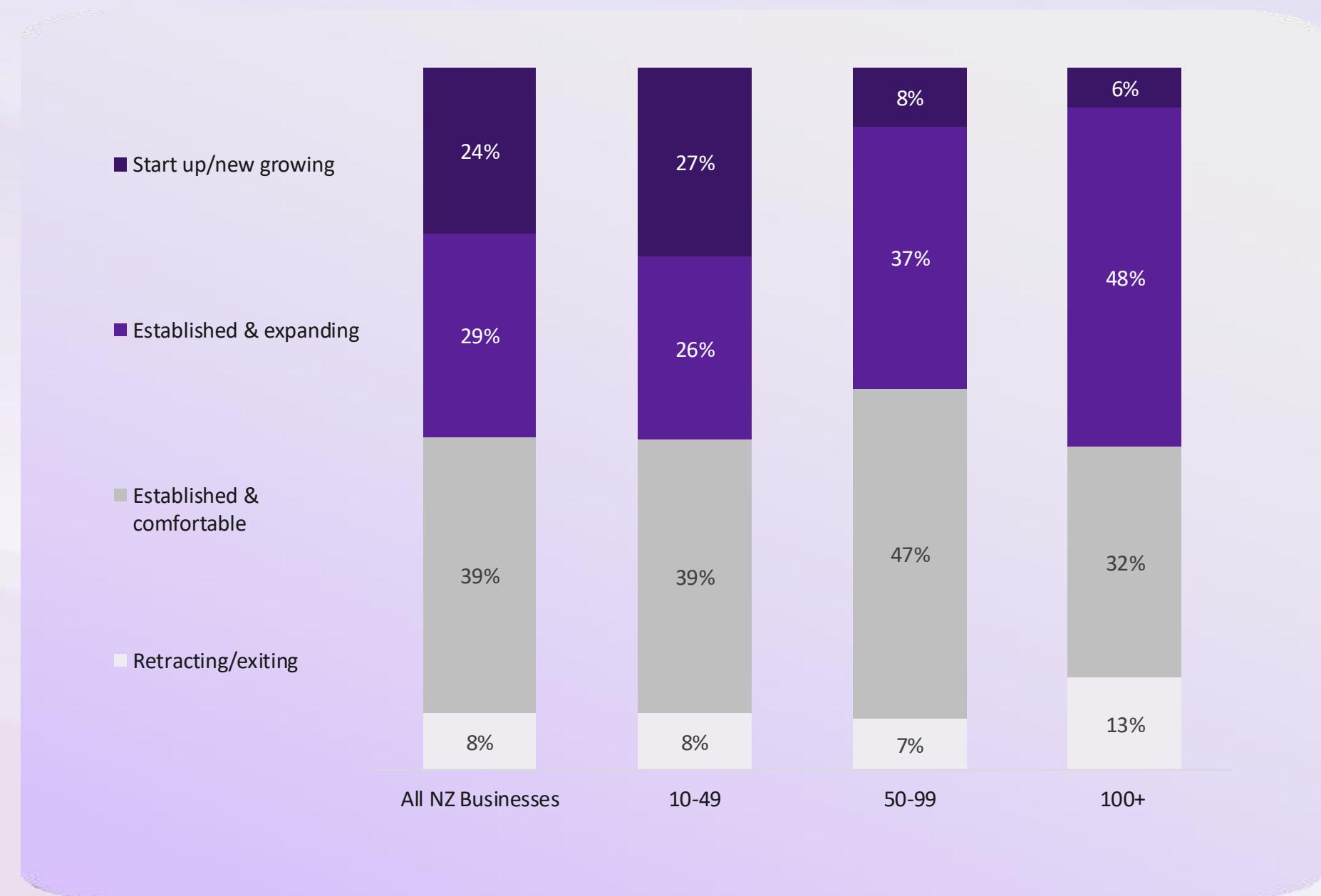


## New Zealand business

- NZ Business are evenly split between those growing and those stable or retracting.
- Almost a quarter of NZ businesses with less than 50 employees, describe themselves as new startups or new and in growth.

