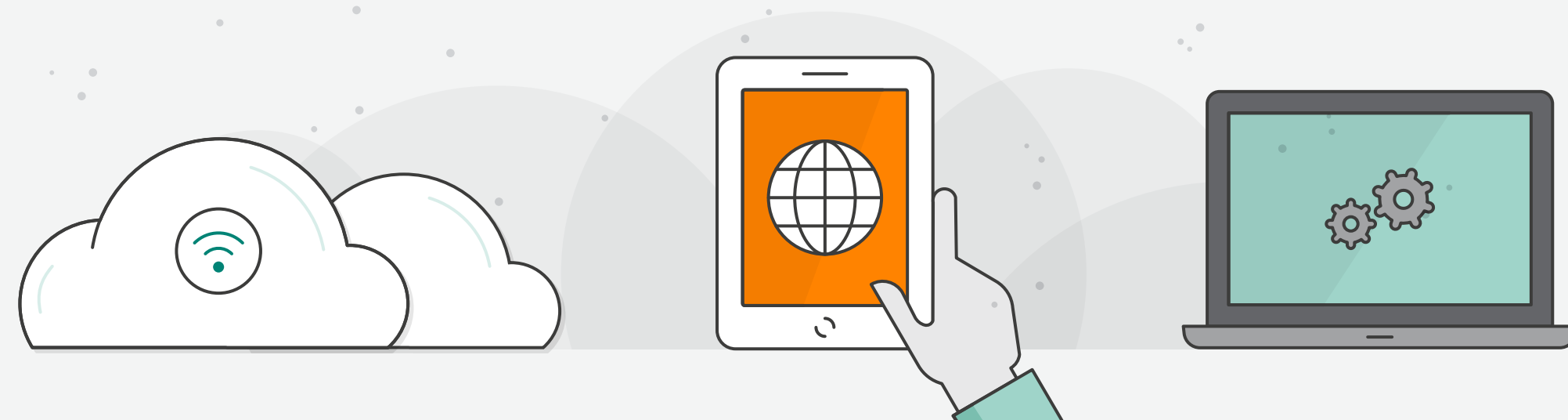


Want to Win in 2020? FOLLOW THESE 3 TECH TRENDS

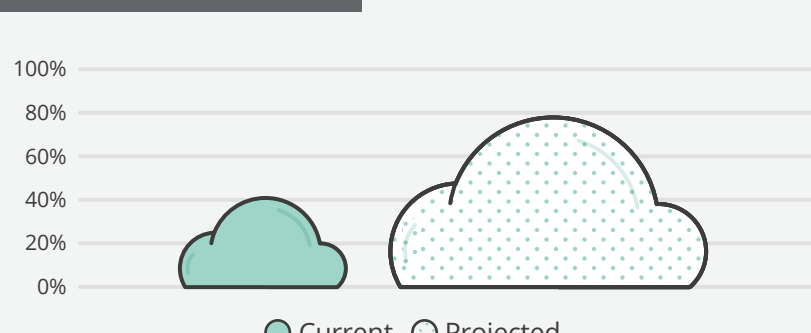
As an IT pro for a small or midsize business (SMB), you are being pulled in a million different directions and are tasked to do more with less. The good news is you can make your business more simple, smart, and secure by following these 3 tech trends.



GET YOUR HEAD IN THE CLOUD.

The Cloud is no longer a nice-to-have—it's a must. You can't afford to pass up the benefits of reduced operational costs, increased IT effectiveness, and the ability to scale. Successful SMBs rely on the Cloud for their day-to-day operations.

CLOUD IS GROWING



41% of SMBs favor the Cloud as they have limited resources and smaller budgets.

