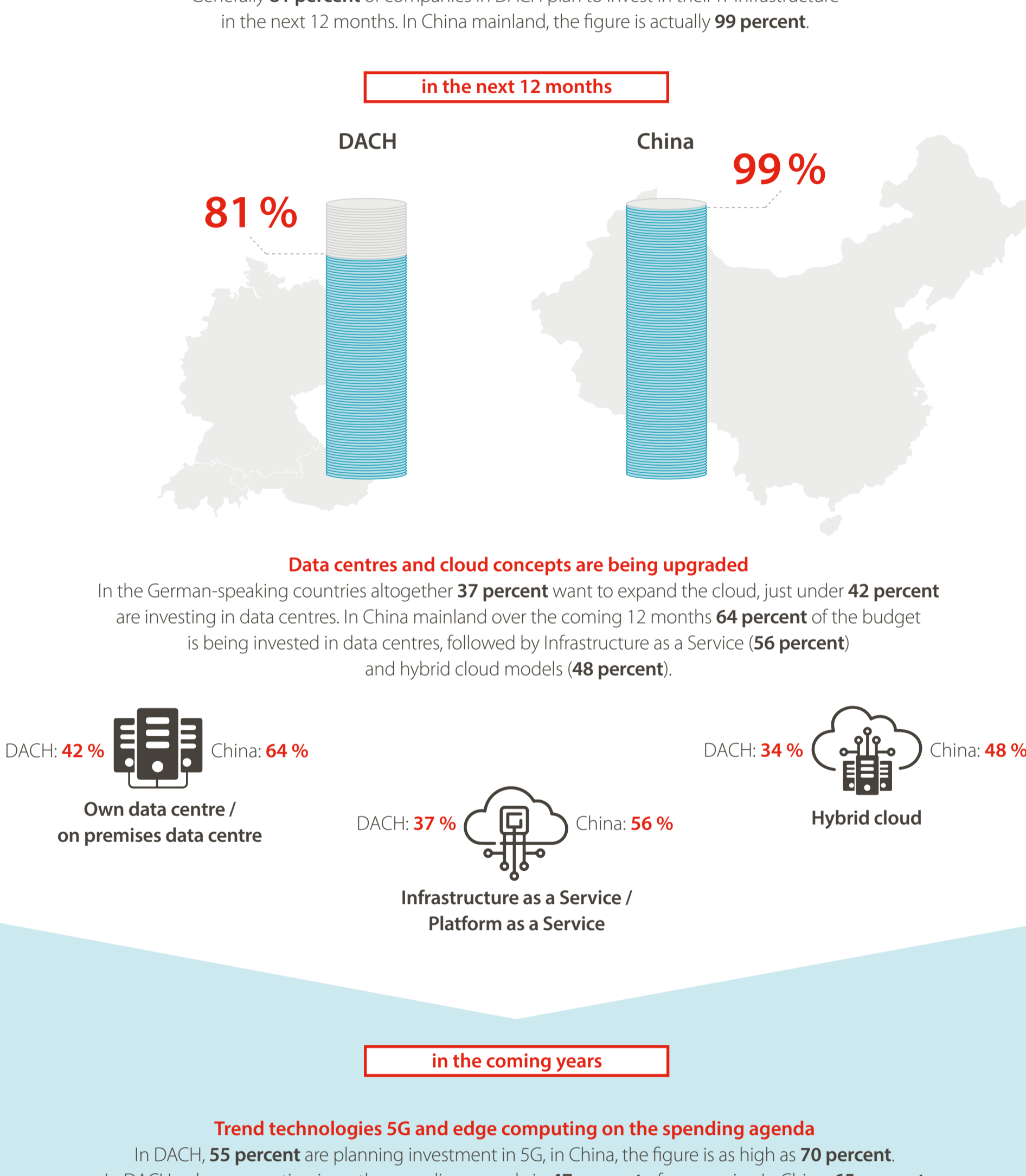
## DIGITISATION RADICALLY ALTERS BUSINESS MODELS

In China mainland **80 percent** of managers are convinced that digitisation necessitates new business models: this is a clearer vote in favour of change than in DACH at **55 percent**. The figure in the region is still indicative of a massive change.

