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Isaac M. O'Bannon • Oct. 07, 2012



Almost nine out of ten small business owners say they use apps, cloud-based programs and other mobile technologies, but most (almost 60 percent) don't think there are enough that are relevant or useful to their own business. Those findings were part of the results of a national online survey conducted by [Harris Interactive](#) for [Bank of the West](#).

More than three fourths of the small business owners surveyed who use mobile

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Many said they think mobile technology could be made more useful, cost effective and safer for small business purposes. “Few relevant uses for my business” was named the number one barrier to taking advantage of mobile technology, at 33 percent, followed by cost, at 25 percent.

Even though most small business owners surveyed (93%) have never experienced information or data theft as a result of using mobile technology, over half (56%) say concerns about information security have at least somewhat prevented them from implementing it more fully.

Among small business owners who use mobile technology, two out of three (68%) agree that it has increased efficiency for their businesses, and three out of five (61%) say it serves functions in their businesses that cannot be completed as efficiently through other means.

When asked specifically about the time-consuming tasks that mobile technology could better address, small business owners wished for solutions that could help them with accepting payments from customers (33%), monitoring financial accounts (24%), expense reports (19%) and making payments to suppliers (12%). Other financial tasks cited included invoicing and payroll.

Small business owners see the value in mobile tech – and overwhelmingly (83%) believe individuals, entrepreneurs and small businesses can benefit from using it. Two-thirds of those surveyed (65%) say it is important to the current success of their business and nearly three-quarters (74%) think it will be important to the future success of their businesses.

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study supports, that while small business owners are not early adopters of mobile technology – they tend to wait until someone like them has bought it and endorses it – they do see its growing importance in the success of their business. Creating relevant uses that help small businesses systemize customer relationship management, marketing and financial accounting will be critical to the growth of mobile technology in this market.”

The full National Survey results, including charts and graphs, is available at:
<http://bit.ly/PnUDmz>

Technology

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