

Digitisation in the mid-market

Local mid-market businesses are seeing real benefits from their investments in business management software and applications. However, underutilised, outmoded and duplicated systems are still costing the sector significantly, in terms of both lost investment and business opportunities. Barriers to changing or updating systems are more about time and expertise than the cost of the technology, signalling that more support is needed to help the sector maximise the benefits of digitisation.



Roughly how many new software tools, programmes or applications to manage your business have been added to your business over the past 12 months? (Average)



How many different tools/apps/online systems do you currently use to manage the business in total? (Average)

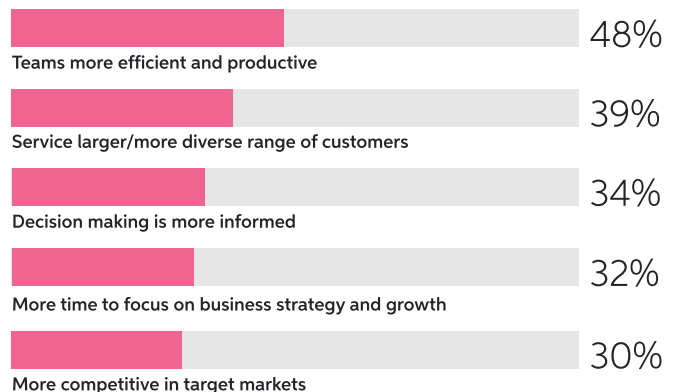


How many of these software applications/online systems do you use regularly (e.g. twice a week or more)? (Average)



Since adding or changing your digital solutions over the past 12 months, which of the following benefits have you experienced?

AUSTRALIA

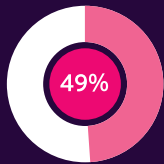


NEW ZEALAND

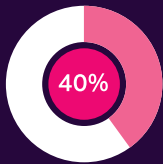


What would you rather your team spent their time on, instead of manual tasks due to inefficient solutions?

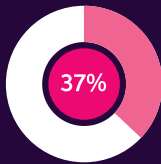
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Targeting new customers/audiences

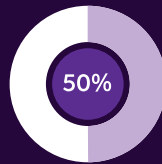


Strategy and business planning

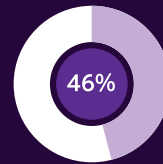


Training/upskilling existing team members

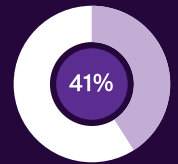
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Targeting new customers/audiences

