



The HP Asia SMB Report: From Survival to Revival in the post-pandemic world

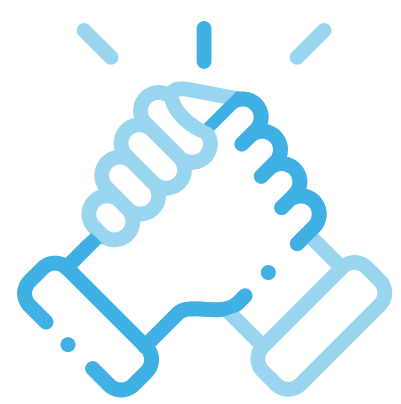
For most SMBs, the priority now is simply to survive the current crisis – and that means keeping a close eye on cash flow so they can rebuild and return to growth. But to what extent are they reimagining their business models and making sure they have the right strategies and tools to come back stronger and more resilient?



SMBs make up over **90%** of Asia businesses



2 out of 3 private sector workers



Supporting partners & customers

CHALLENGES TO TRANSFORMATION



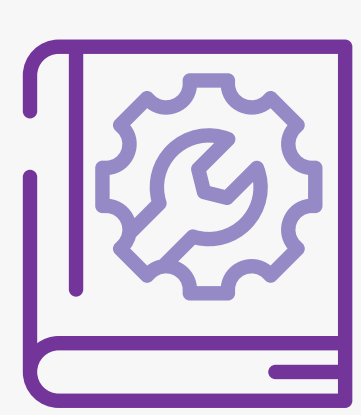
SMBs are focused on cash flow



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

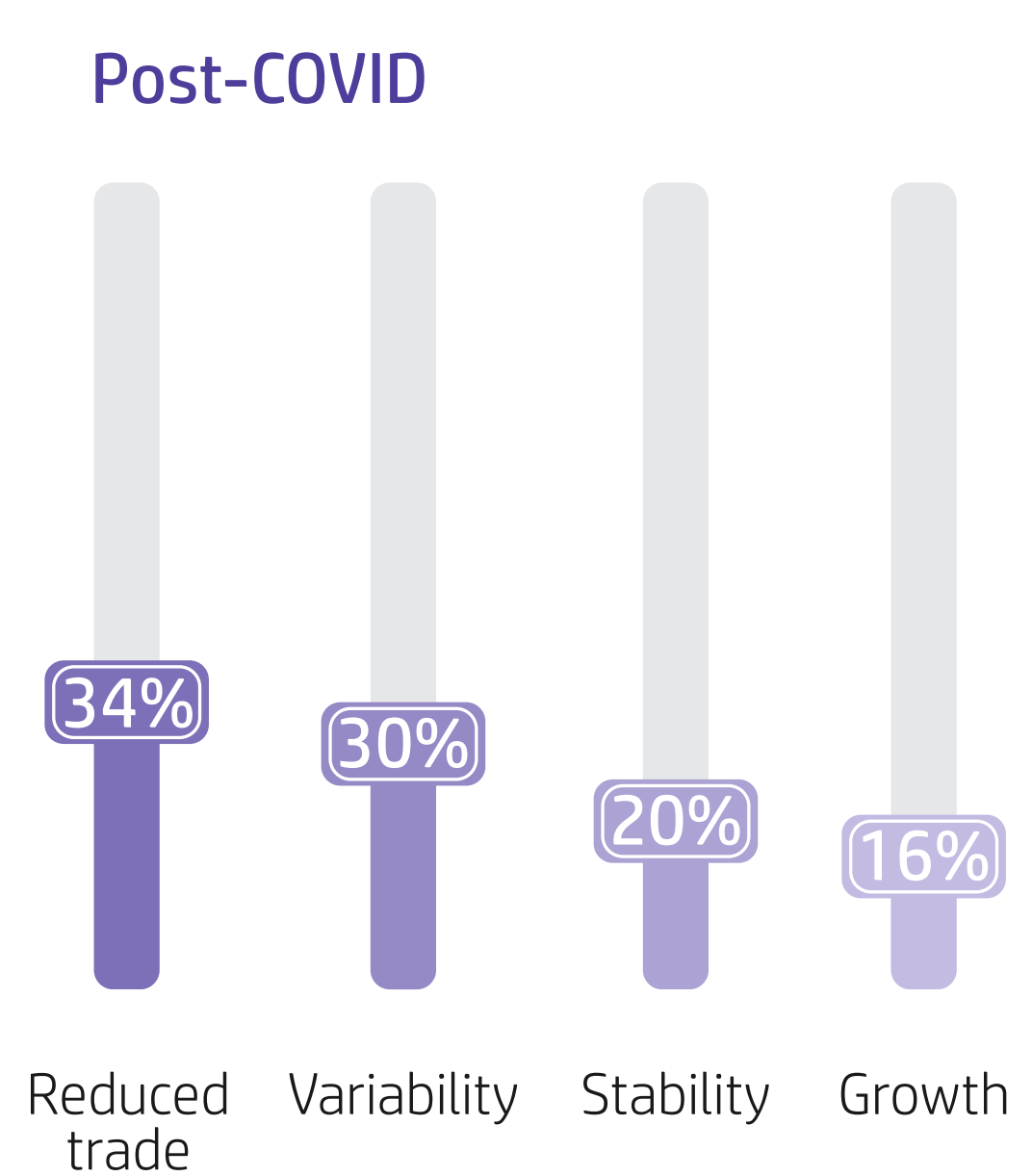
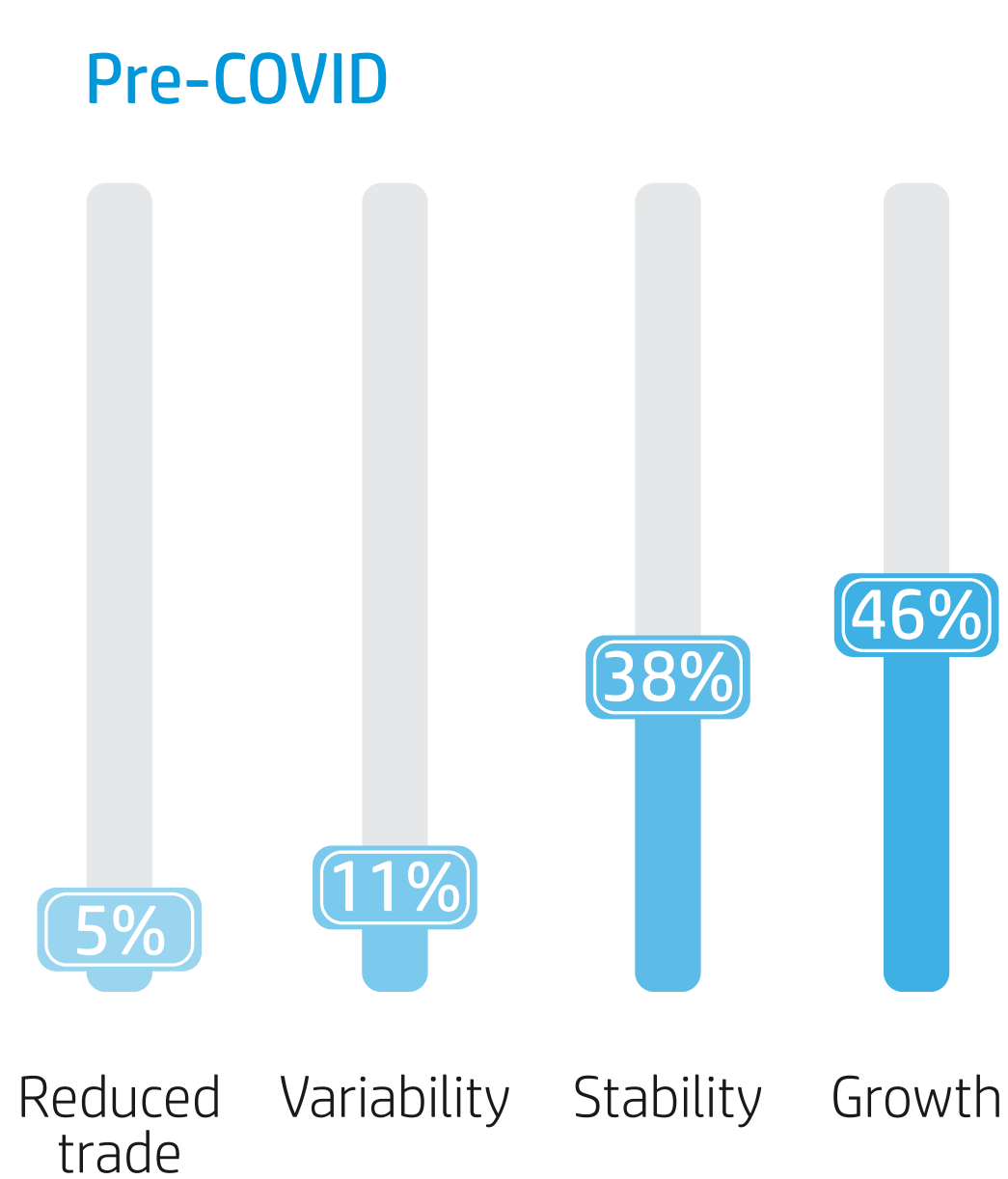


