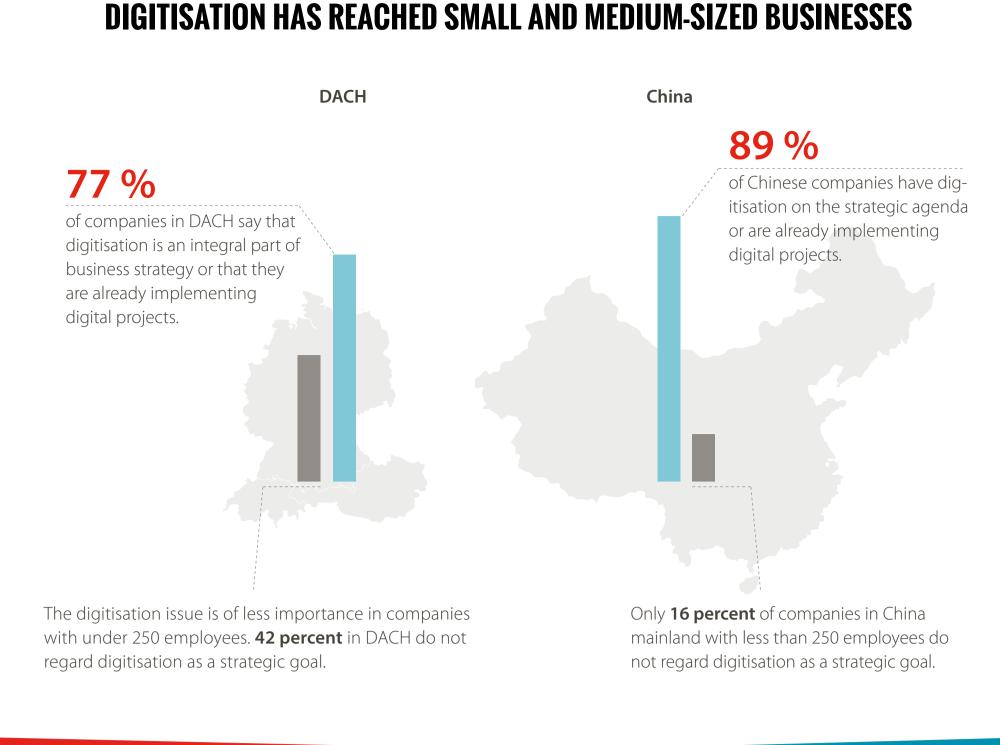


## HOW DIGITAL ARE SMALL AND MEDIUM-SIZED BUSINESSES?\* Datwyler study investigates the state and evolution of

digitisation in the DACH region and China



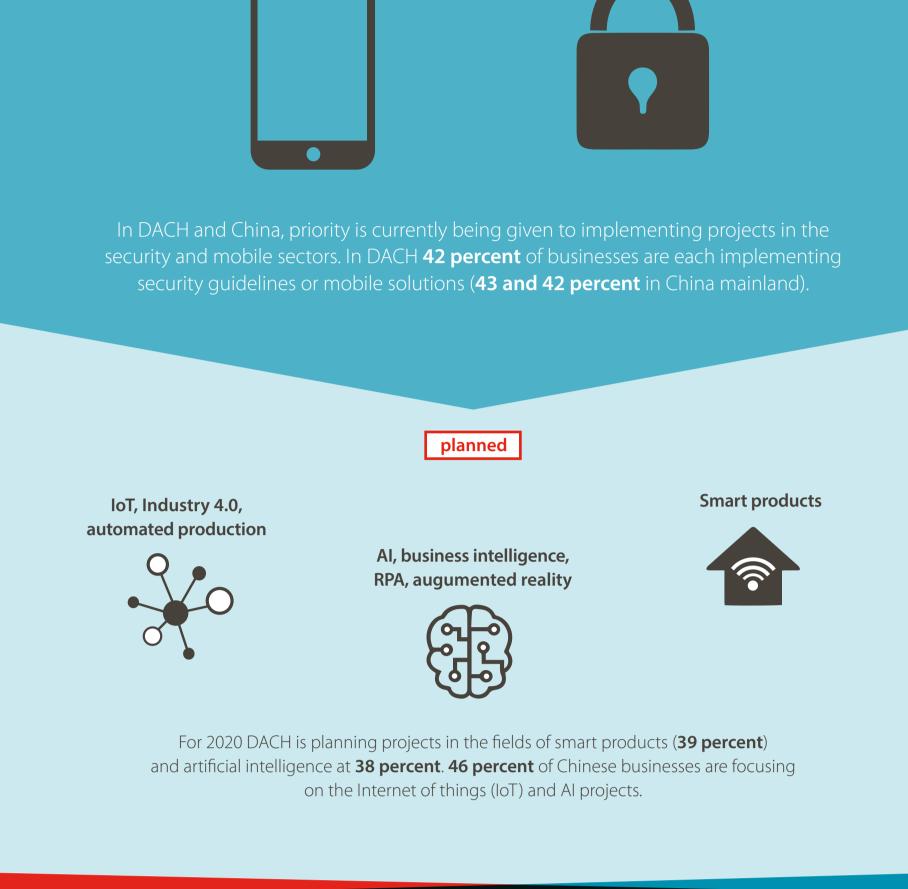
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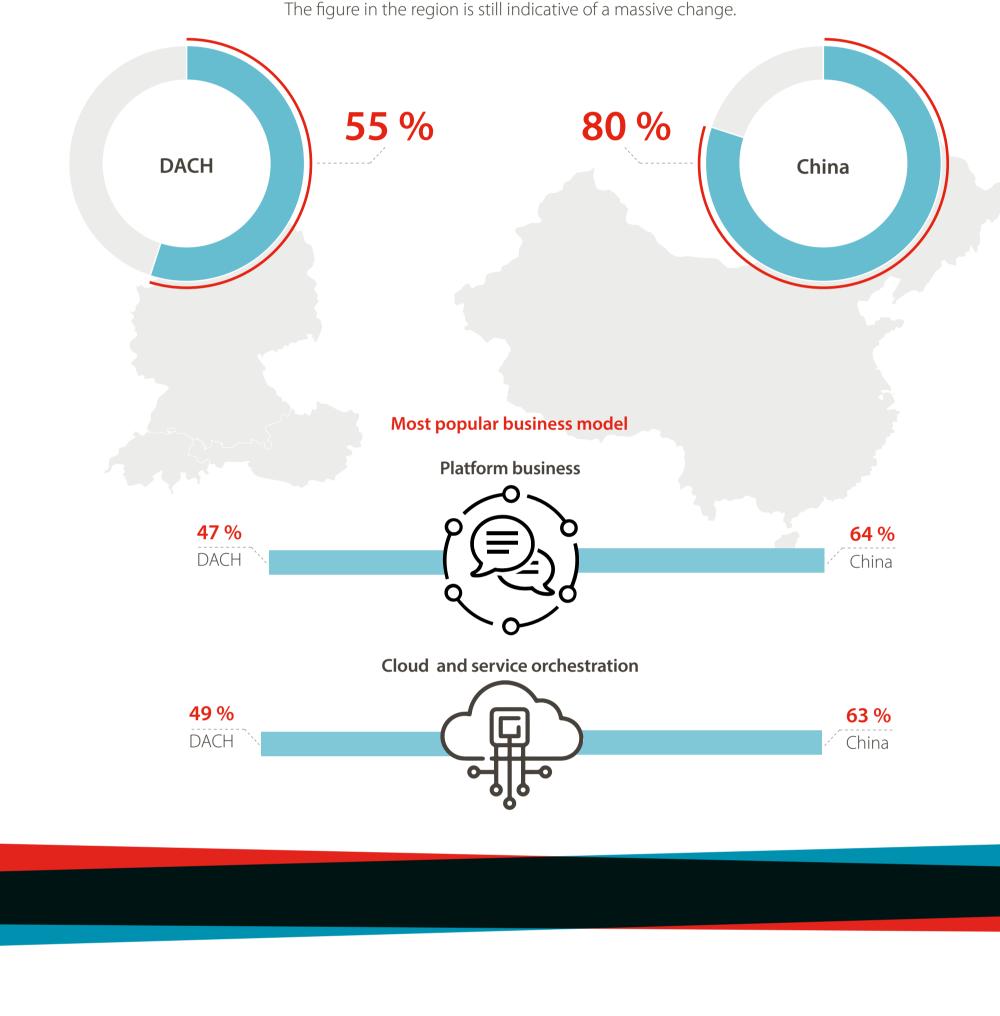
**Mobile solutions** 

**Implementation** 

of new security guidelines

THESE ARE THE DRIVERS OF DIGITISATION





DIGITISATION RADICALLY ALTERS BUSINESS MODELS

In China mainland **80 percent** of managers are convinced that digitisation necessitates new business models: this is a clearer vote in favour of change than in DACH at **55 percent**.

**HIGH-LEVEL INVESTMENT IN IT INFRASTRUCTURE** 

Generally **81 percent** of companies in DACH plan to invest in their IT infrastructure in the next 12 months. In China mainland, the figure is actually **99 percent**.

in the next 12 months

**DACH** 

China: 64 %

Own data centre /

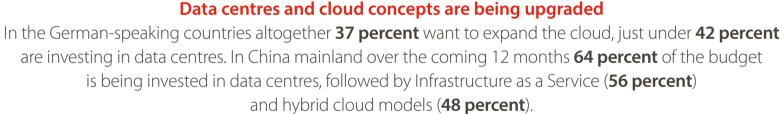
on premises data centre

China

99%

China: 48 %

Hybrid cloud



China: 56 %

DACH: 37 %

in the coming years Trend technologies 5G and edge computing on the spending agenda In DACH, **55 percent** are planning investment in 5G, in China, the figure is as high as **70 percent**.

