

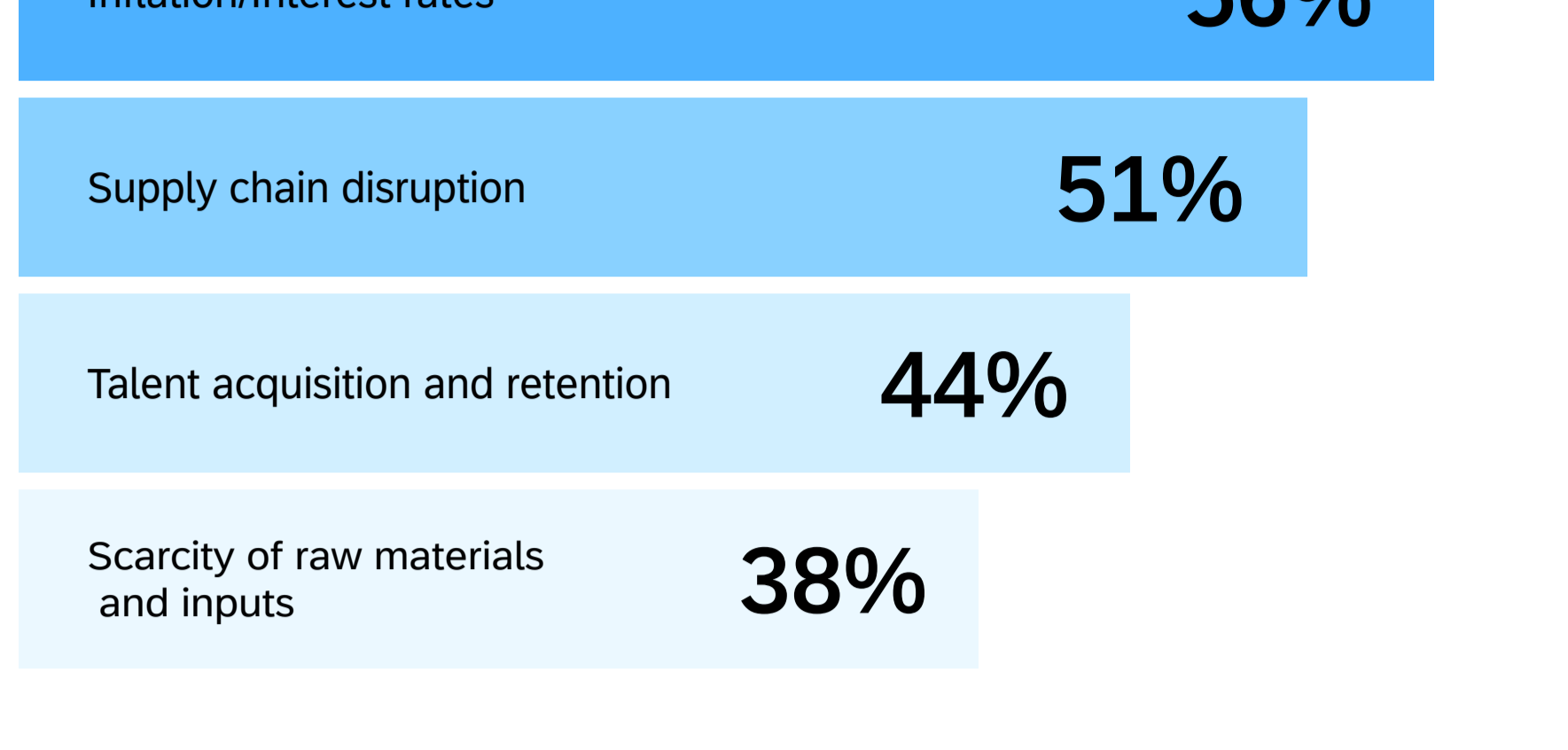


# The secrets of thriving midsize companies

Growth-focused companies are facing into not so much the winds of change, but the storms of disruption: supply chain pressures, inflation, and skills gaps, to name but a few. Yet many midsize businesses are surviving – and positively thriving – despite the challenges. **How?**

New research by IDC, sponsored by SAP, reveals insights into midsize companies' priorities and challenges, and what makes some better positioned to manage today's flood of stressors.

