

**future. now.**

modern workplace series

# Technology trends shaping Australian business

*Presented with*

**zoom**



# Welcome

**James Hanna**

*General Manager, VIC, NSW, WA*  
CodeBlue Australia



Post your questions in the  
Q and A for our panel



# Our expert panel



**Gordon Tan**

Chief Technology Solutions Executive

CodeBlue Australia

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**William Coundrelis**

Commercial Sales Leader, APAC

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**Mark McKenzie**

Chair

Council of Small Business Organisations  
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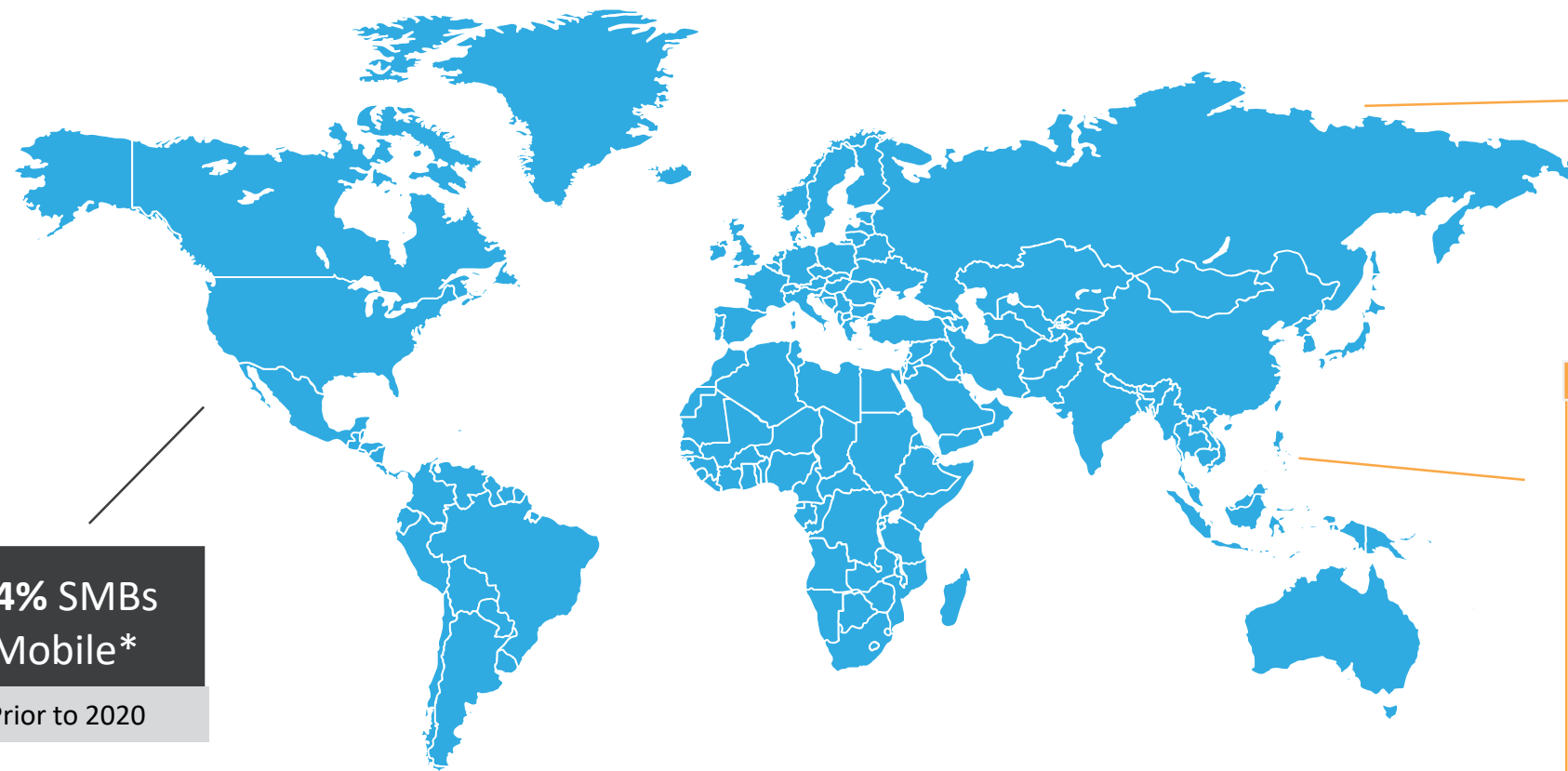
# Top 3 technology trends

**Shaping Australian Business**

**November 2020**

*Gordon Tan, Chief Technology Solutions Executive*

# 1 The move towards a more mobile workforce



**24% SMBs  
Mobile\***  
Prior to 2020

Today

**51% small +  
47% mid-sized  
businesses mobile\***

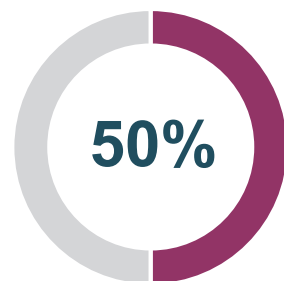
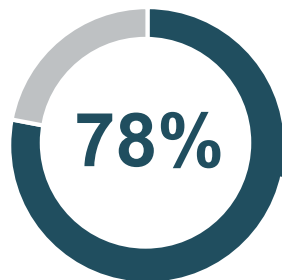
Major companies making the move