In 2020, **78%** will fully adopt some form of cloud computing.¹

INVESTMENT INCREASING



\$182 → **\$330** BILLION

Amount of money SMBs spend on public cloud services.²

CRITICAL TO GROWTH

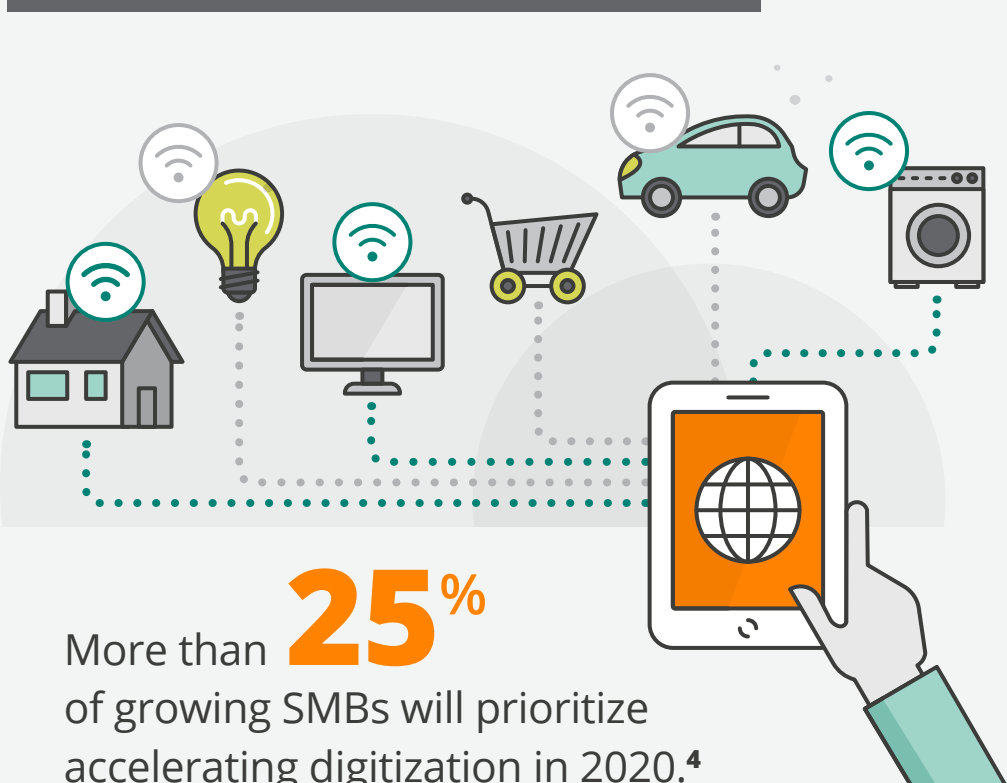


82% of SMBs believe the Cloud is crucial to their growing business.³

WORK SMARTER, NOT HARDER.

Businesses of all sizes are leveraging smart technology to create more intuitive, human-centric working environments. Smart tech empowers collaboration. It enables employees to do their work anytime, anywhere, on the devices they prefer. It also drives new service offerings and better customer experiences.

WORKPLACES ARE EVOLVING



More than **25%** of growing SMBs will prioritize accelerating digitization in 2020.⁴

IMPROVING PRODUCTIVITY



74% of SMBs use mobile solutions to improve employee productivity.

WORK ANYTIME, ANYWHERE

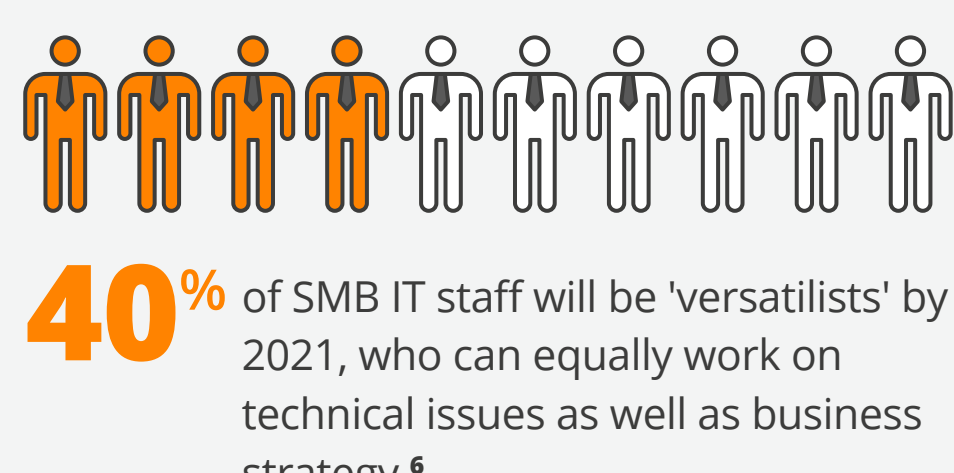
80% of SMBs use Unified Communications and Collaboration (UCC) solutions to share documents and ideas anytime, anywhere.⁵



