

Small business trends in technology for 2024

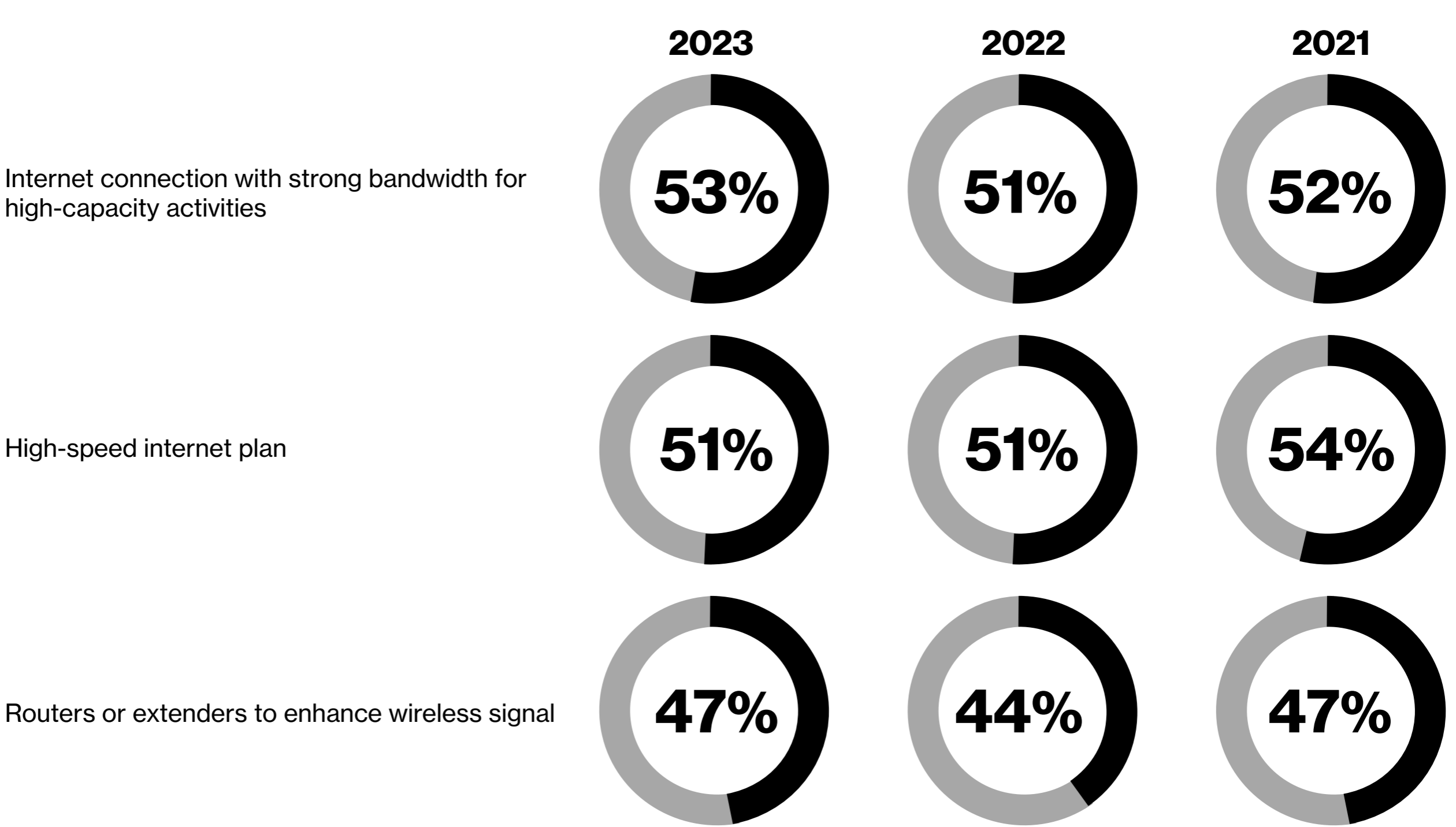


A new year means new challenges, opportunities and technology. To help you understand the latest small business trends, the Verizon Business 4th Annual State of Small Business Survey asked businesses like yours how they are preparing for the future. Here's what they had to say.