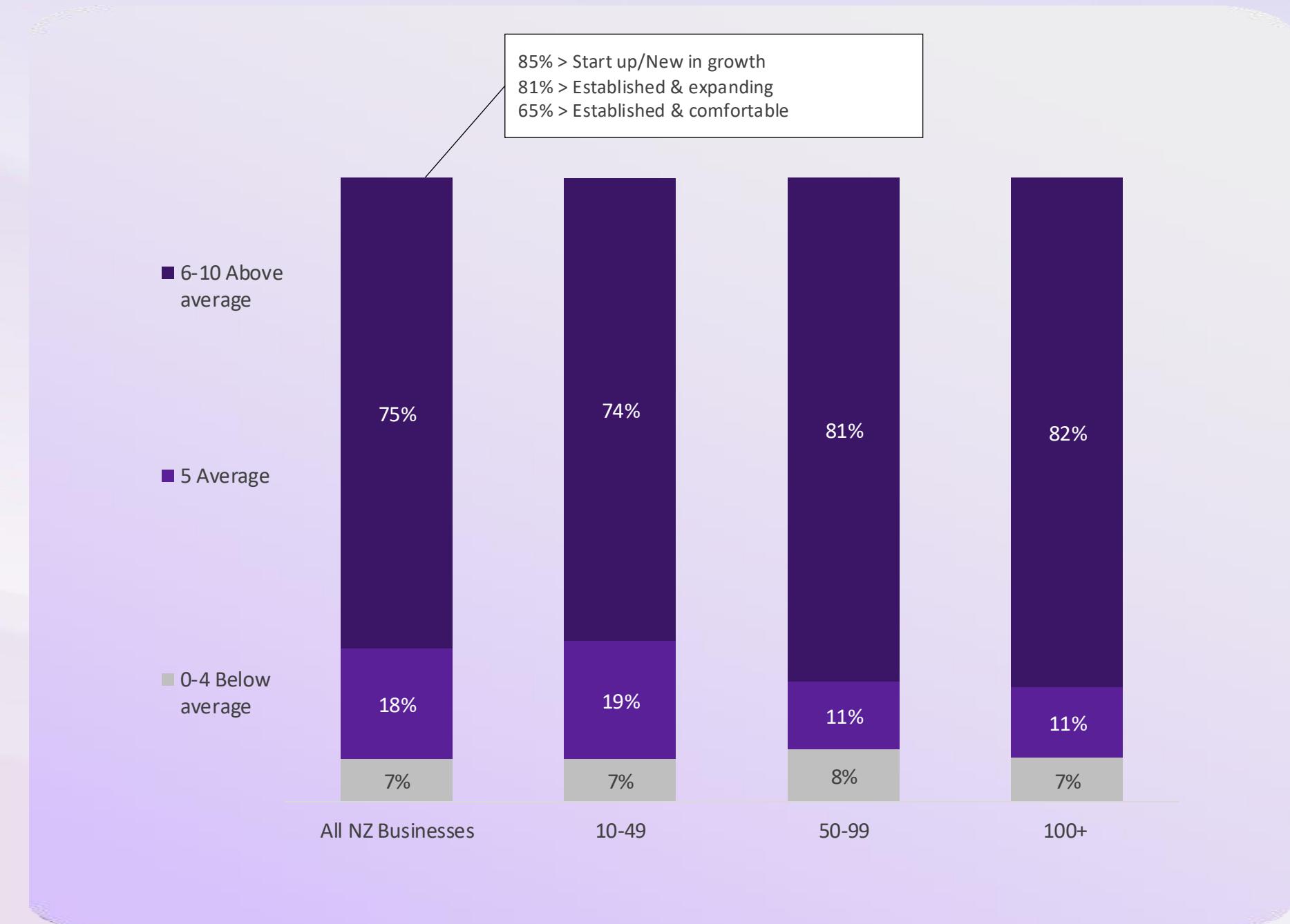
What best represents the current phase of your business?



## Most believe they are more productive than average

- The majority of NZ businesses believe they are ahead of their competitors in terms of adopting streamlined/efficient processes.
- This belief that they are ahead peaks for those with 100-499 employees (85%), with 13% of these rating their organization 9-10 out of 10.
- This positivity is particularly strong for growth-expansion oriented businesses.

How do you think your business compares to other businesses of the same type/industry for its adoption of streamlined processes and time saving solutions that help the business be more efficient?

