

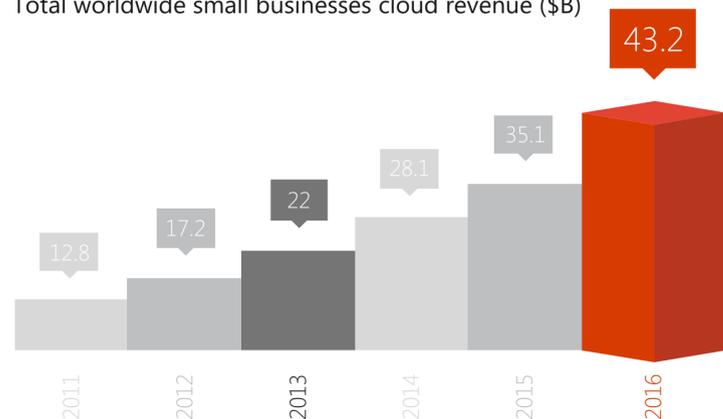
# Driving growth together: Small businesses and the cloud

Small and mid-sized businesses are seeing their revenue expand as service providers help them migrate data and apps to cloud environments.

## The sky is the limit

Cloud revenue is on the rise for small businesses with new services that improve collaboration and help businesses get more done in less time.

Total worldwide small businesses cloud revenue (\$B)



IDC, Worldwide and U.S. SMB Public IT Cloud Services 2014–2018 Forecast, document # 251967, October 2014.

## The choice for growth

We asked small businesses which they would choose in the future: on-premises application delivery models or the cloud.



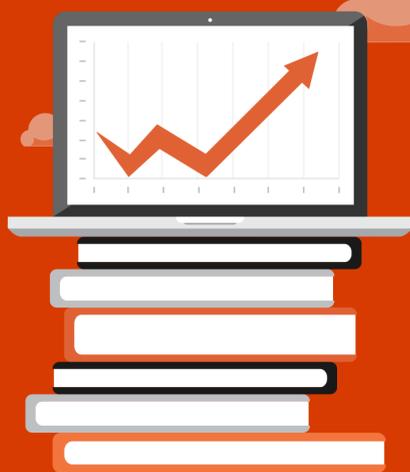
Small businesses with growing revenue are **50% more likely** to prefer cloud IT delivery.

IDC, Worldwide and U.S. SMB Public IT Cloud Services 2014–2018 Forecast, document # 251967, October 2014.

## The benefits stack up

Small businesses using the cloud reap enhanced security, lower costs, and higher productivity.

- 94%** Small businesses that report security benefits since moving to the cloud
- 59%** Small businesses using cloud services that report significant productivity benefits from IT
- 30%** Small businesses not yet using cloud services that report significant productivity benefits from IT
- 82%** Companies surveyed that reduced costs as a result of utilizing cloud technology
- 70%** Surveyed small businesses that report reinvesting cloud cost-savings back into their business



Why Small Businesses Are Flying to the Web, Frevvo 2015, Small and midsize companies in the cloud reap security, privacy, and reliability benefits, Microsoft News Center, June 11, 2013.

## Small businesses are making moves

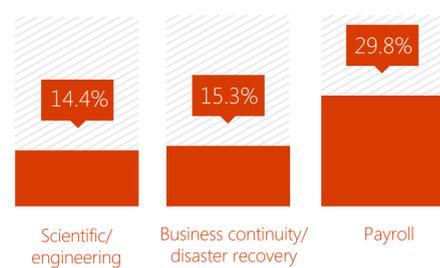
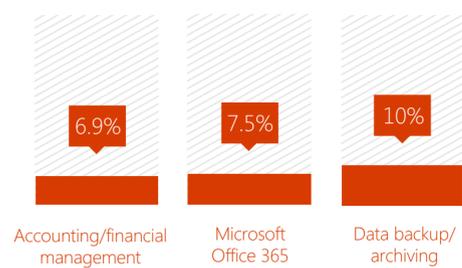
Small businesses are using the cloud to be more productive by adopting email and collaboration apps such as Microsoft Office 365.



Fastest growing small business cloud apps, 2013–2014



Fastest growing mid-sized business cloud apps, 2013–2014

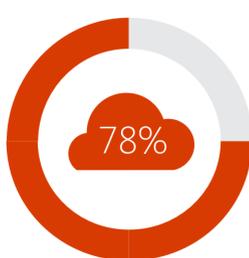


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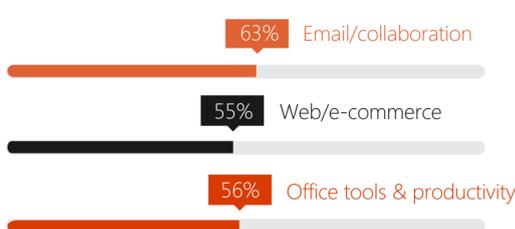
## For small businesses, the future with cloud IT is bright

The competition is moving ahead with cloud IT. What's your next step?

78% of small businesses will have fully adopted cloud computing by 2020



In the next 12 months these are the three most common cloud apps that small businesses plan to adopt:



The Application of Small Business, Intuit, April 15, 2015; Cloud Computing in Small Business, New Jersey Institute of Technology.

Visit [office.com/business](http://office.com/business) to learn more about how to move your small business to the cloud.