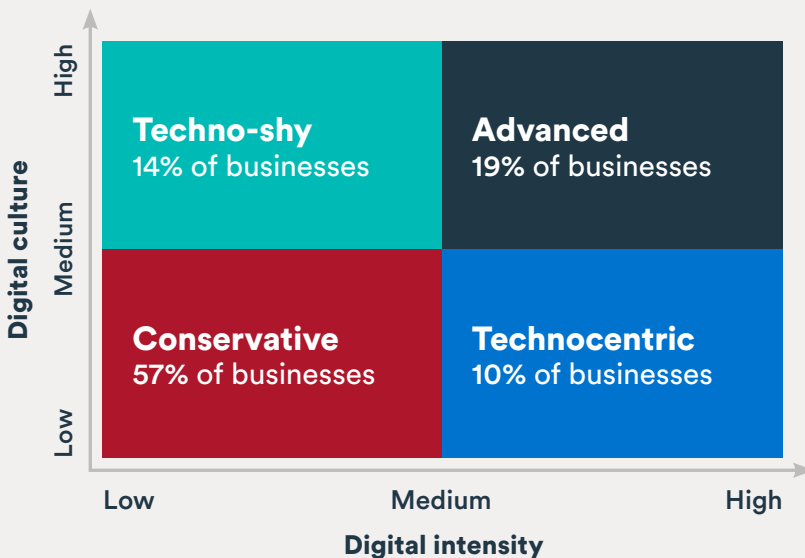


Digitize Now: How to Make the Digital Shift in Your Business



The rapid pace of technological change is one of the most significant events of this century. BDC surveyed 2,000 Canadian and 600 American small and mid-sized businesses to evaluate their level of digital maturity.

One in five Canadian companies has an advanced digital profile



The percentage of digitally advanced businesses is similar in Canada and the U.S.

19% Canada vs. 18% U.S.

Digital technologies improve business performance

We found that, over the past three years, digitally advanced companies were:

62%

more likely to have enjoyed high sales growth

52%

more likely to have enjoyed high profit growth

3X

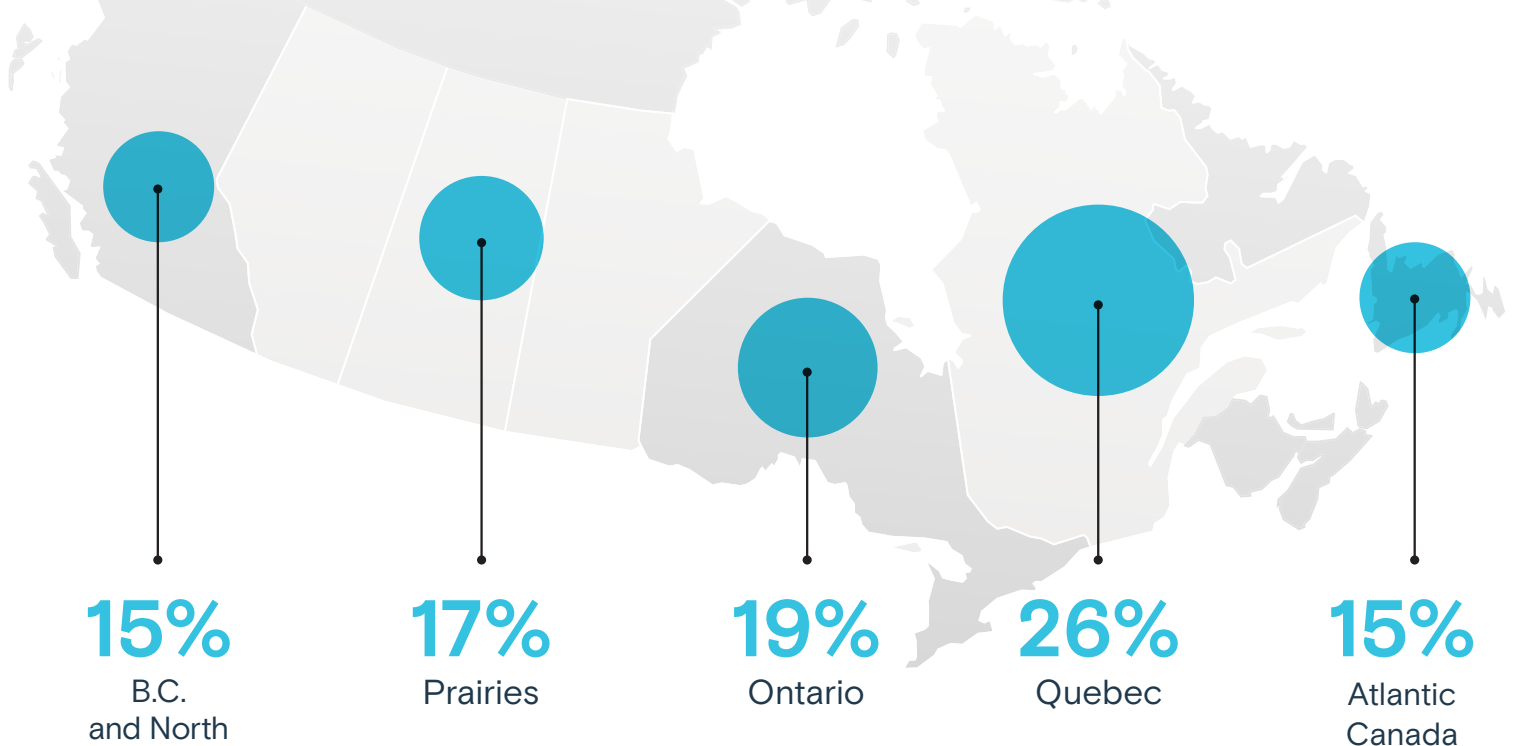
more likely to have innovated

Digitally conservative businesses risk falling behind

25% have seen their sales plummet in the last few years

More Canadian companies need to complete the digital shift

Quebec has the highest percentage of digitally advanced businesses in Canada.



Digitize now: Five steps to digitize your business

1

Define and share your digital vision

2

Invest in technology

3

Establish a culture of change

4

Unleash the power of data

5

Work for continuous improvement

Find out your digital maturity profile and get personalized advice by using our free, online Digital maturity assessment tool at: bdc.ca/digitalassessment.

Read the full report: bdc.ca/studydigital.

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