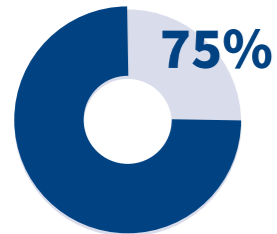
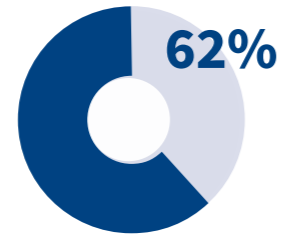


9 September – 18 October 2020

### Current state – Key capabilities



75% of businesses stated they used digital tools for **internal** reasons (eg. accounting / financial management, inventory management, etc.)



62% of businesses stated they used digital tools for **external** reasons (eg. sales and marketing, supplier engagement, etc.)

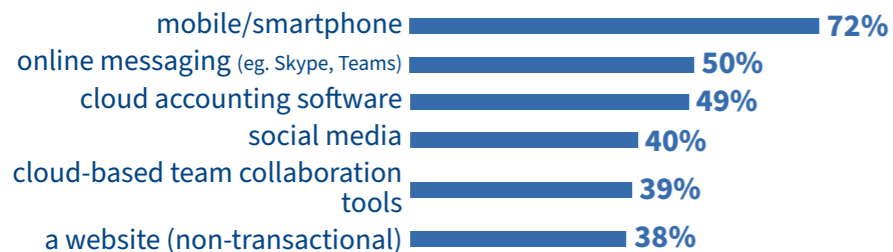
Internal usage differs by business size



External usage differs by business size



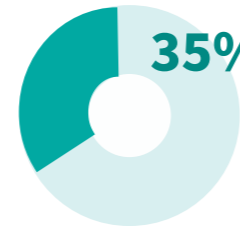
Digital tools businesses use...



Digital skills / confidence businesses have using...

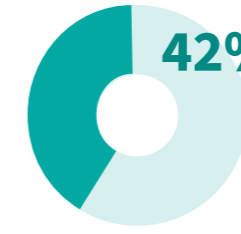


### Opportunities & solutions



35% of businesses stated they wanted to be **more online** (ie. have a web presence)

Greater online usage differs by business size



42% of businesses stated they wanted to make **greater use of digital tools** (ie. use computers, hand-held devices and software to deal with customers / suppliers)

Greater digital tools usage differs by business size

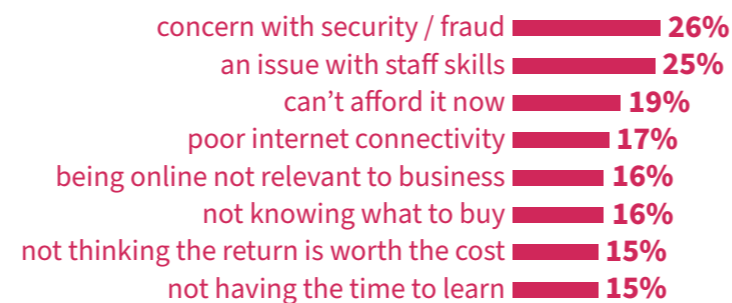


### Barriers & motivations

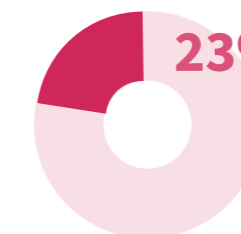
Key drivers to being more online and making greater use of digital tools:



Barriers to being more online:



Factors that would encourage the use of digital tools:

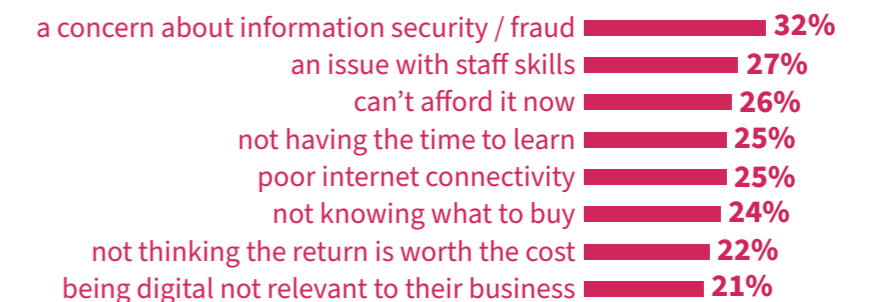


23% of businesses are not confident with **technology**

This differs by business size:



Barriers to using digital tools:



Businesses get their information about technologies from:

