

Transformation in Tech & Talent

— 2022 —

A survey of middle-market and small businesses

With a focus on digital transformation in 2021, most small and middle-market businesses continued to prioritize investment in technology to encourage innovation, expand online operations and facilitate remote and in-person work.



Key business considerations for returning to the office



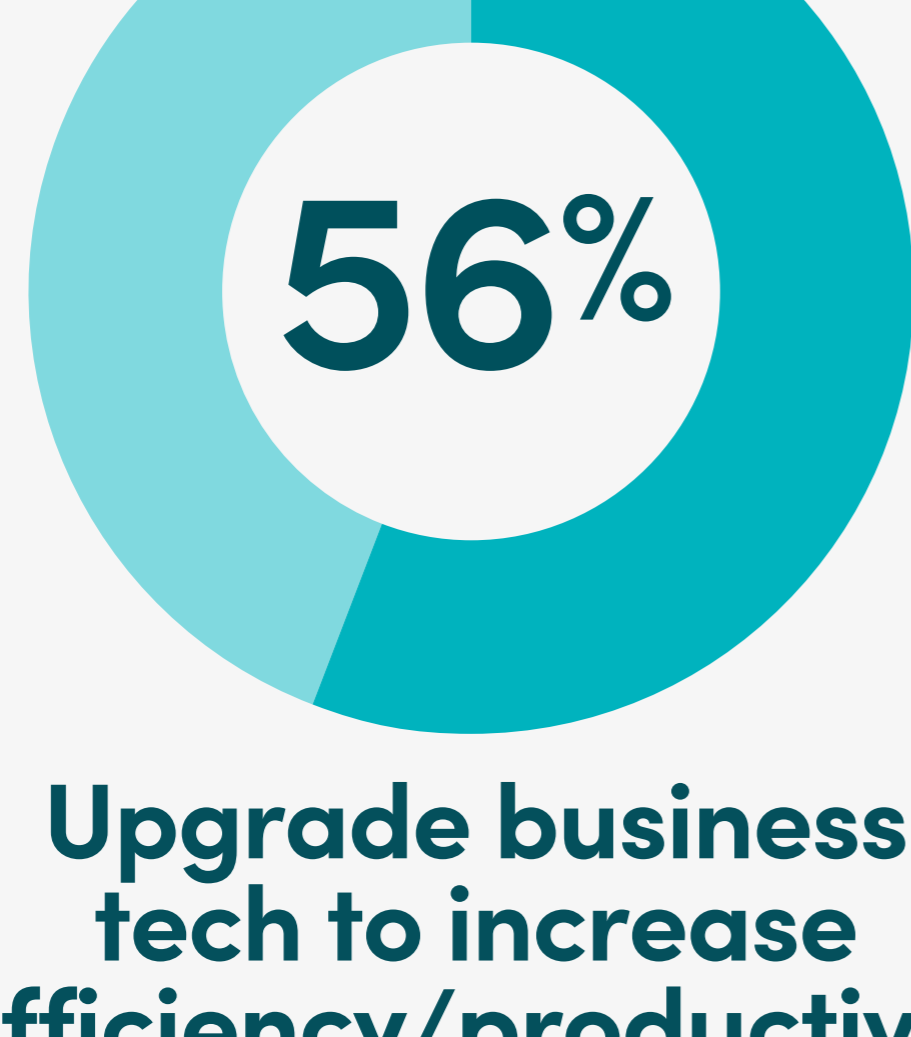
Employee productivity **42%**



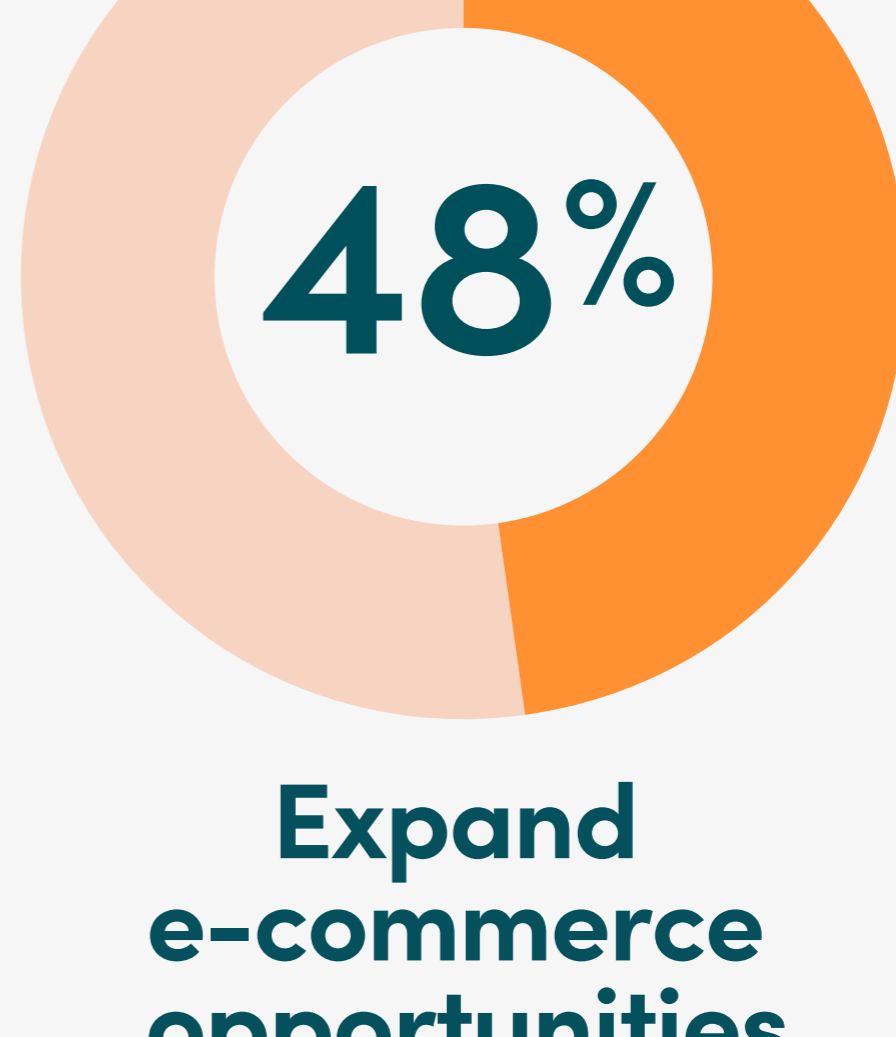
