

FROM SURVIVAL TO REVIVAL

How Asia SMBs can find
their way back to growth

Virtual press briefing
July 23, 2020



KEYNOTE SPEAKER



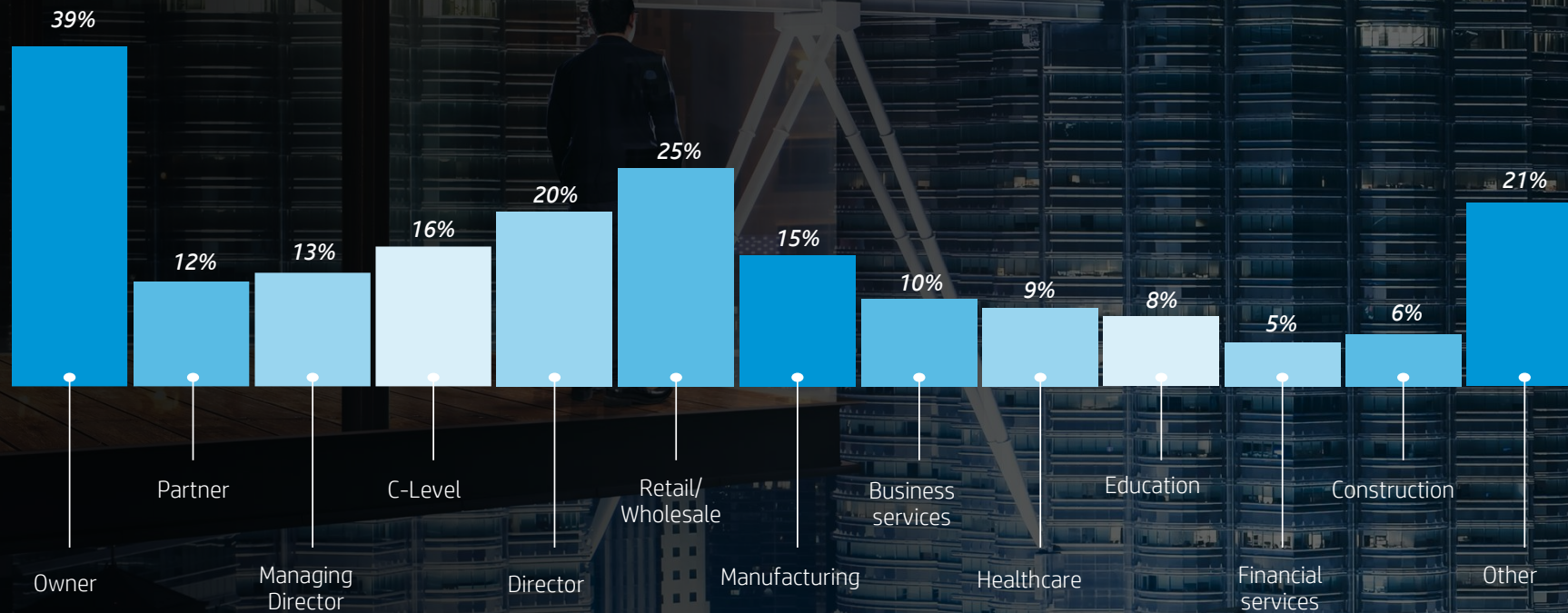
Ng Tian Chong

Managing Director
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ABOUT THE REPORT

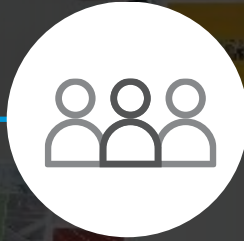
- Australia, India, Indonesia, Japan, Singapore, South Korea, Thailand and Vietnam
- 1,600 respondents
- Manufacturing, Retail, Healthcare Education
- Sub 200 employees



