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wholesale distributors, manufacturers and accountants.

Aug. 19, 2015



Small businesses who embrace the cloud achieve 25 percent additional revenue growth compared to cloud skeptics and more than double their profits, according to [new research](#) from [Exact](#) and Pb7 Research.

The report, “Small Business Cloud Barometer 2015,” examines the business challenges that small wholesale distributors, manufacturers and accountants face on a daily basis, reasons for moving to the cloud and the business benefits gained once online business software is implemented – both in the U.S. and in Europe.

The research found that U.S. small businesses use the most online business software

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“Cloud usage among small businesses is exploding thanks to the tangible business value it has been proven to deliver,” said Kae Williams, general manager at Exact, U.S. Cloud Solutions. “With heavy cloud users reaping more profits and business growth than their cloud-hesitant peers, there’s little room for doubt that now is the time to use online business software. Cloud is no longer just for large enterprises – it’s for any company who wants to be competitive, efficient and provide stellar customer service.”

The Small Business Cloud Barometer 2015 drilled down into the top business challenges and cloud usage habits and benefits among small wholesale distributors, manufacturers and accountants. Key findings by industry from respondents in the U.S. include:

### **Manufacturing**

- 53 percent of small manufacturers report cost reduction as their biggest business headache
- 9 percent of all contracts results in a negative margin
- 27 percent of customers don’t come back when a delivery is late
- Small manufacturers walk away from 11 percent of all RFPs because they are unable to deliver a quote in time, signaling a missed revenue opportunity
- Lowering IT costs, security and more productivity and efficiency for the end-user are the top three reasons small manufacturers choose online business software
- Only 26 percent of manufacturers always want to have the latest technology in place, which includes both cloud-based software and other innovations

### **Wholesale Distribution**

- Price pressures due to online competition, competition from suppliers due to direct

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- 28 percent of wholesalers have real-time insight into the stocks and delivery times of suppliers
- The top reasons cited for implementing cloud software include security, low maintenance requirements and lowering IT costs

## Accounting

- Top general business challenges cited include cost control, finding new customers and improving the quality of products or services
- 45 percent of accountants emphasize a focus on quality in an effort to stay competitive and relevant in their industry
- The top three reasons small accounting firms move to the cloud include lowering IT costs, enhancing security and reducing technology system maintenance
- Only 33 percent of accountants are using cloud solutions for administrative processes, with the rest still using on-premise administrative solutions
- 23 percent of accountants rely on a combination of loose software applications and spreadsheets
- Just 12 percent of accountants use their CRM system to gain a 360-degree view of their customers

## Research Reports

All three industry reports are now available for download [here](#):

- Small Business Cloud Barometer 2015 for Manufacturers
- Small Business Cloud Barometer 2015 for Wholesale Distributors
- Small Business Cloud Barometer 2015 for Accountants

## Research Methodology

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