Digital business **accelerated**

Safeguarding your business against risk in an evolving, digital-first marketplace

Quick-reference guide

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Executive summary

A NEW LANDSCAPE

The impact of digital on businesses isn't a new idea. But in the wake of a global pandemic, the transition to a more digitized way of working has been accelerated, with businesses forced to adapt for survival.

Before COVID-19, Chubb collaborated with Accenture to find out which digital trends were having the biggest impact on small and mid-sized businesses across nine countries.* These insights are even more relevant now, in a world with more risks and less margin for error.

TECHNOLOGY AND INNOVATION ARE VITAL

To continue meeting customer expectations, businesses of all sizes are embracing new forms of technology to provide seamless digital experiences that work in an unprecedented operating environment.

* In February 2020, we surveyed 1,350 executives at small and mid-sized businesses around the globe about 26 business and digital trends.

THE BEST WAY FORWARD

Four key themes arose from the research, each offering opportunities for businesses as they learn to navigate uncertainty.

01 Navigating digital-first communications

02 Harnessing the power of data

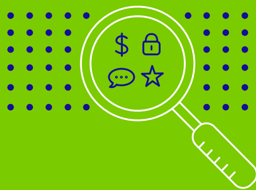
03 Supporting a transformed workforce

04 Playing in the global market

Each of these themes brings a double-edged sword of risk and reward to the table. And it's up to businesses to find the right balance between them.

Our research covers these four avenues of opportunity, focusing on how businesses feel about each of them, related trends emerging across the globe, and the risks and protective measures business can take to create firm foundations for survival, and even growth.

Prioritizing any of the surveyed trends can contribute to growth but we found that the **navigating digital-first communications** and **harnessing the power of data** themes have a bigger impact.



Breaking down the research

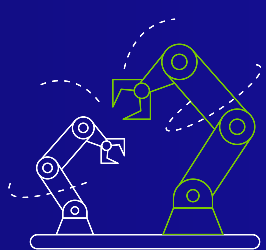
Small and mid-sized businesses are carefully planning their next moves. To survive, everything's on the table, but certain themes are rising to the top.

Navigating digital-first communications

Building digital experiences to reach customers at the right time and place, and enabling seamless delivery of products and services, tailored to customers' wants and needs.

Harnessing the power of data

Adopting cloud and other advanced technology, such as AI, to refine customer products and services and optimize business operations.



Supporting a transformed workforce

Addressing the accelerated shift to an increasingly digital workplace with flexible work solutions, career and skill development opportunities, and innovative benefits.

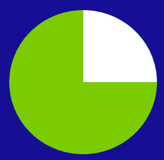
Playing in the global market

Building opportunities across both literal and figurative borders by forming partnerships with other companies to build new products or services and commercial and social platforms to expand reach and capability.

From the business owners

45%

of businesses are focused on seamless on-demand delivery of products and services



Three quarters of businesses say adopting AI is their top three-year priority

84%

are prioritizing talent acquisition and a workforce with new technological capabilities and skills

44%

are concerned about collaboration with major commercial and social platforms

Explore the research

Go deeper into how these digital trends and the risks they present can affect your business.

Visit **chubb.com/digitalbusiness/na**

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