

generation innovate

look
to
the
future



Innovation is a business buzzword.
We spoke to 3,300 SMB leaders to
understand what it actually means to them.



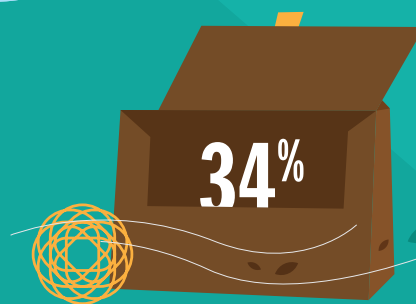
... of SMBs say
innovation is
a top priority



... find it hard
to define what
innovation
means for
their business

But SMBs are
prepared to
face down
these challenges.

... think that
without innovation
they will be out of
business by 2020

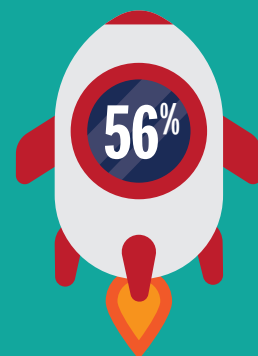


They are
brave



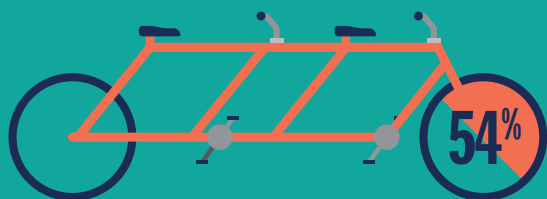
... expect their
products and
services to
change in the
next 5 years

They are
ambitious



... want to
increase profit

And
collaborative



... recognise they need to do more
to develop customer relationships



... will use new technologies
to do this; freeing up time
to focus on customers,
not processes



... are encouraging
their staff to
be creative and
share ideas.

Want to find out how to drive innovation across your organisation?
Download the report at www.ricoh.ie/thoughtleadership

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imagine. change.