Digitisation in the mid-market

Local mid-market businesses are seeing real benefits from their investments in business management software and applications. However, underutilised, outmoded and duplicated systems are still costing the sector significantly, in terms of both lost investment and business opportunities. Barriers to changing or updating systems are more about time and expertise than the cost of the technology, signalling that more support is needed to help the sector maximise the benefits of digitisation.

Since adding or changing your digital solutions over the past 12 months, which of the following benefits have you experienced?

**AUSTRALIA**

- Teams more efficient and productive: 48%
- Service larger/more diverse range of customers: 39%
- Decision making is more informed: 34%
- More time to focus on business strategy and growth: 32%
- More competitive in target markets: 30%

**NEW ZEALAND**

- Teams more efficient and productive: 45%
- More time to focus on business strategy and growth: 44%
- More competitive in target markets: 43%
- Service larger/more diverse range of customers: 40%
- Decision making is more informed: 30%