## The top 5 macroeconomic challenges facing midsize companies:

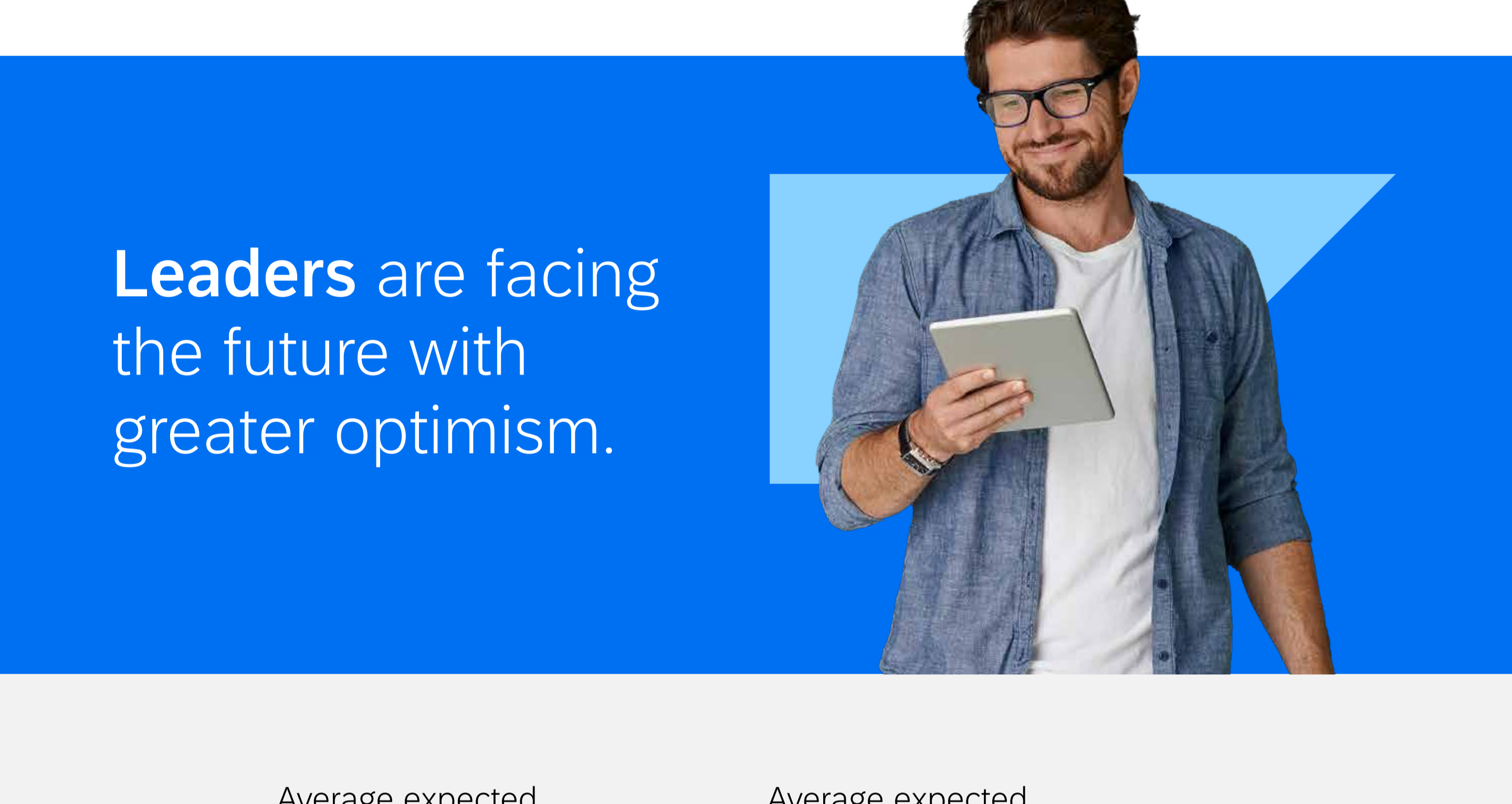


## The top 5 imperatives of midsize businesses for 2023:



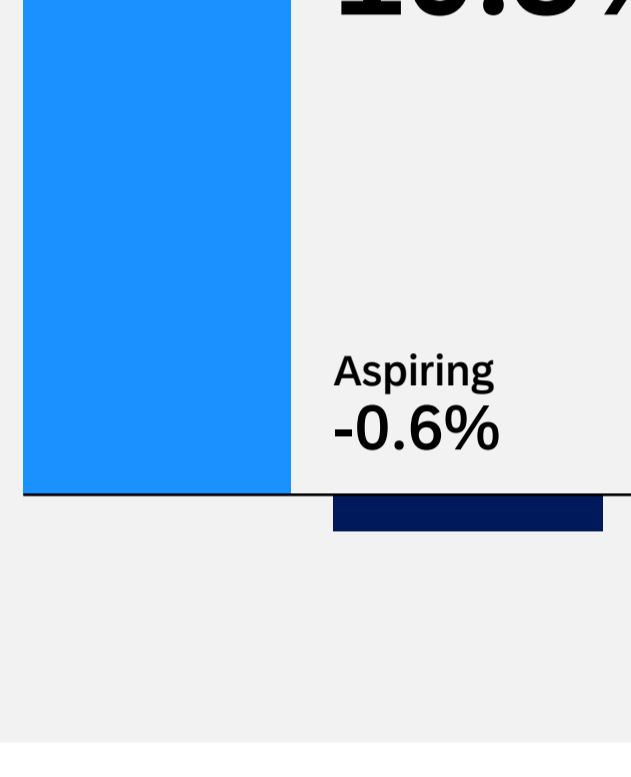
## What separates the best from the rest?

