

# FROM SURVIVAL TO REVIVAL

How Asia SMBs can find  
their way back to growth

Virtual press briefing  
July 23, 2020



# KEYNOTE SPEAKER



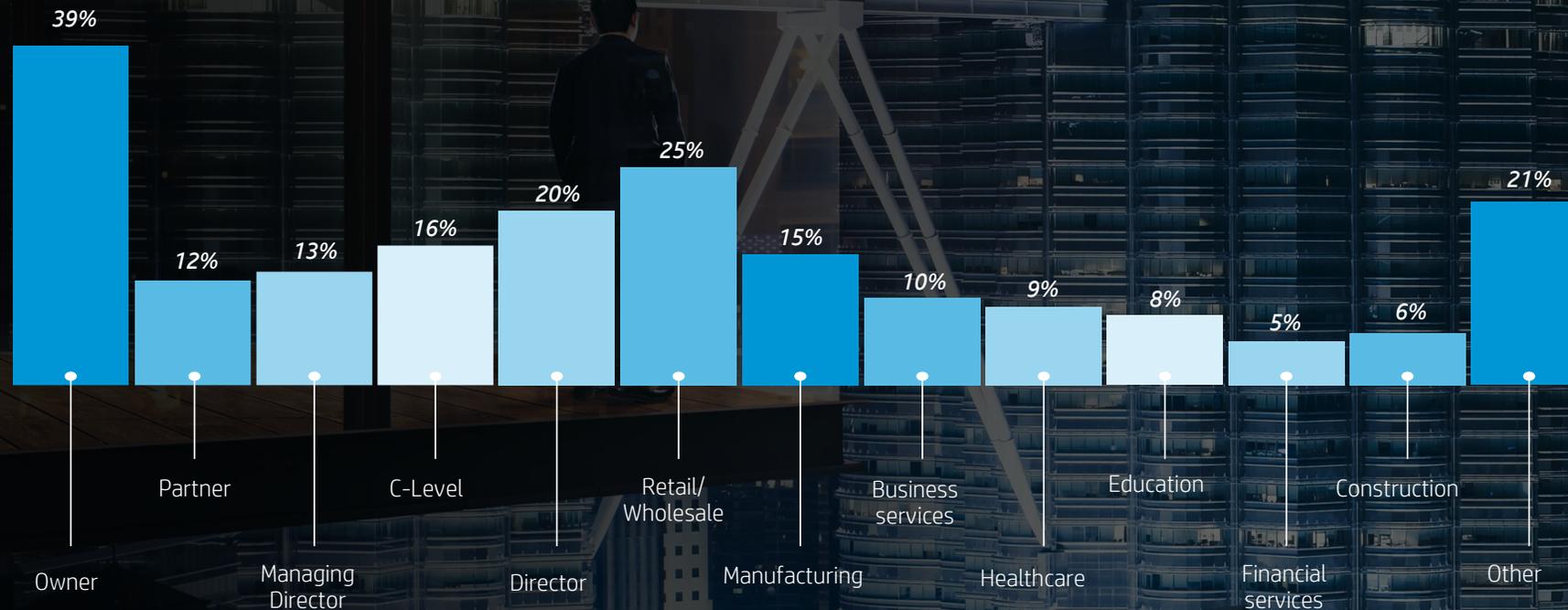
***Ng Tian Chong***

Managing Director  
Greater Asia, HP Inc.

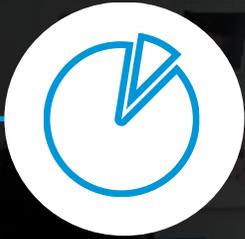


# ABOUT THE REPORT

- 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

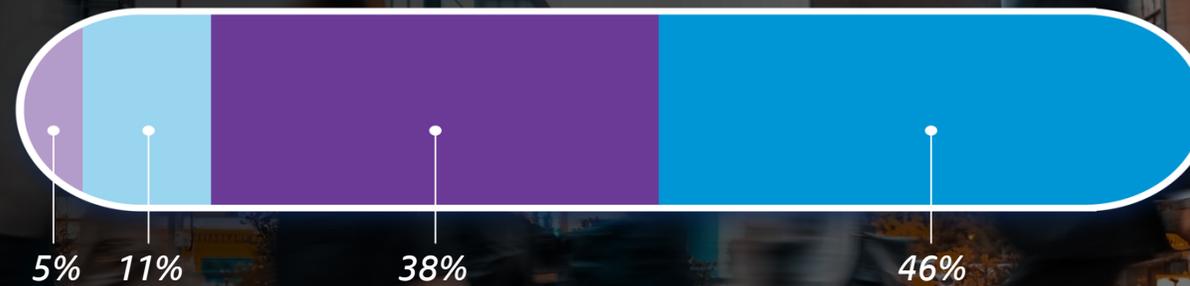


*Supporting*  
partners &  
customers

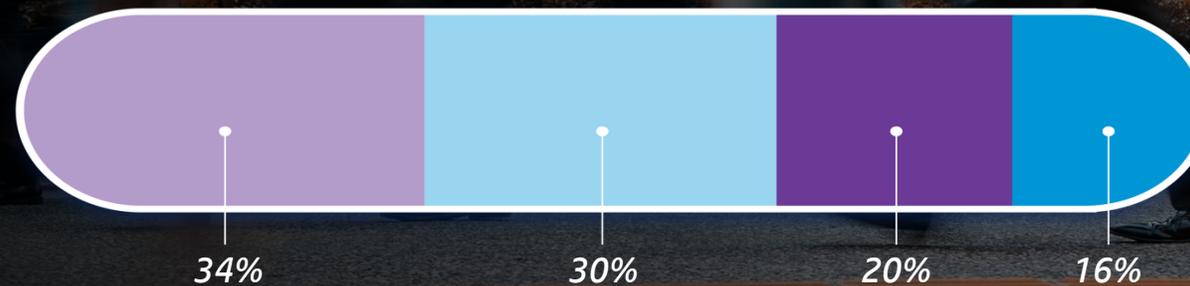
# COVID-19 HAS TURNED SMBs ANNUAL GROWTH PROJECTION UPSIDE DOWN

## 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  
We will thrive

## Survey average

60%  
53%

## Singapore

51%  
50%

## Japan

51%  
26%

## South Korea

41%  
30%

## Top 3 rebound strategies



Innovate how we work  
Flexible work options  
Innovate our products & services

## Singapore

Innovate our products & services  
Innovate how we work  
Flexible work options

## Japan

Flexible work options  
Innovate our products & services  
Greater use of online tools

## South Korea

Innovate how we work  
Flexible work options  
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

# 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

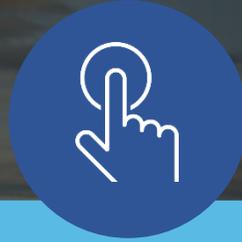
# HP HELP SMBs ACCELERATE CUSTOMER AND EMPLOYEE-CENTRIC EXPERIENCES IN A POST-COVID WORLD

## 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



# PANEL DISCUSSION

How Asia SMBs can find  
their way back to growth



# PANELISTS



**MODERATOR:**  
**Manisha Sewal**  
Group CMO of Carro



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**Jinho Yang**  
COO of Toss Labs



**Lisa Messenger**  
Founder  
Collective Hub

# Q&A



*THANK YOU*

