

The Evolutionary Chart of BUSINESS AND TECH

Lenovo

Over the course of its life, a Business will go through various stages of development. Each phase is filled with opportunities and challenges.

This infographic takes a look at these stages, and more importantly, how technology can play a role during each stage.

STAGE 1

Development

So, you've got an idea? And at this stage, that's probably all you have. The development stage is for researching your idea. Test it. Talk it out with people you trust. Beat on it to see how strong it is.



63%

of SBOs are overwhelmed with the number of technologies available.¹



\$3,500

Median annual tech spending for businesses with one employee

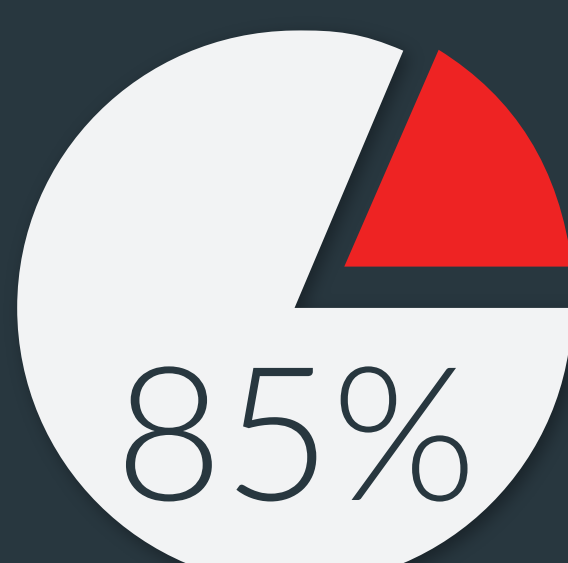
Tech Take:

For most, tech needs at this stage aren't huge. Do more planning than buying right now. If you do buy, focus only on the necessities.

STAGE 2

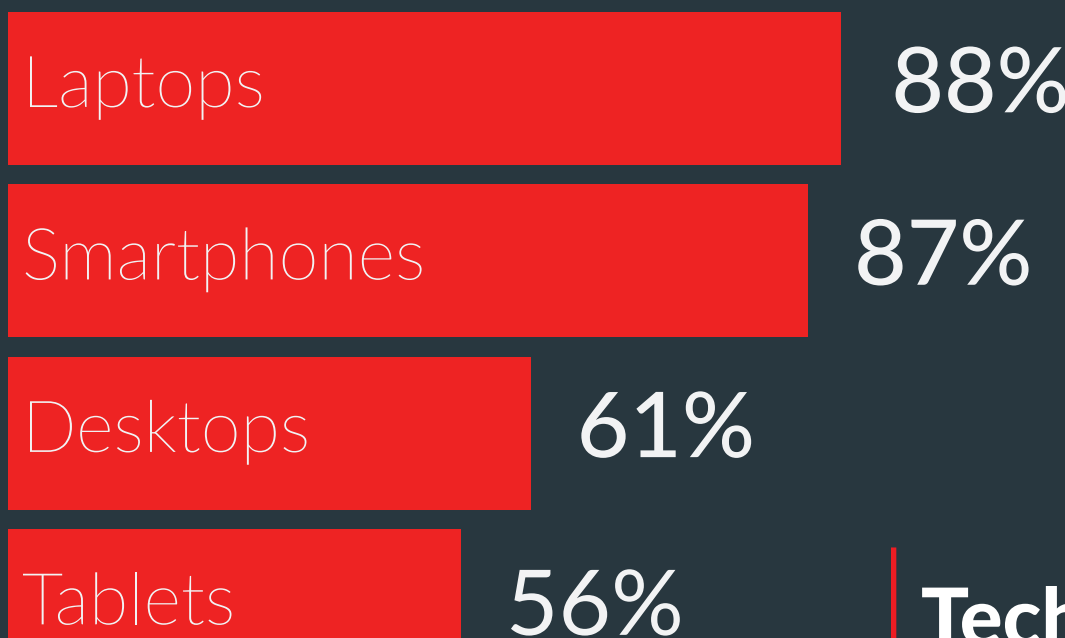
Start-Up

And you're off! Remember, the only thing you can plan on at this stage is nothing will go as planned. Be crazy-flexible. And crazy-smart with time and money. Both will be in short supply.



85% of new companies make technology purchase decisions in the first 6 months²

SBOs' Most Popular Devices



Tech Take:

It's easy to get carried away here. It's new. It's exciting. But over spending when resources are low could cost you dearly.

