



Digital business accelerated

Helping to safeguard your
business against risk in an
evolving, digital-first marketplace

Quick-reference guide

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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.

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 prioritising talent acquisition and a workforce with new technological capabilities and skills

44%

are concerned about collaboration with major commercial and social platforms

Navigating digital customer demands

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.



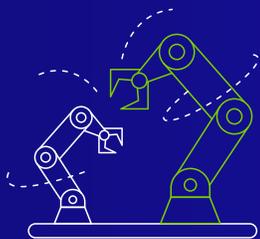
Harnessing the power of data

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





Explore the research



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

Visit chubb.com/digitalbusiness/au

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Published February 2021

Chubb11-572-0221