Zoom  
Microsoft  
Indeed  
Google  
Airbnb  
Uber  
Thomson Reuters

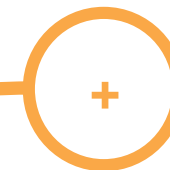
\* Tech Aisle - Saturday, 15 August 2020 - Remote work is escalating need for connected digital workplace platform within SMB and Midmarket

# This trend continues in Australia.

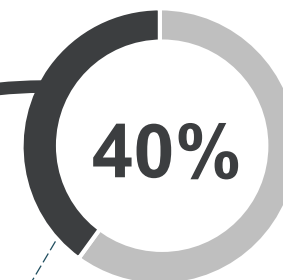
Australians don't want to return to the traditional 9 – 5 in the office.



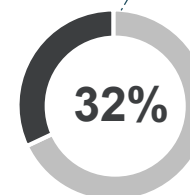
Remote workers felt more empowered and efficient.<sup>2</sup>



More businesses moving to mobile and using communication tools to stay connected.



Increased team productivity while remote<sup>1</sup>



Increased cross-function collaboration<sup>1</sup>

<sup>1</sup> Small and Medium Business Trend Report, Salesforce, 2020

<sup>2</sup> Building Connection in a Digital Era: Key Insights from Connectivity Index 2020



2

# Increased usage and dependency on Cloud Technology

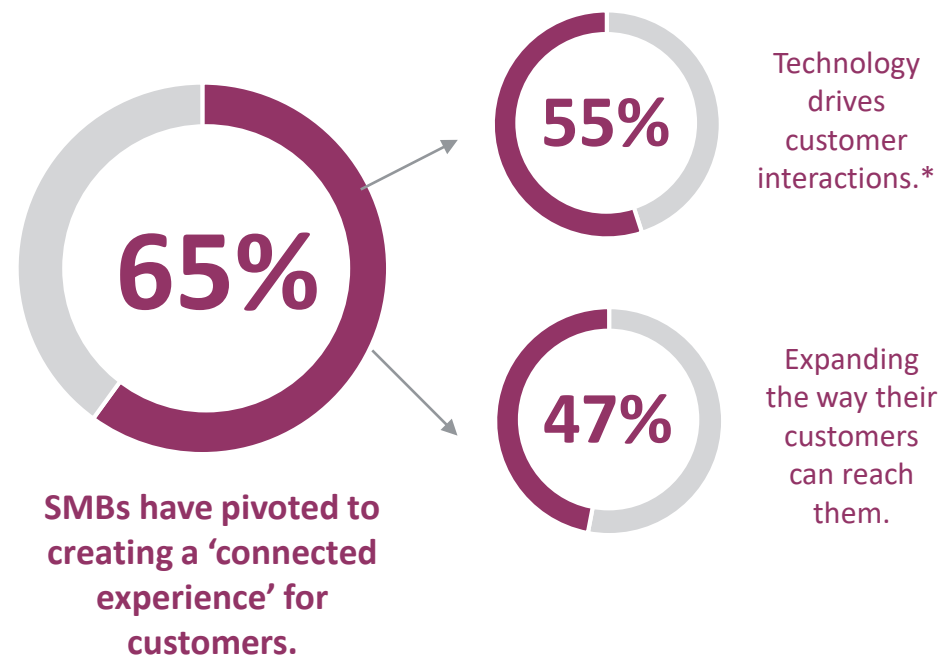
## Technology is now our glue.

+ Keeping our teams connected and productive.

+ Increasing business scalability and agility, and helping reduce costs.

+ Transforming how we conduct business and creating new revenue streams.

+ Unlocking new ways to connect with customers and transforming our business models.



\* Small and Medium Business Trend Report, Salesforce, 2020

# 3 The need for increased cyber security



Measures were decreased for quicker adoption – creating a gap in our security.

400%

spike in COVID related cyberattacks in the last 4 months\*

\* Federal Bureau of Investigation's (FBI) Internet Crime Complaint Centre.

1 in 7

SMBs have been subject to invoice fraud



Security updates and greater encryptions required to protect users and prevent security breaches.



# Panel discussion



**Gordon Tan**

Chief Technology  
Solutions Executive



**William Coundrelis**

Commercial Sales  
Leader, APAC



**Mark McKenzie**

Chair



Are you seeing these  
trends in your  
organisations?  
Share in the chat!



Post your  
questions in the  
**Q and A** for  
our panel.

# Thank you for joining us!

We will share this presentation and  
a recording of this webinar in the  
following days.