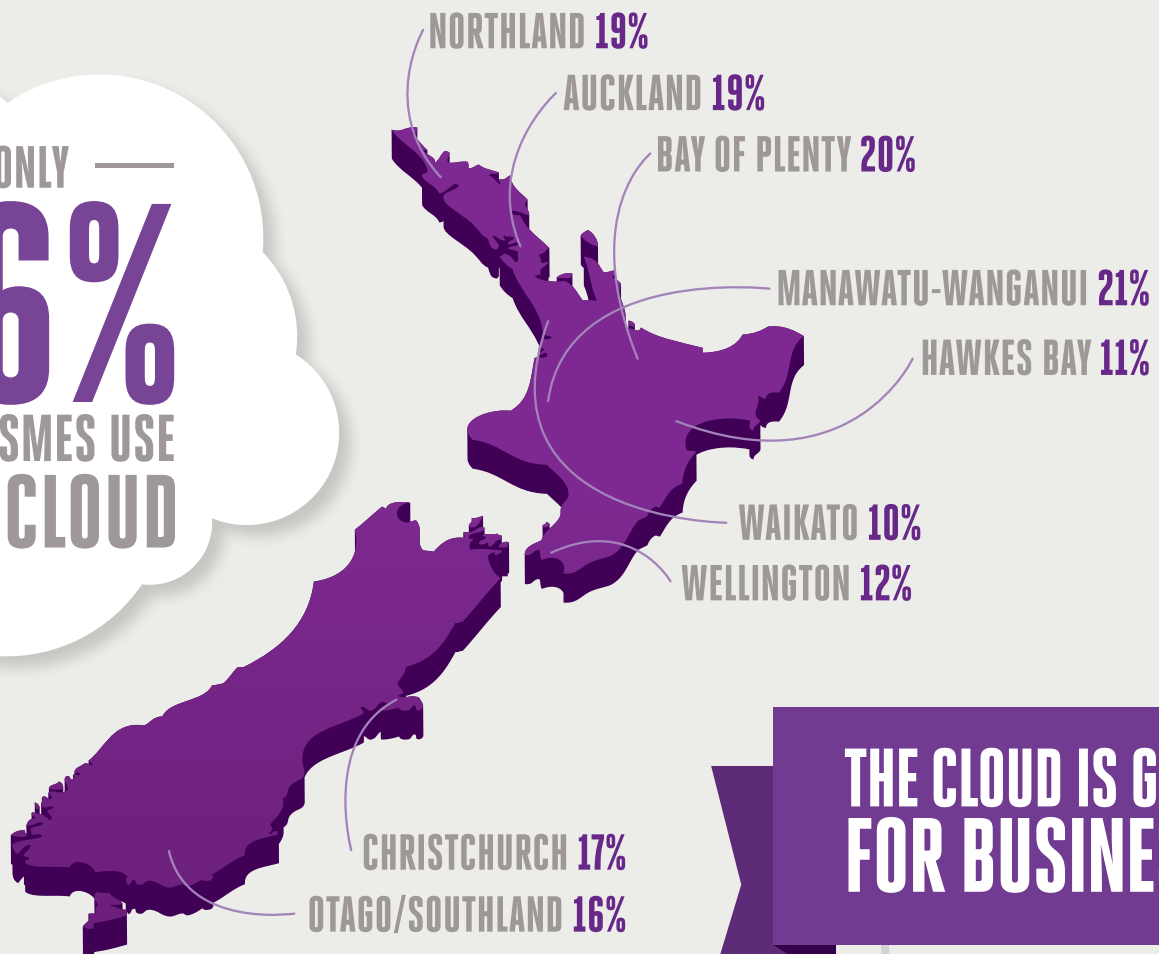


THE STATE OF THE DIGITAL NATION

MYOB BUSINESS MONITOR 2013

ONLY
16%
OF NZ SMES USE
THE CLOUD




THE CLOUD IS GOOD FOR BUSINESS:

SMES USING CLOUD SERVICES
ARE 16% MORE
LIKELY TO ENJOY AN
ANNUAL REVENUE RISE



ACCORDING TO THE MYOB BUSINESS MONITOR, THE TOP FIVE REASONS WHY SMES USE CLOUD COMPUTING ARE:

1. WORK WHEREVER THEY WANT (68%) 
2. DATA IS BETTER PROTECTED (49%) 
3. STAFF CAN WORK REMOTELY (42%) 
4. CAN USE BANKFEEDS (36%) 
5. ARE MORE PRODUCTIVE (29%) 



SMES SAID THE TOP THREE REASONS FOR NOT IMPLEMENTING CLOUD COMPUTING WERE:

1. DON'T KNOW ENOUGH (33%) 
2. DON'T FEEL CONFIDENT (22%) 
3. UNSURE OF DATA SAFETY (19%) 