Finding the right talent is an issue for them



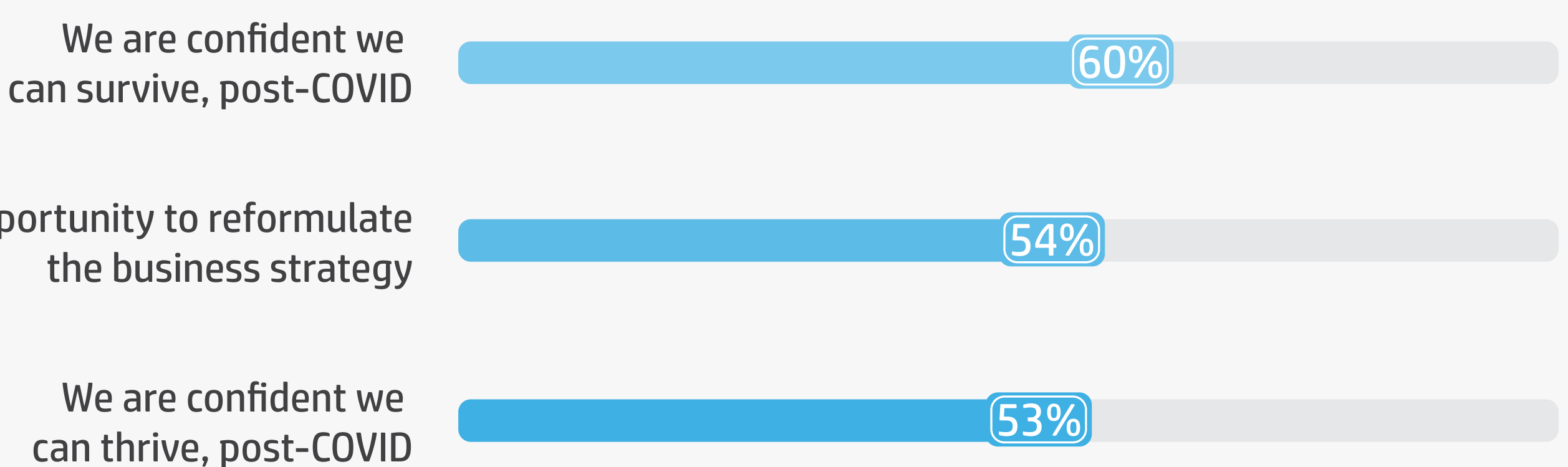
They do not know where to look to guide them through this process

REDUCED GROWTH EXPECTATIONS



THE POTENTIAL TO TRANSFORM

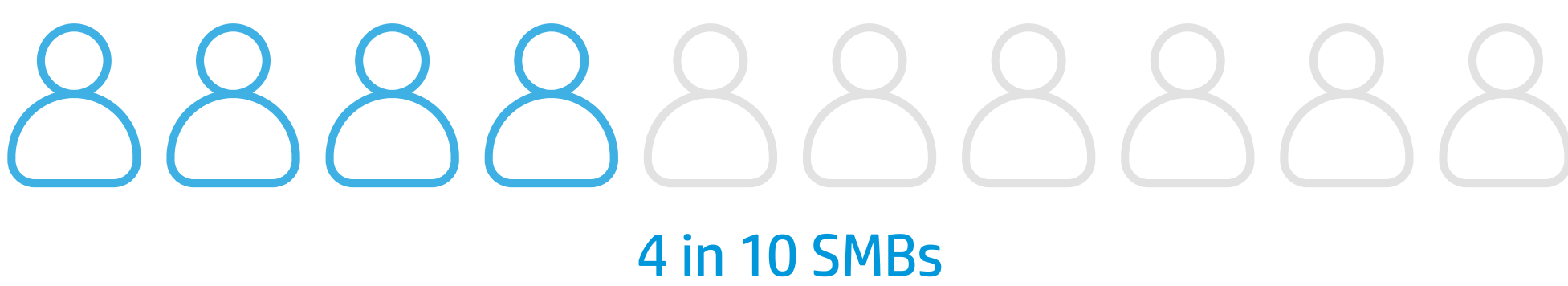
The long-term opportunities that the pandemic brings can be realised through innovative approaches to business, however that is defined.



INNOVATION: A QUESTION OF TALENT?

The majority of SMBs do not dedicate resource and/or invest in innovation as a discipline; more common to ask customers what they want, or simply mirror the competition.

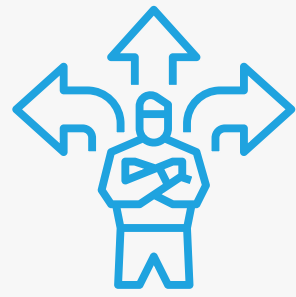
Approach to innovation is unstructured:



WHAT NEEDS TO CHANGE



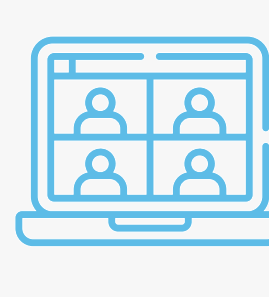
27% Innovate how we work



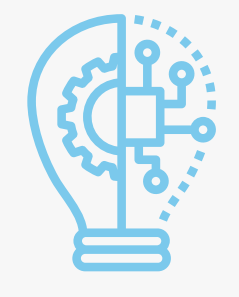
26% Flexible work options



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

WHERE HP CAN HELP



Agile & Secure workforces



Transforming experiences



Accelerating performance

About The Outlook Report

A survey of SMBs in June 2020, covering 8 major economies in Asia Pacific: Australia, India, Indonesia, Japan, Singapore, South Korea, Thailand and Vietnam. With 1,600 respondents participated who were at least Director-level and from multiple industries.

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