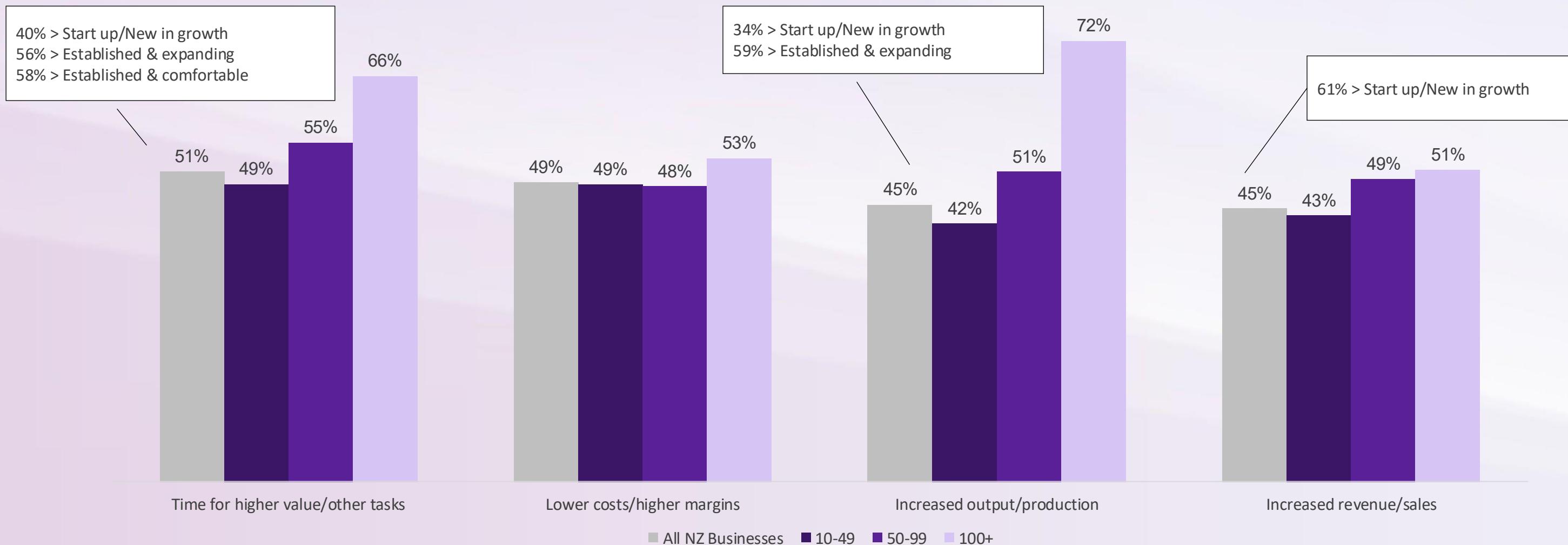


All NZ businesses n=397, <50 n=157, 50-99 n=83, 100-499 n=84, 500+ n=73  
Unwtd bases shown – organisations weighted to be representative by organisation size.

## New and smaller businesses less likely to recognise the benefits of introducing new processes & tech

Start ups and those with <50ee are less likely to associate benefits around focusing on higher value tasks or improved outputs.

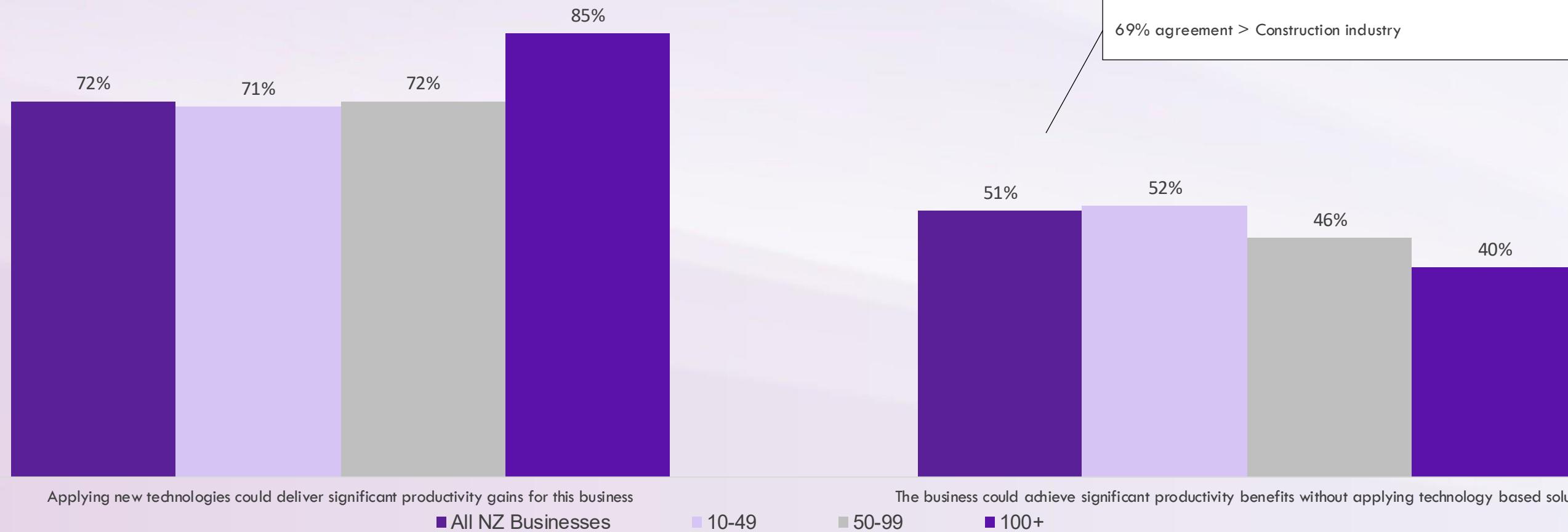
How do you think your business compares to other businesses of the same type/industry for its adoption of streamlined processes and time saving solutions that help the business be more efficient?