In DACH, edge computing is on the spending agenda in **47 percent** of companies. In China, **65 percent** see data processing "at the edge of the network" as an area of investment in the years to come.

Infrastructure as a Service / Platform as a Service



**61** %

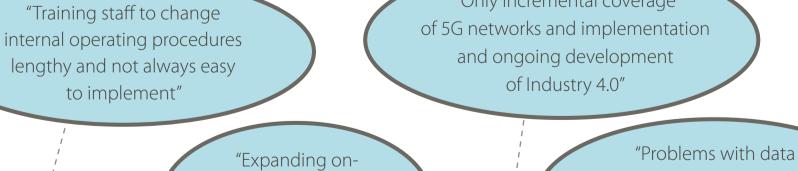
processing and data security as

well as with collaborating

with and training staff"

China

"Only incremental coverage



premises IT infrastructure

and connecting to external

networks"

Percentage of businesses which have

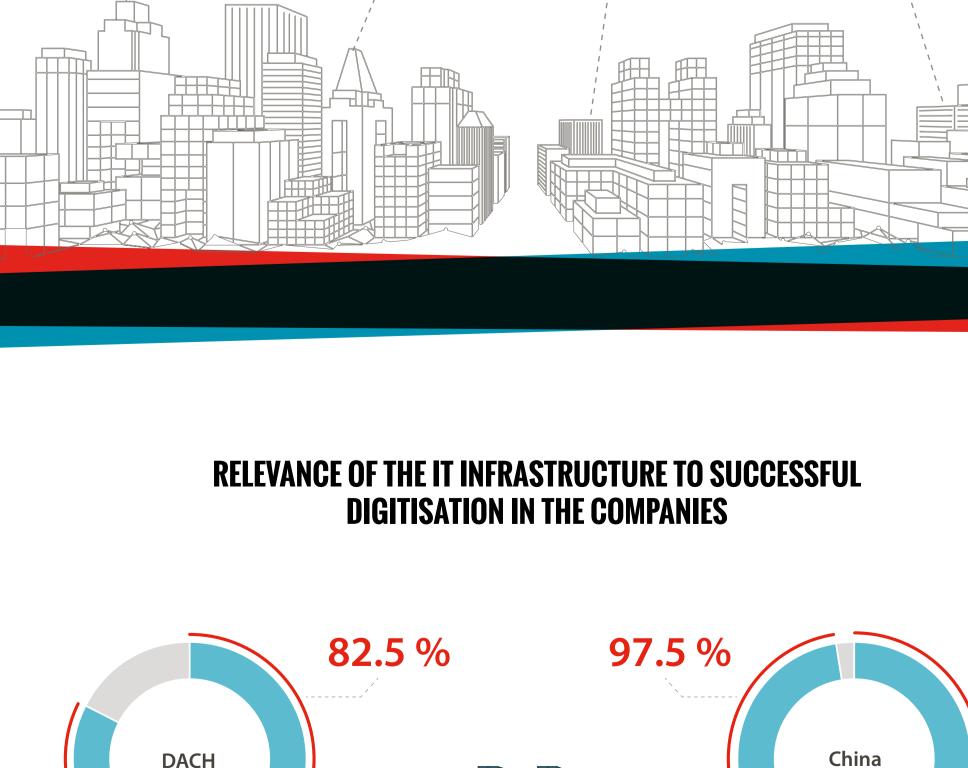
already implemented digitisation projects which were very challenging compared

with others.

Technical demands, integration of staff, data protection

**42** %

**DACH** 



## IT infrastructure is the foundation for successful digitisation The overwhelming majority of small and medium-sized businesses surveyed in the DACH regions and China mainland consider the IT infrastructure as crucial or important for the successful process

of digital change. The figure is **82.5 percent** in DACH, as high as **97.5** percent in China.

base, their digitisation strategy (willingness to invest, digitisation projects pending, preferred new digital business models), and the opportunities and challenges of digitisation. You will find the comprehensive Study Report here: www.cabling.datwyler.com/study

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\*) Between December 2019 and January 2020 the market research and consultancy company Techconsult was commissioned by Datwyler Cabling Solutions to survey 200 executives (managing directors, CIOs, IT managers, department heads) of small and medium-sized companies in both the DACH and China mainland regions on the current and planned IT infrastructure