MAKE AUTOMATION YOUR FRIEND.

Automation is here to make your life easier. It frees up time from tedious, thankless tasks, so you can focus on growing your business.

IT IS EVOLVING



40% of SMB IT staff will be 'versatilists' by 2021, who can equally work on technical issues as well as business strategy.⁶

PRIORITIZE INNOVATION



EMBRACE AUTOMATION



30% of growing SMBs will automate their business processes, and have some tasks connected via automated workflow systems in 2020.⁸

INTELLIGENCE MATTERS



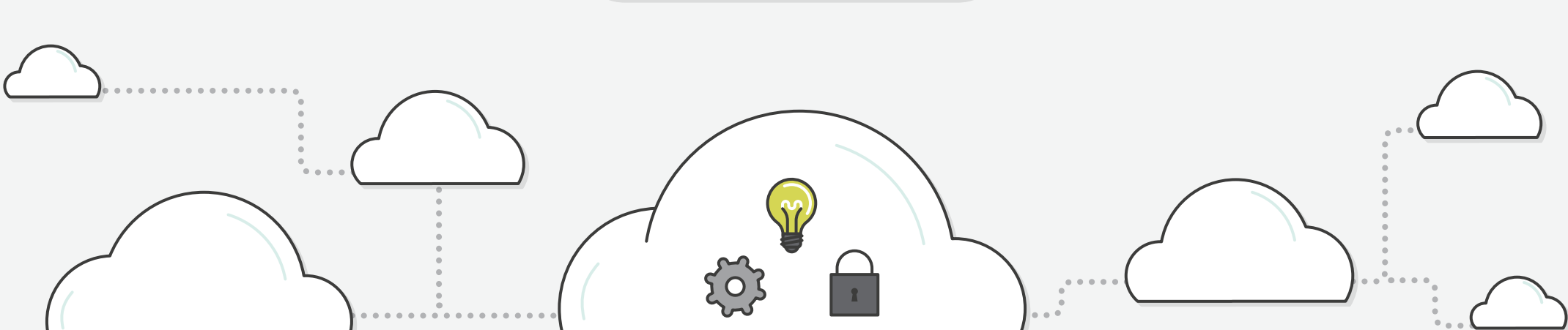
By end of 2020, **35%** of AI deployment will be in IT automation, marketing, customer experience, and cybersecurity.⁸

SO, WHY CHOOSE ARUBA?

Aruba cloud-managed networking solutions are the simple, smart, and secure way to set your business up for success. Get single-pane-of-glass management, intelligent insights, and automated troubleshooting for your network. Make customers, users, and IT happy.

Learn more about why Aruba is the best bet for your business.

LEARN MORE



SOURCES:

- ¹ Hosting Tribunal, *Cloud Adoption Statistics for 2020*
- ² Impact Networking, *10 Cloud Adoption Stats IT Decision Makers Need to Know for 2020*
- ³ SMB Group, *2020 Top 10 SMB Technology Trends*
- ⁴ IDC, *2019 SMB Survey in U.S., IDC FutureScape: Worldwide SMB 2020 Predictions*
- ⁵ Techsails, *Top 10 SMB and Midmarket Predictions for 2020*
- ⁶ Christy Pettey, Gartner, *It's Time for Infrastructure and Operations to Get Versatile*
- ⁷ Laurie McCabe, Sanjeev Aggarwal, SMB Group, *2018 SMB Technology Trends*
- ⁸ CXO Today.com, *Ten Things That Could Change for SMBs in 2020*