Vaccine mandates **36%**

More than half of the executives describe their companies' long-term working arrangement plans as having most or all of their employees in-person full-time.

Top ways businesses plan to adapt to an increasingly digital-first marketplace



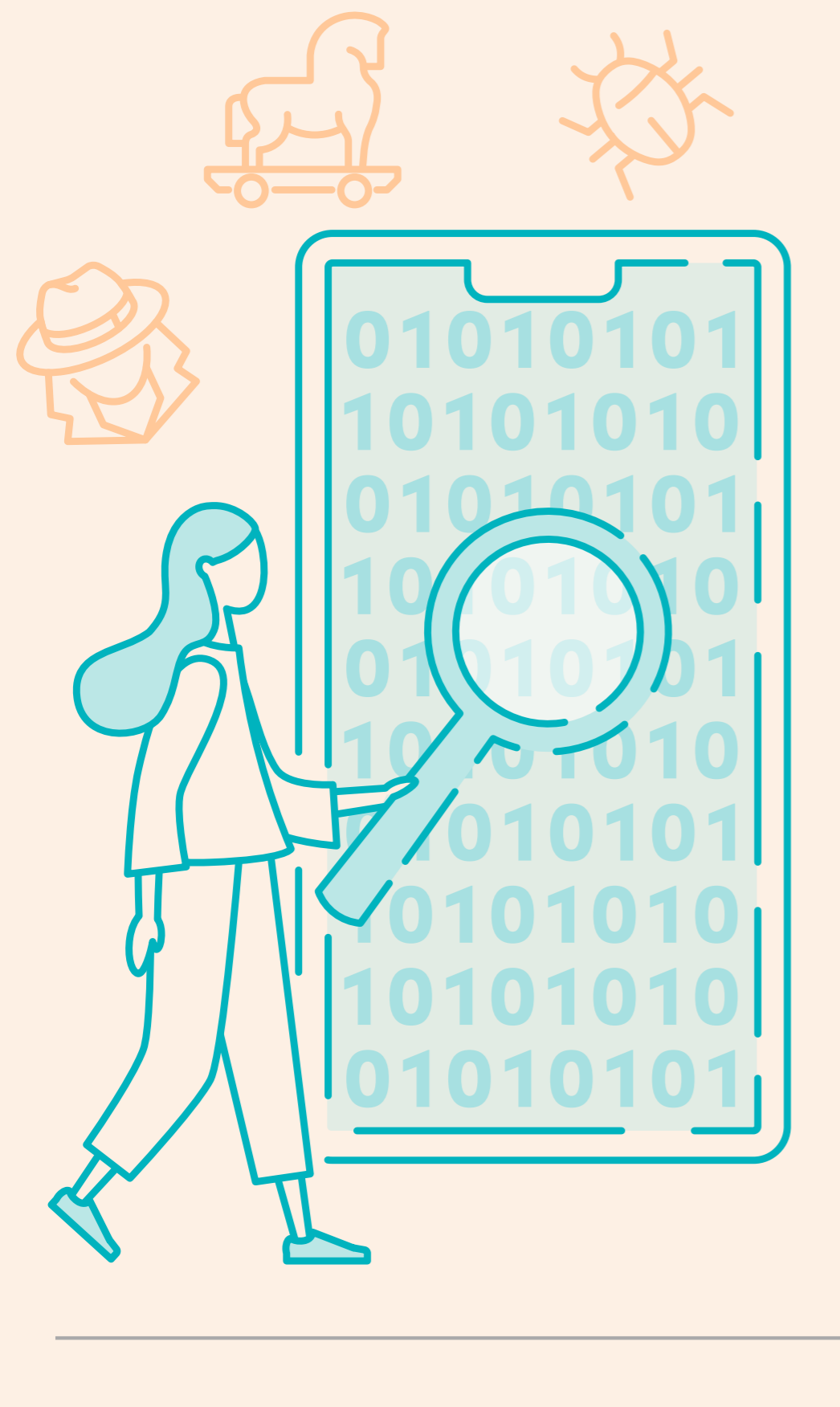
Upgrade business tech to increase efficiency/productivity



Expand e-commerce opportunities

Executives are adapting to an increasingly digital-first marketplace.