WHY SMBs: THE LIFEBLOOD OF ASIA



SMBs make
up over 90% of
Asia businesses



2 out of 3
private sector
workers

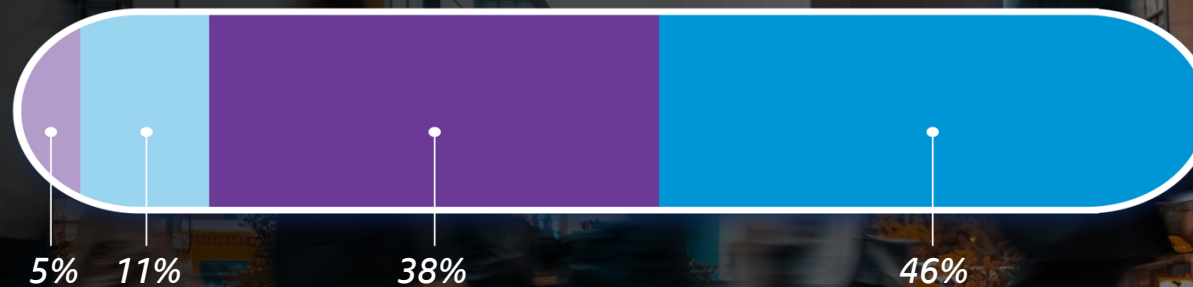


Supporting
partners &
customers

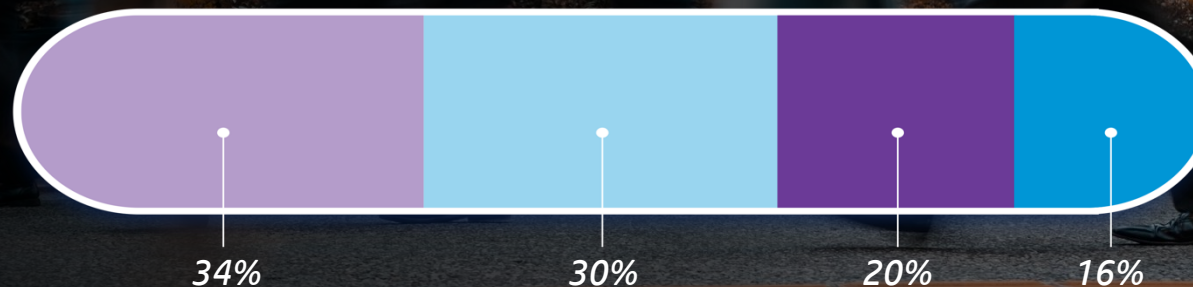
COVID-19 HAS TURNED SMBs ANNUAL GROWTH PROJECTION UPSIDE DOWN

Annual growth projections

Pre-COVID



Post-COVID



- Reduced trade
- Variability
- Stability
- Growth

Source: HP APAC SMB Outlook Report / A3 / n=1,600

THE PARADOX FOR SMBs

While cashflow is a current concern SMBs need to find a way to innovate themselves out of their current predicament



SMBs are focused on cash flow



They know digital adoption is very important if not essential to recovery



Finding the right talent is an issue for them



They do not know where to look to guide them through this process

SMBs ARE CONFIDENT THAT THEY CAN BOUNCE BACK



Source: HP APAC SMB Outlook Report / H2 / n=1,600

COUNTRIES THAT ARE MORE CAUTIOUS OF PERFORMANCE POST-COVID

Business confidence post-COVID



We will survive

Survey average

60%

Singapore

51%

Japan

51%

South Korea

41%

We will thrive

53%

50%

26%

30%

Top 3 rebound strategies



Innovate how we work

Singapore

Innovate our products & services

Japan

Flexible work options

South Korea

Innovate how we work

Flexible work options

Innovate how we work

Innovate our products & services

Flexible work options

Innovate our products & services


Flexible work options


Greater use of online tools

Help with accessing finance

Source: HP APAC SMB Outlook Report

COUNTRIES THAT ARE MORE OPTIMISTIC OF PERFORMANCE POST-COVID

<i>Business confidence post-COVID</i>		<i>Survey average</i>	<i>Indonesia</i>	<i>Australia</i>	<i>Thailand</i>	<i>Vietnam</i>
	We will survive	60%	71%	63%	65%	72%
	We will thrive	53%	72%	58%	65%	65%

<i>Top 3 rebound strategies</i>		<i>Indonesia</i>	<i>Australia</i>	<i>Thailand</i>	<i>Vietnam</i>
	Innovate how we work	Flexible work options	Innovate how we work	Flexible work options	Accessing grants/loans
	Flexible work options	Innovate our products & services	Flexible work options	Help bringing products to market	Innovate our products & services
	Innovate our products & services	Migrate processes to digital	Greater use of online tools	Business strategy advice	Help bringing products to market

Source: HP APAC SMB Outlook Report

VERTICALS

Top 3 rebound strategies		Education	Retail	Financial Services	Manufacturing	Healthcare
	Innovate how we work	Greater use of online tools	Innovate how we work	Help with online/data security products	Help bringing products to market	Innovate how we work
	Flexible work options	Flexible work options	Innovate our products & services	Migrate more processes to digital	Innovate how we work	Greater use of online tools
	Innovate our products & services	Innovate how we work	Help accessing finance	Innovate our products & services	Access to grants and loans	Flexible work options

Source: HP APAC SMB Outlook Report

WHAT NEEDS TO CHANGE



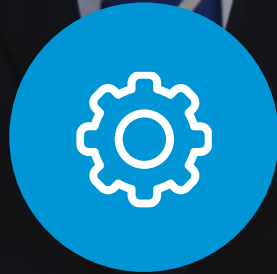
27%

Innovate
how we work



26%

Flexible
work options



25%

Innovate our
products and
services



23%

Using online
meeting and
digital tools

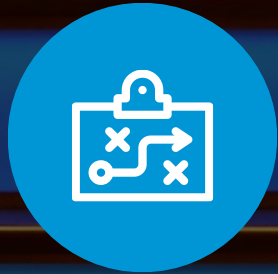


19%

Migrating
more processes
to digital

Source: HP APAC SMB Outlook Report

AND WHAT'S NEEDED



22%

Advice on strategic
planning and risk
management



21%

Advice on
business
planning



21%

Advice on bringing
products and
services to market



21%

Access to
grants/loans



19%

Advice about
professional
development

HP HELP SMBs ACCELERATE CUSTOMER AND EMPLOYEE-CENTRIC EXPERIENCES IN A POST-COVID WORLD

FROM SURVIVAL TO REVIVAL



AGILE & SECURE WORKFORCES

Scalable remote Work Solutions
Expanded customer services
Greater security and resilience



TRANSFORMING EXPERIENCES

Skills and resources
Devices to transform experiences
Advancing workflows



ACCELERATING PERFORMANCE

Bundles and solutions
to drive predictability

Adaptable solutions to help distributed workforces perform and to reinvent customer experiences

A man in a light blue button-down shirt is shown from the chest up, smiling and holding a glowing, translucent cube in his outstretched palm. The background is a dark blue gradient, and numerous other similar glowing cubes are floating in the air around him, creating a sense of digital growth and innovation.

PANEL DISCUSSION

How Asia SMBs can find
their way back to growth



PANELISTS



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Q&A





THANK YOU