Overcoming small business challenges with technology upgrades

When it comes to technology, connectivity upgrades continue to be one of the leading small business trends for three years in a row.¹

Percent of small businesses that added or upgraded in the last year

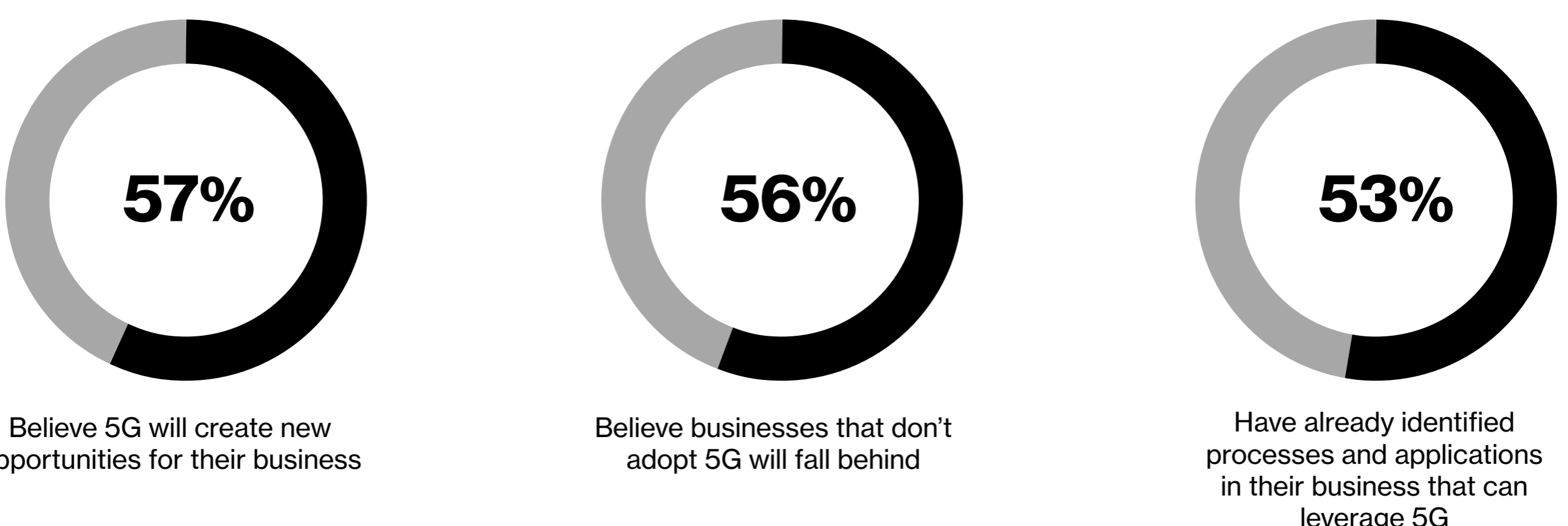


How do small businesses benefit from upgrading their tech stack?²



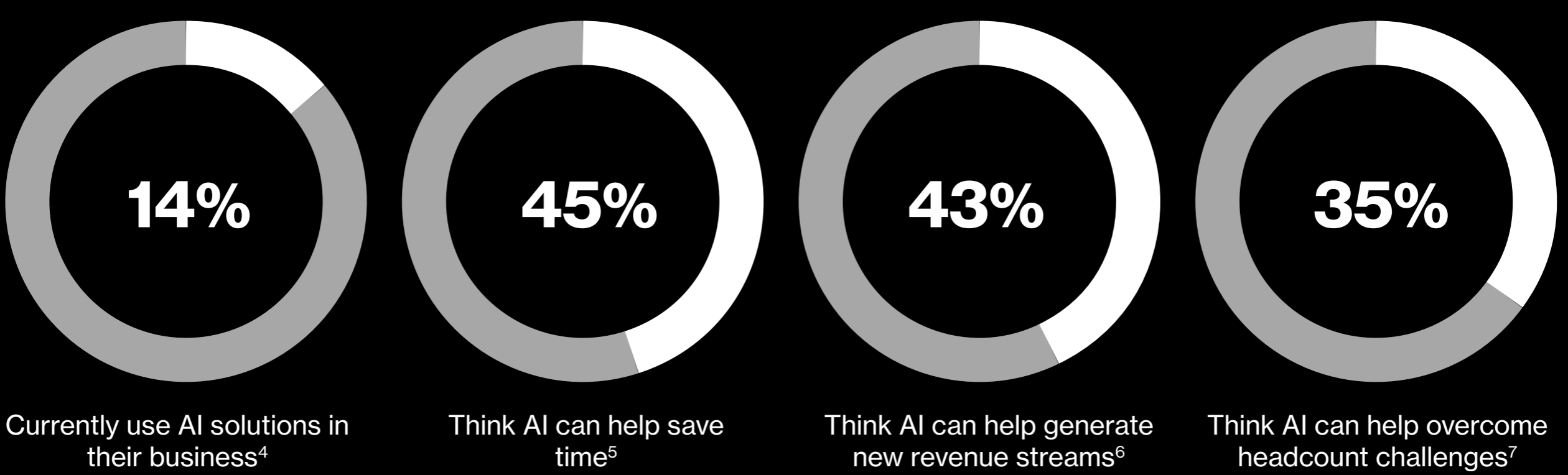
Putting 5G to work

With 5G increasingly available, small businesses believe it will be a key driver moving forward.³



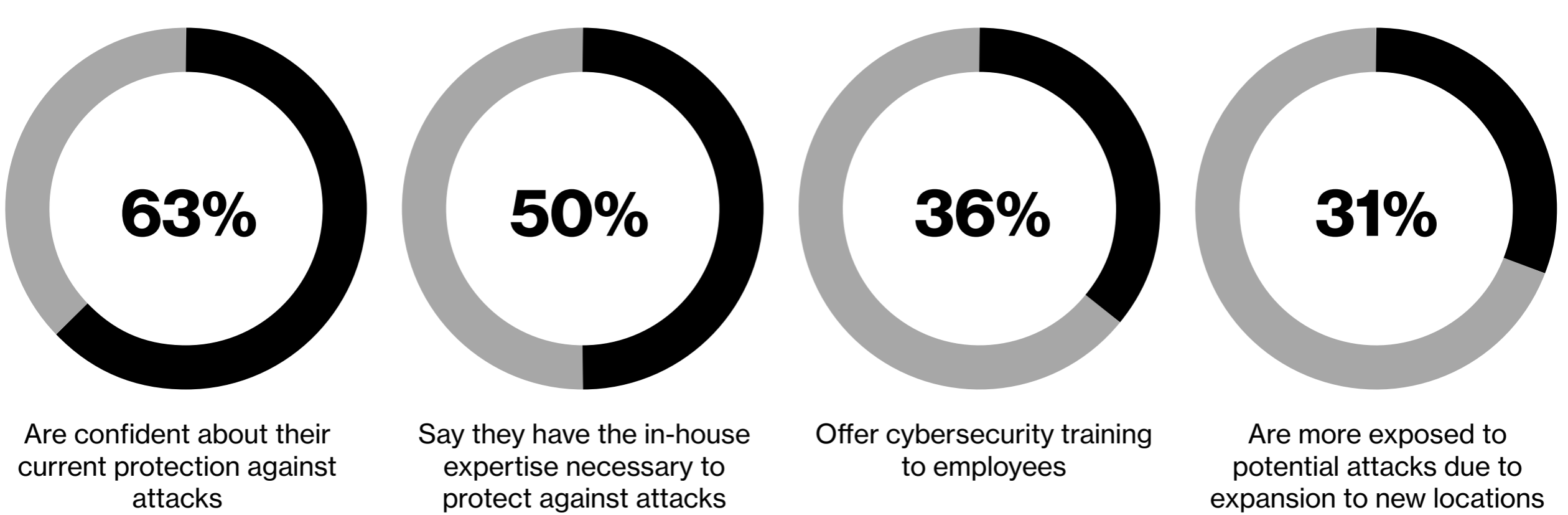
Preparing for the future with AI

While artificial intelligence (AI) is in the news, but its still not in the office, yet; 45% of small and mid-sized business are concerned about integrating AI into their business, but many small business see the benefits of AI, making it one of the key small business trends to watch in the coming year.



Cybersecurity: Prepared or overconfident?

Protecting your business is one of the toughest small business challenges. While many are confident they're prepared, their actions say otherwise.⁸



Prepare for next year's small business trends today

Verizon can help build your business and deliver new capabilities. Learn more by downloading the full survey results here.