Cybersecurity areas of focus



57% Hacking/intrusion

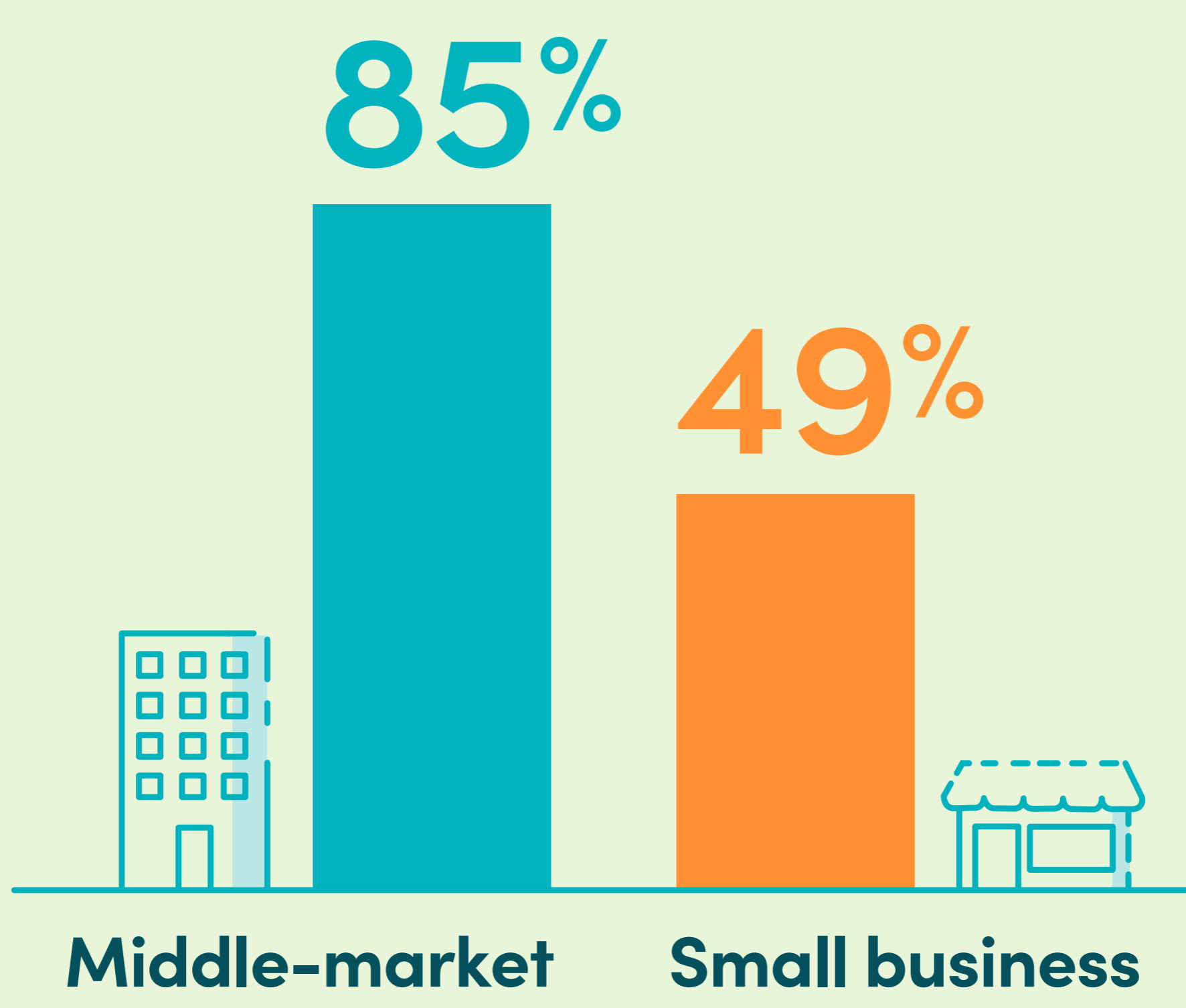
56% Data breach

54% Virus protection

50% Identity theft

Businesses are concerned about staying safe from cyberattacks.

Sustainability initiatives in place or planned for the next 12 months



Leaders are recognizing the importance of eco-friendly practices.

Looking ahead



Plan to invest in their company this year

92% Middle-market

87% Small business

Most executives predict growth in the next 12 months and plan to invest in their businesses.