

Make more informed decisions with data-driven insights

AWS conducted a global survey to understand how small and medium businesses (SMBs) are using their data and where the opportunities to gain even more fresh insights lie.

An opportunity for growth

90% of SMBs surveyed say they are **modernizing their approach to data management**

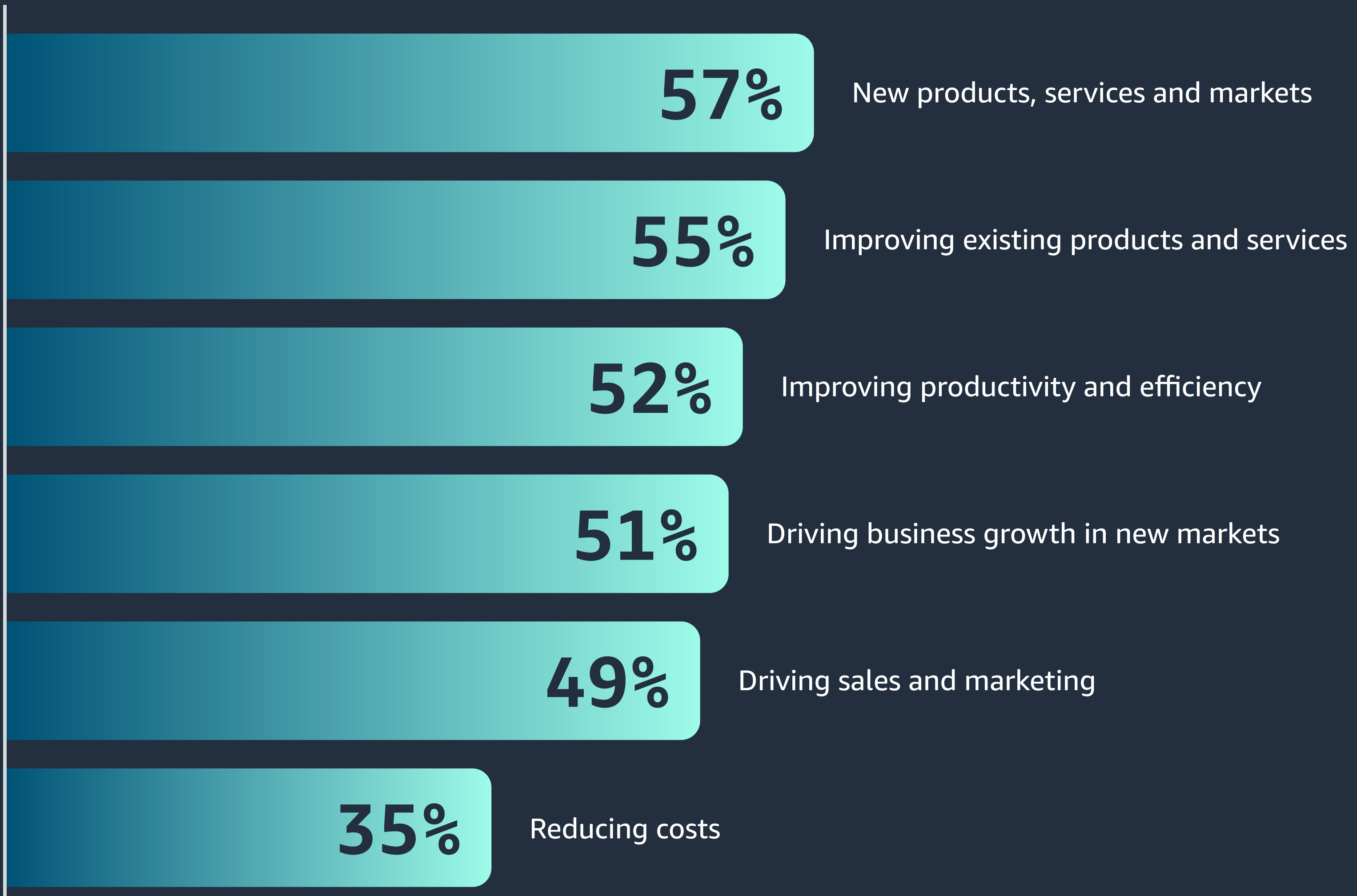
90% 58%

58% of SMBs surveyed say they are **not investing in data to drive growth.**

Where SMBs are investing

42%

of SMBs that are investing in data to drive growth, are focused on:



An opportunity for insight

Cloud is more than storage

35%

of respondents that have migrated their data to the cloud are using cloud-based analytics.

65%

have an opportunity to gain insights from their data.



Overcoming challenges

Without understanding the value of data, it's difficult for SMBs to use it. Here's what is holding them back:

53%

Don't know what insights their data could provide

52%

don't understand the ROI analytical tools could deliver

41%

don't even trust their own data

Businesses of any size can reap the benefits of cloud-based analytics

Learn how your business can make more informed, data driven decisions with the cloud.

[Download the eBook "Unlock the Power and Potential of Data" >](#)