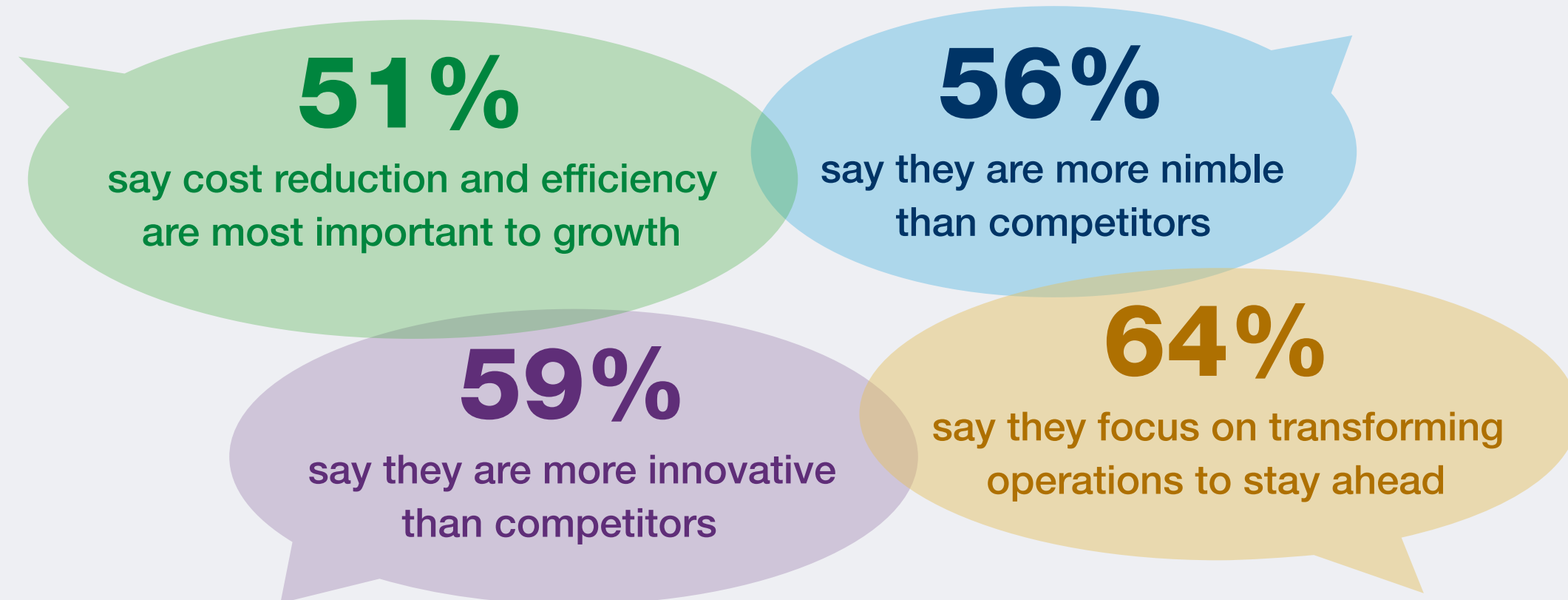


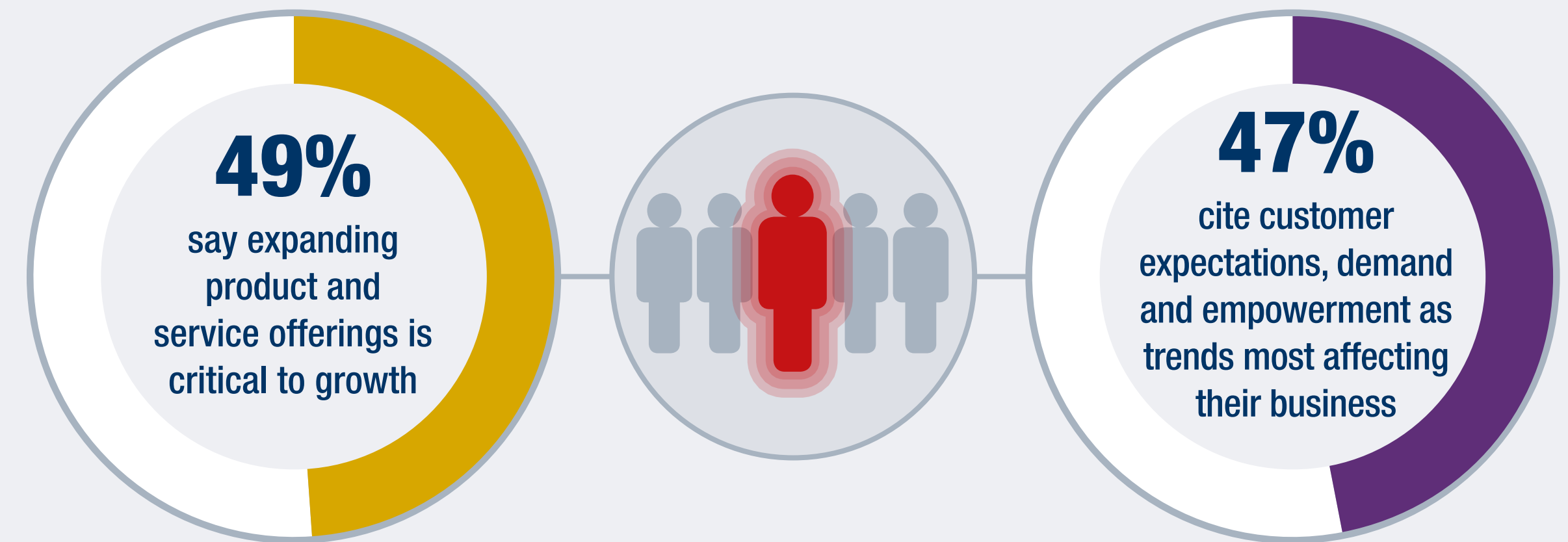
SMEs innovate to differentiate

SMEs: Equipped to Compete

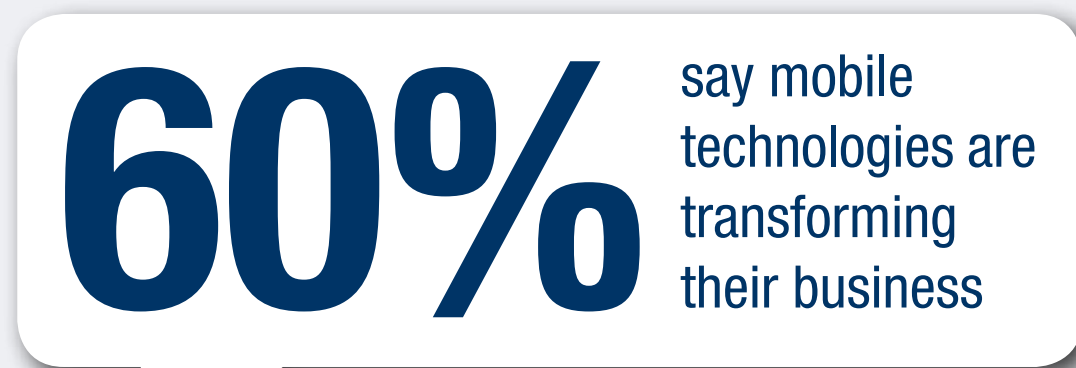
SMEs emphasize innovation ...



... to stand out in a world of empowered customers

