

Data is the differentiator

How a data strategy helps SMBs outperform their peers.



AWS partnered with S&P Market Intelligence to understand how being **data-driven** enables small and medium businesses (SMBs) to **outperform their peers financially, accelerate artificial intelligence (AI) adoption, and improve decision-making.**

We surveyed 2,300+ SMBs across the globe. Here's what we found:

Highly data-driven SMBs are almost twice as likely to financially outperform their less data-driven peers

65%

of highly data-driven SMBs financially outperform their competitors.

33%

of less data-driven SMBs financially outperform peers.

SMBs with a high level of data maturity adopt AI at twice the rate of their competitors

AI is powerful and transformative, but it's data that fuels its efficacy.

SMBs with high data maturity who have adopted AI technology, yield more value from their investment by approximately

30%

52%

of highly data-driven SMBs use AI to keep their business secure through automation.

And yet, only 19% of SMBs identify as being data-driven

The majority of SMBs aren't prioritizing data—meaning businesses are missing out on an opportunity to outperform competitors and improve decision-making.

Investing in becoming data-driven puts smaller businesses in a stronger position to adopt AI **when the time is right**, while also delivering immediate value.

Download a copy of the [Data is the Differentiator](#) report to learn how SMBs can set their business up for success in this fast-changing landscape.