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BUSINESS PAPER

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# Research: SMBs Use Networking Tech to Grow Business





Small and midsize businesses (SMBs) operate in an increasingly fast-paced and technology-dependent world. Digitized SMBs — the ones using technology most aggressively to operate efficiently — are pulling ahead of the competitive pack.

A recent Aruba survey<sup>1</sup> of U.S. small and midsize business and tech leaders bears this out: 98% of survey respondents report that technology is “important or extremely important” to reaching company objectives.

Technology is helping SMBs achieve a wide range of business goals. More than half of survey respondents are focused specifically on revenue growth, customer experience, and employee output. In addition to their top three priorities, SMB leaders have the following objectives this year:

- Enhance company efficiency
- Improve insights and analytics
- Get new clients/customers
- Improve competitiveness
- Launch new products or services
- Reduce costs
- Retain current clients/customers
- Hire to support growth

This huge reliance on technology makes sense when you learn how SMB leaders view the role of technology in their plans. Eight in ten business and tech decision-makers say that investing in technology results in:

- Better company operations
- Data security
- A competitive edge
- Increased capabilities
- Ability to better serve/retain customers
- Increased profitability

### HOW A BETTER COMPANY NETWORK SUPPORTS COMPANY AMBITIONS

A close look at how SMBs plan to scale, boost efficiency, and improve security reveals that company networks are essential to success. More than 9 in ten business leaders and IT decision-makers say that improving their company network is extremely or very important to their IT plans.

## Benefits that survey respondents say an improved network brings to their companies:

**56%**

**Enhanced security**

As a business grows, the increased use of IoT devices, hybrid work, and evolving cybersecurity threats put your data and applications at risk of a breach. The right network solution provides security safeguards such as restricted access by user or device, automated application protection to control access, and content filtering to keep your team away from likely threats.

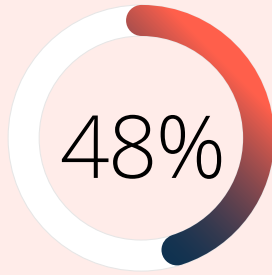
**49%**

**Support company growth**

Fast-growing businesses need a flexible network that can easily expand to meet company, customer, vendor, and market demand. The right solution will make it easy to scale without replacing equipment when sites get added or if the network is customized.

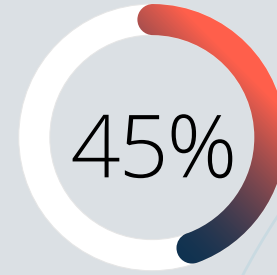
**98%** of business and IT leaders say technology is important or extremely important to reaching company objectives.

<sup>1</sup> Online survey of 150 business decision-makers and 150 IT decision-makers at U.S. companies with 100 to 999 full-time employees. The survey was fielded September 23- October 4, 2021.



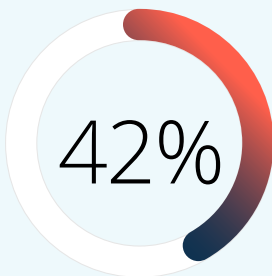
### Improve network speed

From hybrid work to team collaboration and customer-facing digital interactions, a company network is the foundation of business activities. The right network solution provides a boost to network performance and makes it easy to add network locations quickly and without error.



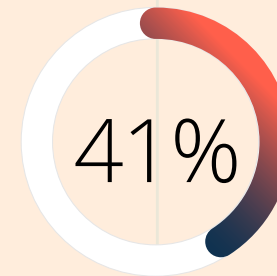
### Improve employee productivity

To scale efficiently, companies need to make it easy for employees to access data and applications, and collaborate, regardless of location. The right network provides a fast, reliable connection that accelerates opportunities for your team to do their best work.



### To increase coverage

Successful businesses rely on network access for all aspects of operations and service. The right network can help you prevent traffic bottlenecks and automatically tap into the fastest speed possible for your connected devices and provide strong coverage across your entire company — including indoor and outdoor spaces.



### To improve access to important applications

As business applications increase in complexity, lean IT teams can face bottlenecks in network setup and troubleshooting. The right network solution can provide a streamlined network configuration and performance without disruptions in your day-to-day operations.

Reach your business goals with Aruba and put your network to work for your business. With scalable and enterprise-grade Aruba Wi-Fi and switching, you can tap into the fastest performance with Wi-Fi 6 and multi-gigabit Ethernet speeds and keep your network, data, people, and customers safe. Aruba makes upgrading the network seamless for SMBs. [Contact us](#) to learn how.