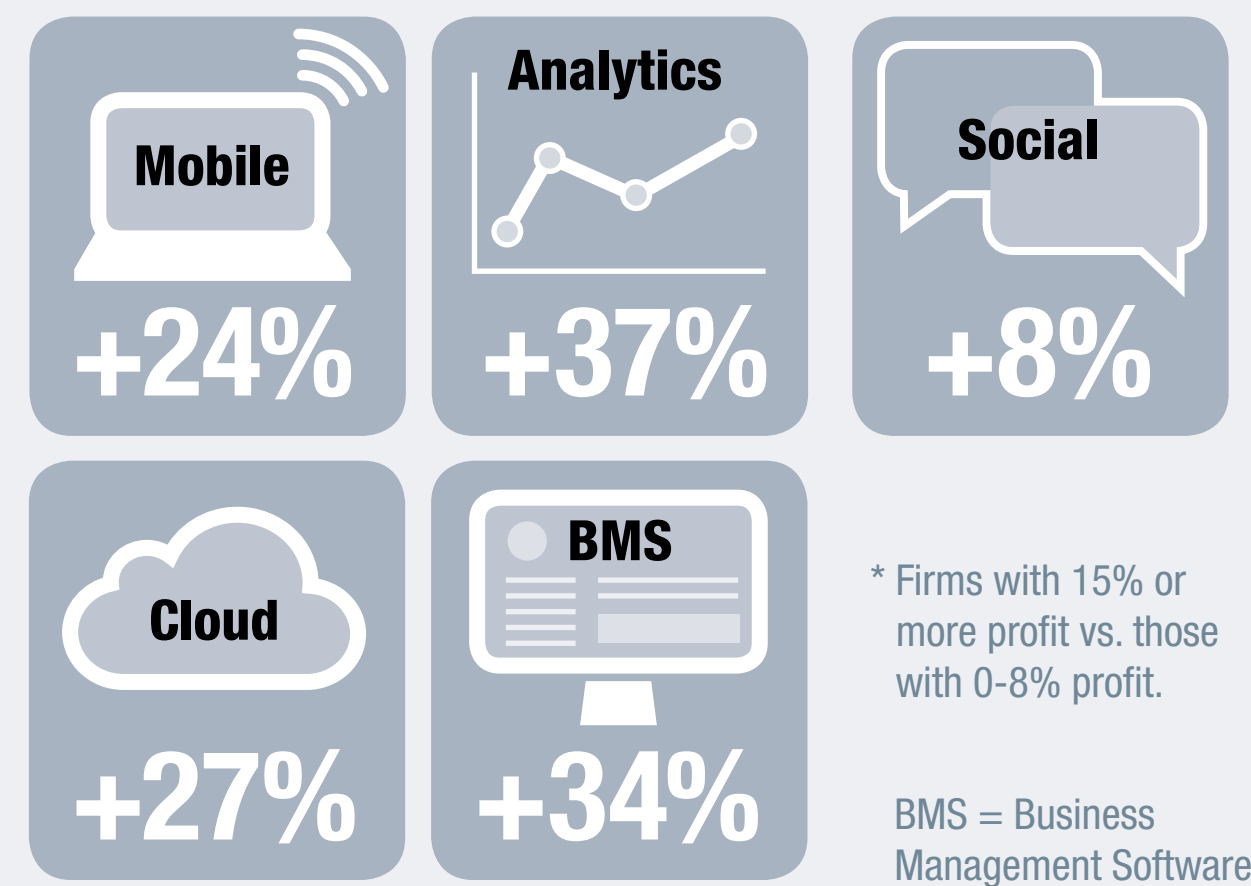


Mobility is a change agent



More-profitable firms place more emphasis on innovation*

Innovation has been the main benefit of adopting ...



Technology and differentiation

