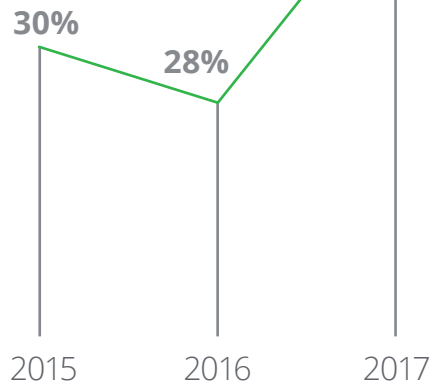


Technology in the mid-market—Closing the gap

In July 2017 Deloitte Growth Enterprise Services polled 500 US mid-market executives on the role that technology plays and how it influences business decisions. Here are some of the most significant findings; access the full report at <http://www.deloitte.com/us/mid-market-technology>.

36% of survey respondents say they spend more than 5% of revenue on technology



38% say cloud infrastructure has the greatest potential to increase productivity

How do you use data analytics?



65%

to increase forecast accuracy and report business results

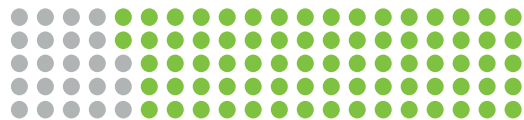


56%

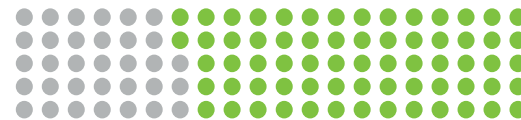
to predict customer behavior

48% say their companies have teams that track online mentions and activity on their brands

33% use automation to monitor those messages



77% plan to use blockchain technology



67% are experimenting with or building mixed reality applications