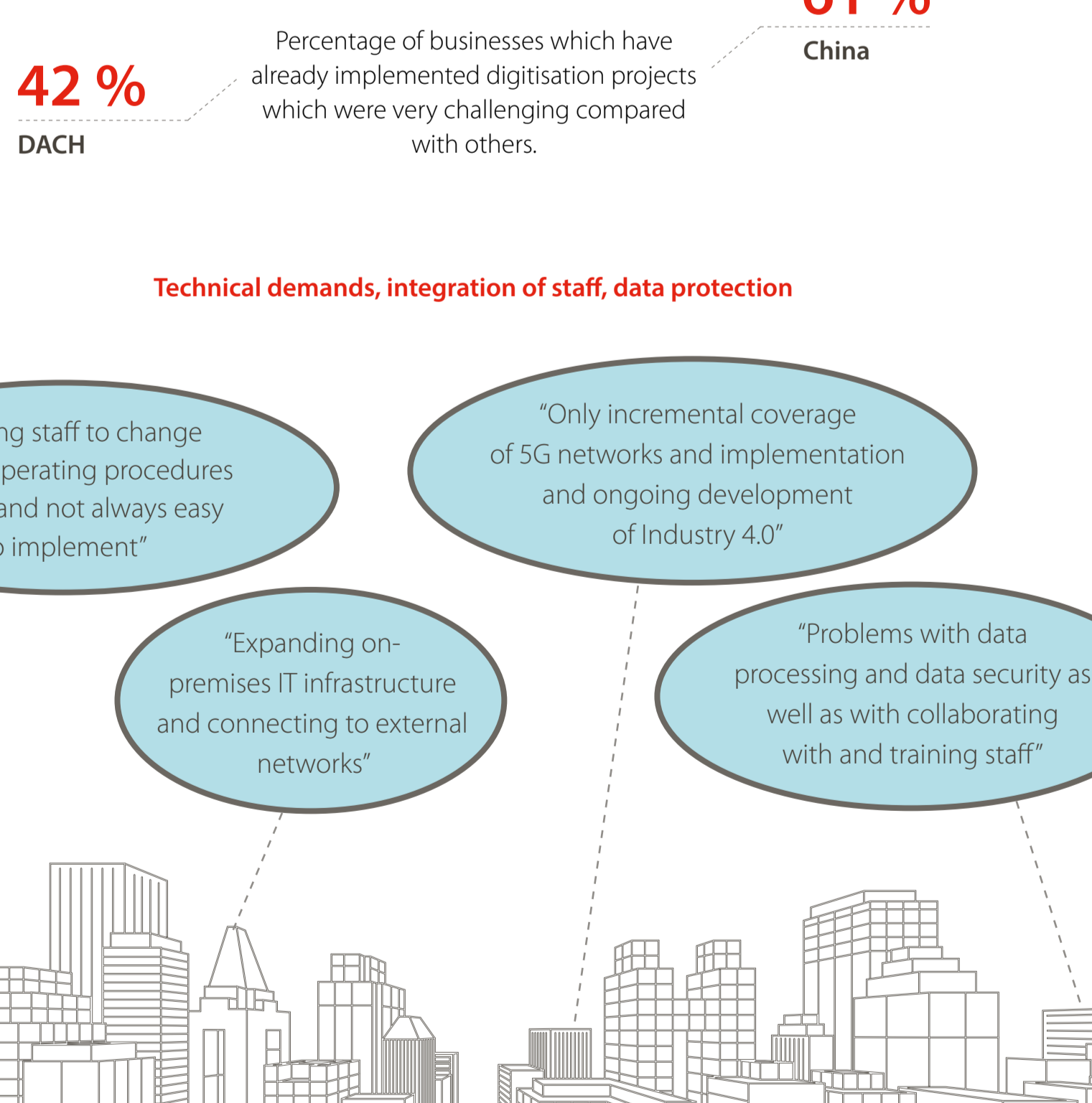


## HIGH-LEVEL INVESTMENT IN IT INFRASTRUCTURE

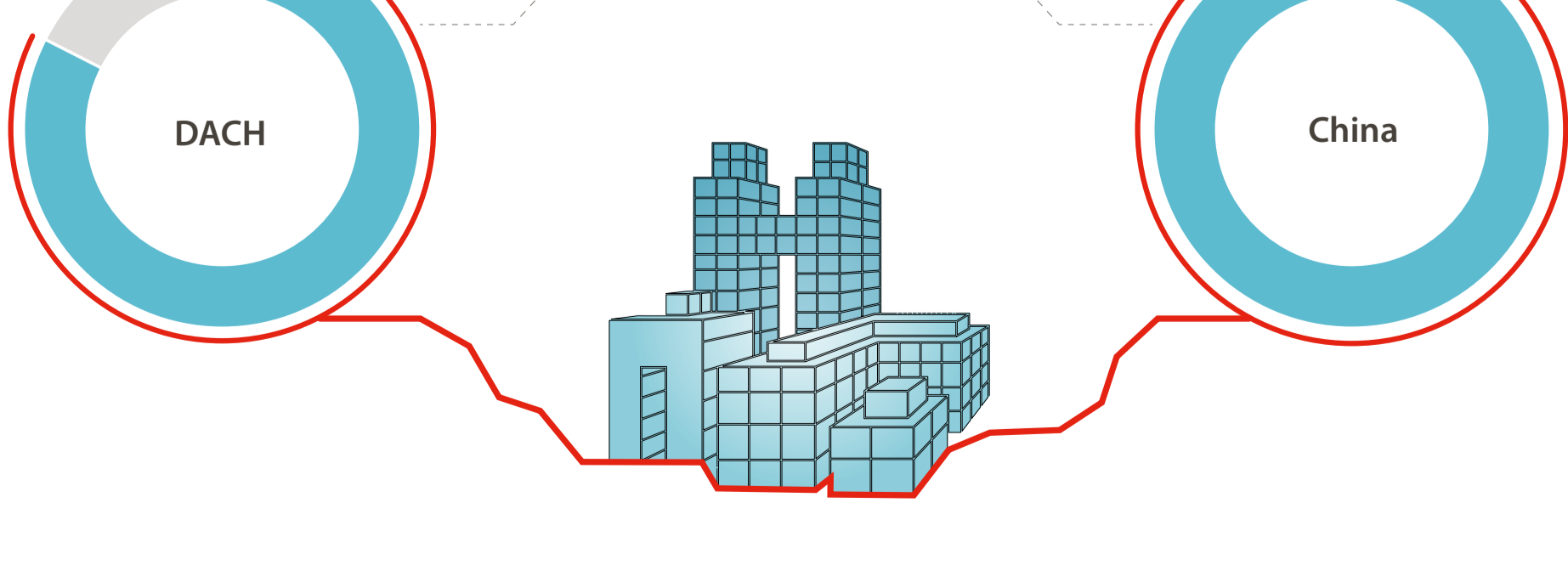
Generally **81 percent** of companies in DACH plan to invest in their IT infrastructure in the next 12 months. In China mainland, the figure is actually **99 percent**.



## THE GREATEST CHALLENGES POSED FOR BUSINESSES BY DIGITISATION



## RELEVANCE OF THE IT INFRASTRUCTURE TO SUCCESSFUL DIGITISATION IN THE COMPANIES



**IT infrastructure is the foundation for successful digitisation**

The overwhelming majority of small and medium-sized businesses surveyed in the DACH regions and China mainland consider the IT infrastructure as crucial or important for the successful process of digital change. The figure is **82.5 percent** in DACH, as high as **97.5 percent** in China.

\* Between December 2019 and January 2020 the market research and consultancy company Techconsult was commissioned by Datwyler Cabling Solutions to survey 200 executives (managing directors, CIOs, IT managers, department heads) of small and medium-sized companies in both the DACH and China mainland regions on the current and planned IT infrastructure base, their digitisation strategy (willingness to invest, digitisation projects pending, preferred new digital business models), and the opportunities and challenges of digitisation.