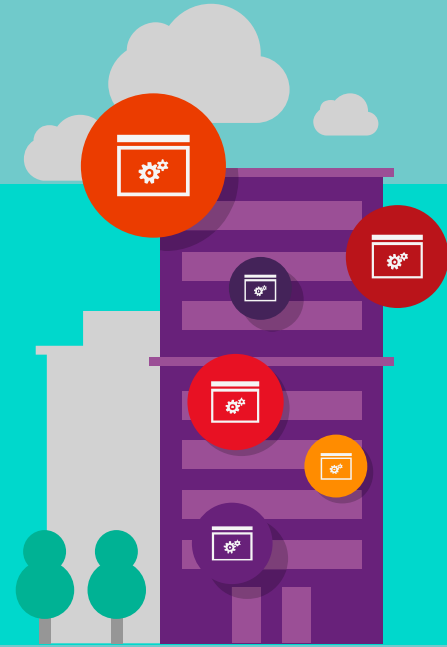# 4 characteristics of ModernBiz

Microsoft

Leading small and midsize businesses use technology to drive their success.
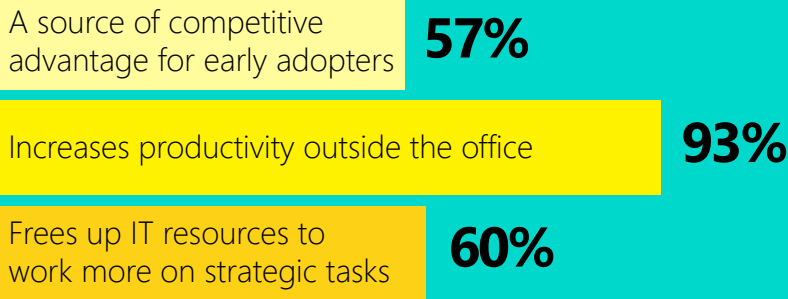
Whether streamlining financials, inventory and operations, protecting data, empowering employees, or connecting with customers, modern businesses share these common characteristics.

1. Grow efficiently

Spot trends and act on them with greater efficiency to drive growth.

Why are businesses moving to modern technology?

A source of competitive advantage for early adopters	57%
Increases productivity outside the office	93%
Frees up IT resources to work more on strategic tasks	60%

2. Prepare for the unexpected

Safeguard your business and plan ahead with systems that reduce risk through audit controls, data protection, file back-up and disaster recovery.
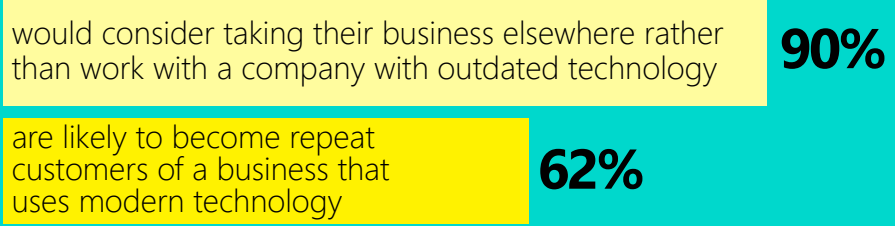
" *Microsoft Dynamics is a proven solution that fits perfectly with our industry needs and is hosted on Azure. We don't have to worry about servers, backup, or software updates anymore – now we can focus on running our business."*
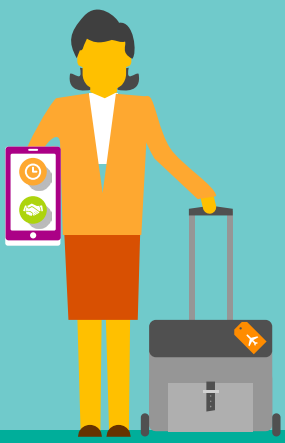
P2P Logistics

3. Connect with customers

Gain competitive advantage from understanding your customers and make meaningful connections to build long-term relationships.
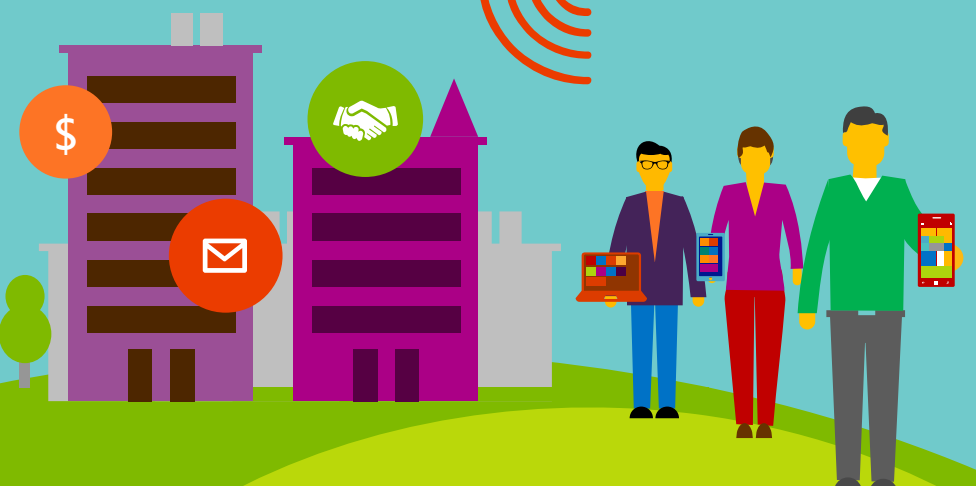
Percent of consumers who:

would consider taking their business elsewhere rather than work with a company with outdated technology	90%
are likely to become repeat customers of a business that uses modern technology	62%

4. Drive employee productivity

Enable an increasingly mobile workforce to do business virtually anywhere on any device.

Whether you need help replacing basic accounting software, protecting your data, or empowering your mobile workforce, with Microsoft, you can choose your own path to modern, with flexible, familiar, and trusted solutions for your business.

Visit the Grow Your Business website to learn more about our Enterprise Resource Planning (ERP) solutions.

Learn more about how Microsoft can help small or midsized businesses with their technology needs.

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