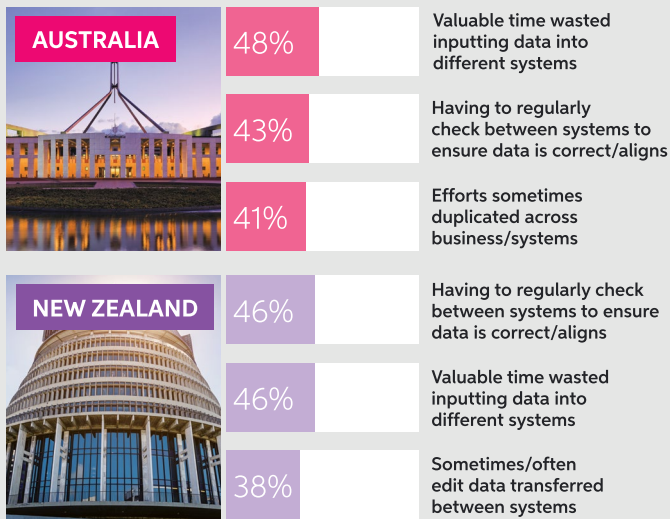


Training/upskilling existing team members



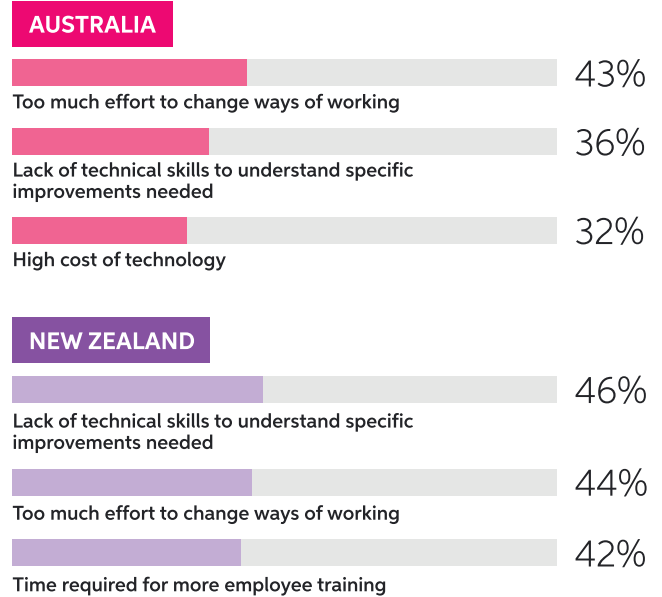
Strategy and business planning

Which of the following have you/your people experienced as a result of ineffective digital business management solutions?*

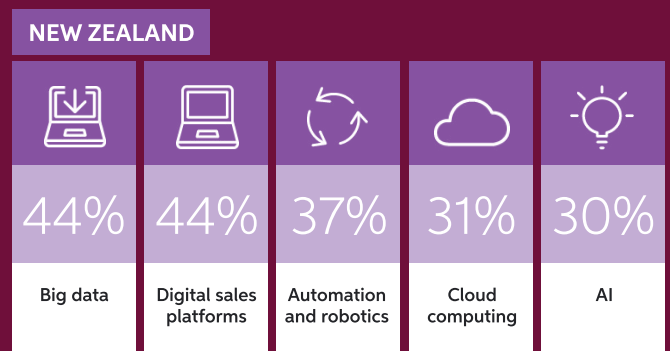
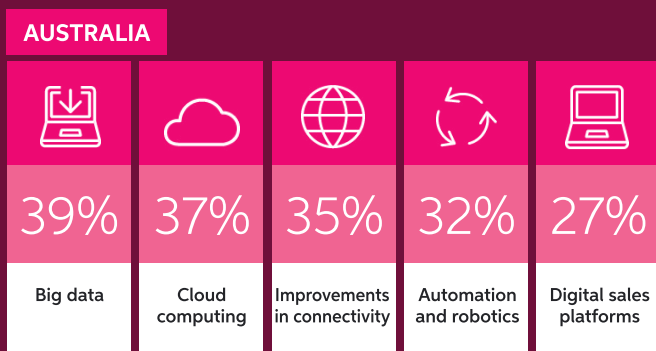


*of those who have teams spending time on tasks due to inefficient systems

Which of the following limit your organisation's ability to improve its current business/people management solution(s)?



Which of the following technologies do you expect to most significantly change your business in the next five years?



About the survey

Research for MYOB's Mid-market Snapshot was conducted by Dynata between 20th October-14th November 2022. In total, 1029 mid-market business leaders and decision makers (employing between 20 and 500 people) in Australia (510 respondents) and New Zealand (519 respondents) took part in the survey. Respondents were sampled from the Dynata online business profile panel and screened to ensure they met the qualifying criteria. The survey has a maximum margin of error of +/- 4%.

About MYOB Enterprise

Scalable to meet the needs of growing businesses (from 20-1,000+ FTEs), MYOB Enterprise offers an integrated, all-in-one business management platform that helps mid-market businesses achieve their ambitions by connecting critical workflows through Enterprise Resource Planning, Customer Relationship Management, Payroll, and Workforce Management solutions – all backed by world-class software tailored specifically for the Australian and New Zealand markets. MYOB Enterprise also offers leading practice management solutions for Professional Services businesses. MYOB's award-winning Advanced Business platform (powered by Acumatica) has been rated 4.5/5 stars by mid-market customers across Gartner's Digital Market brands (Capterra, GetApp and Software Advice), and is named as a shortlist recommendation and 2021 category leader across the sites. MYOB Advanced has also been independently recognised as a leader in innovation through the global SaaS Awards and named an ABA100 Winner in The Australian Business Awards 2022 for ERP Innovation and Cloud Innovation.

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