Growth

You're winning! Cash flow is improving. And that's good, because growth costs money. But as your business grows, so do the demands on your time, focus, and energy.

STAGE 3

Security:

Protect What Matters Most

60% of cybercrime attacks are against small businesses³



Bring Your Own Device

61% of North American SMBs have a BYOD work policy⁴

Tech Take:

A growing business requires growing tech needs. More elaborate security, more sophisticated tools, and new demands on your network.

STAGE 4

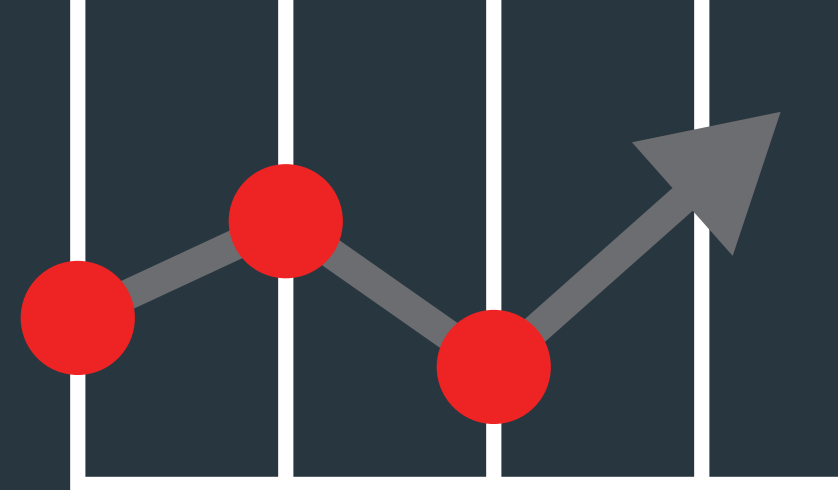
Expansion

Never being satisfied with the status quo is the mark of every successful business. Extending your product or service offerings means being aware of opportunities and threats.

Virtualization:

Working From Virtual Operating Systems To Improve Efficiencies

78% of organizations are taking advantage of virtualization today⁵



Analytics: Using Data To Win

78% of Enterprises say "big data" will change how they work over the next 1-3 years⁷

Tech Take:

By now, your tech infrastructure should be booming. Look for ways tech can help you expand, while also looking for new ways to streamline operations.

STAGE 5

Maturity

You're in the sweet spot of business ownership. Customers embrace, and revenue is rolling in. Your daily processes embrace the tried and true, while maintaining the ability to pivot and adapt.

Hyperconvergence:

Consolidating Storage, Computing, And Virtualization Into A Single-Source Package

10% of Small Businesses are planning to adopt converged infrastructure.⁹



Digital Transformation:

Making Digital The Core Of All Business Activities, Processes, And Models

64% of SMB executives identified Digital Transformation as the highest strategic priority.¹⁰

Tech Take:

Needs here are as sophisticated as they come. Now, the name of the game is setting yourself up for the future. Agility and Scalability are the driving considerations.

No matter what stage of business you're in, Lenovo can find the tech to keep you moving ahead. Our dedicated team of Business Specialists work with you to identify the products and services that fit your needs. Just give them a call.

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¹ <https://www.score.org/resource/infographic-how-can-technology-help-my-small-business>

² <http://www.smb-gr.com/wp-content/uploads/2015/12/12-4-15-FINAL-2016-top-10-12-8-15.pdf>

³ <http://www.thecargoagency.com/small-business-study/they-got-99-problems>

⁴ <http://pas-wordpress-media.s3.amazonaws.com/content/uploads/2015/03/Where-Main-Street-Meets-Technology-Bplans.pdf>

⁵ <http://www.forbes.com/sites/alleron/2013/05/01/why-your-small-business-needs-crm/#36a7a45b6e72>

⁶ <http://techaisle.com/end-point-device-pcs-tablets-infographics/91-us-smb-midmarket-byod-adoption-infographic>

⁷ <http://www.forbes.com/sites/louscolumbus/2016/08/20/roundup-of-analytics-big-data-bi-forecasts-and-market-estimates-2016/#8d31f9649c5f>

⁸ <https://community.spiceworks.com/networking/articles/2462-server-virtualization-and-os-trends>

⁹ <http://techaisle.com/blog/247-what-is-driving-smb-converged-infrastructure-adoption>

¹⁰ <http://news.sap.com/smb-survey-reveals-leadership-gap-in-digital-transformation-is-it-up-to-the-task/>