Technology is good for business

MYOB top five reasons to embrace online technologies

1. Online presence
2. Business revenue
3. Attract new customers & keep customers loyal
4. Boost productivity
5. Be found online – where consumers are

Online presence

- 4% don’t know
- 26% have a business website only
- 43% have a business social media site only
- 11% have a business website and social media site

Business revenue

- SMEs who use cloud computing in business are 30% more likely to see an annual revenue rise
- SMEs with a website are 56% more likely to see an annual revenue rise
- SMEs who use social media are 45% more likely to see an annual revenue rise
- SMEs who use accounting software are more likely to expect an increase in annual revenue (34% versus 33% without accounting software)

Attract new customers & keep customers loyal

- Boost productivity
- Be found online – where consumers are

MYOB top five online services

- Email marketing
- Online banking
- Buy products & services online
- Social networking for business
- Voice communication over the internet e.g. VOIP