## Smaller organisations more likely to believe they can achieve significant gains without technology

While technology is key for larger organisations wanting productivity gains.

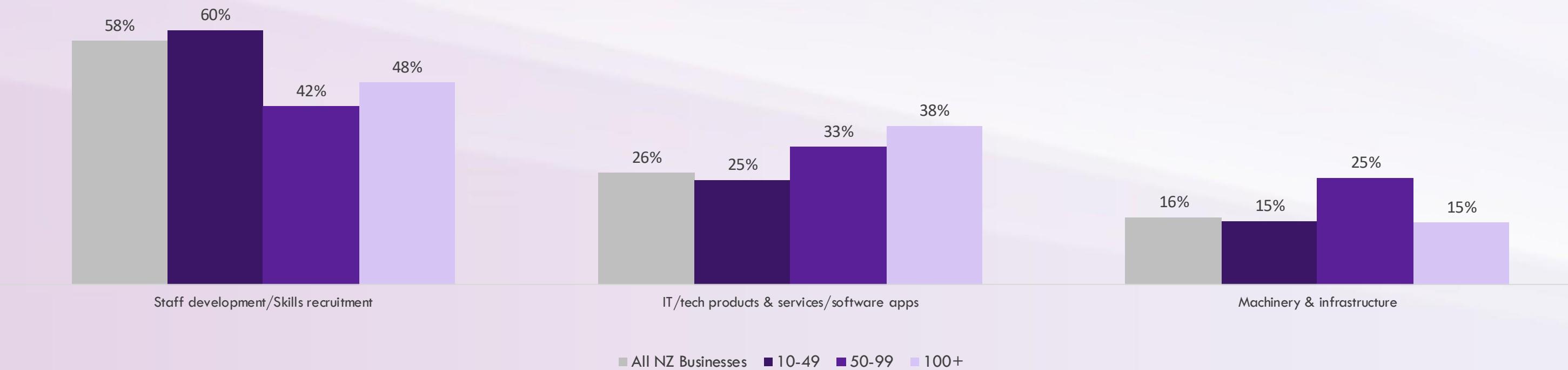
To what extent you agree or disagree with these statements about productivity and your business? Top 2 box agreement shown



## Staff development & skills acquisition are the number one investment areas for those seeking to improve efficiency

This is especially true of smaller organisations who are the least likely to prioritise investment in IT/Tech and software solutions

Which of the following investment areas would be most important to improve efficiency for your business? – RANKED #1



## Smaller organisations less likely to see tech as important or essential

- Especially true of those selling only domestically (51% tech is not essential/basic tech is an enabler), versus 62% of those selling internationally describing modern/latest tech as important or essential.
- 72% of established & expanded business described technology as important or essential. While less than half of Start ups/new growing businesses share that perspective.
- Smaller businesses may not recognize the potential for technology to help them work how they want and accelerate their businesses.

Which of the following best describes the role of technology in your business?

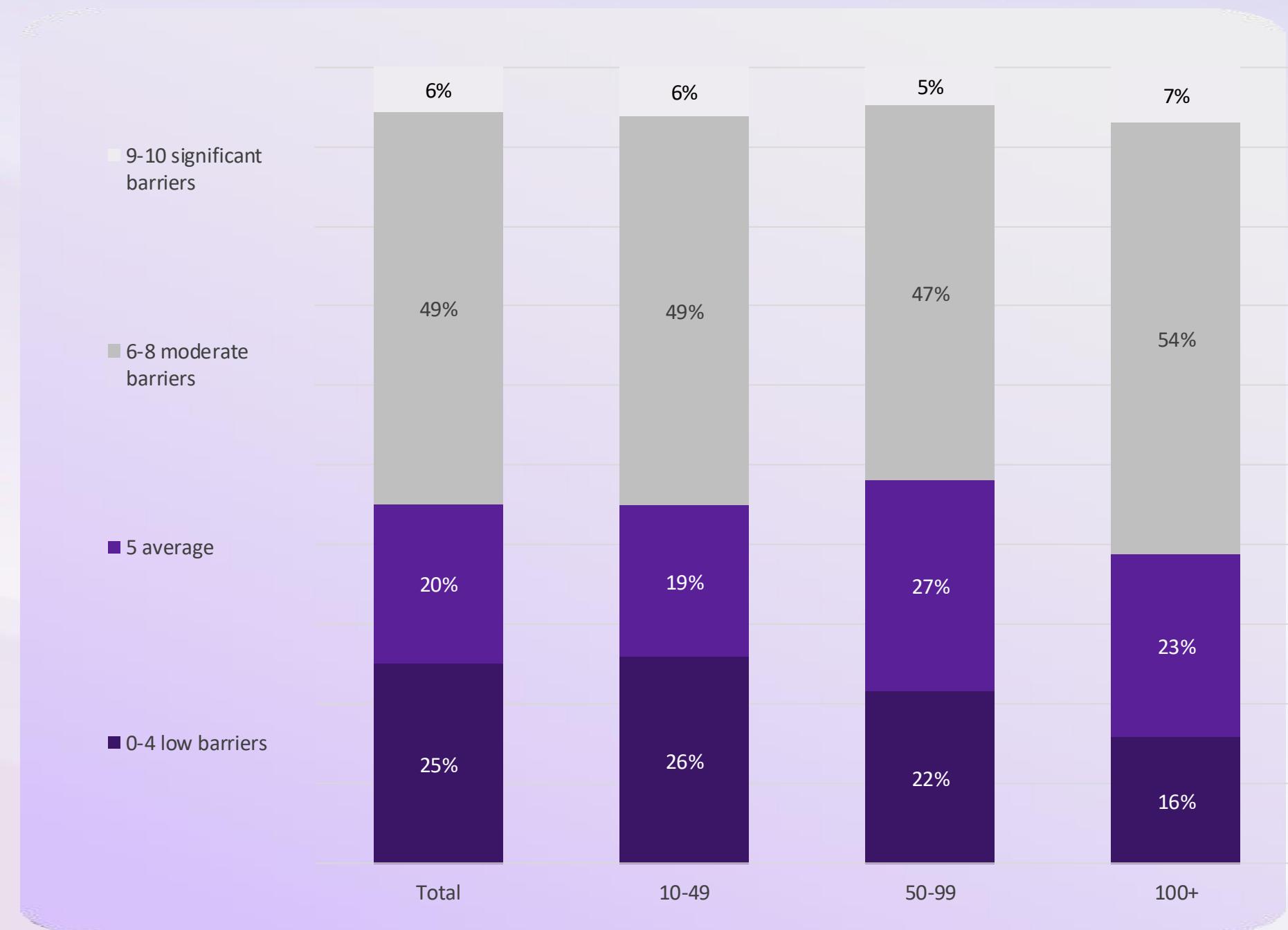


All NZ businesses n=397, <50 n=157, 50-99 n=83, 100-499 n=84, 500+ n=73, Domestic only businesses n=219, National & international n=173 Unwtd bases shown – organisations weighted to be representative by organisation size.

## Extent of barriers to implementing change are similar across organisation sizes

- More than half of all NZ Businesses face barriers in implementing new technology to streamline processes.
- Barriers are especially high for Start up/New in growth businesses (74%) particularly those new businesses with <50 employees (76%), indicating they face moderate/significant barriers higher than organisations at other phases.

To what extent does your business face barriers in implementing any new streamlined processes and new technologies?



## Barriers to adopting streamlined processes/new tech

- Cost of technology (40%), lack of knowledge-expertise (42%) and concerns over ROI (16%) are all bigger barriers to smaller organisations (<50).
- While mid size (50-99) are most likely to be restricted by access to investment/the need to invest in other priorities (58%).

What are the main barriers constraining your business from adopting streamlined processes and new technologies?