IDC analyzed the practices of the most successful companies – “leaders” – and compared them with businesses at the other end of the scale – “aspiring” companies. **Here's what they found.**

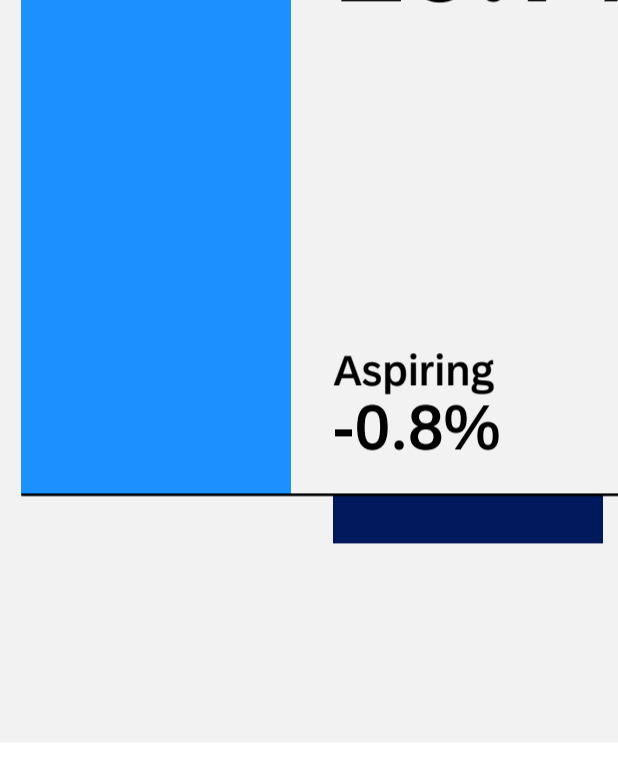


**Leaders** are facing the future with greater optimism.

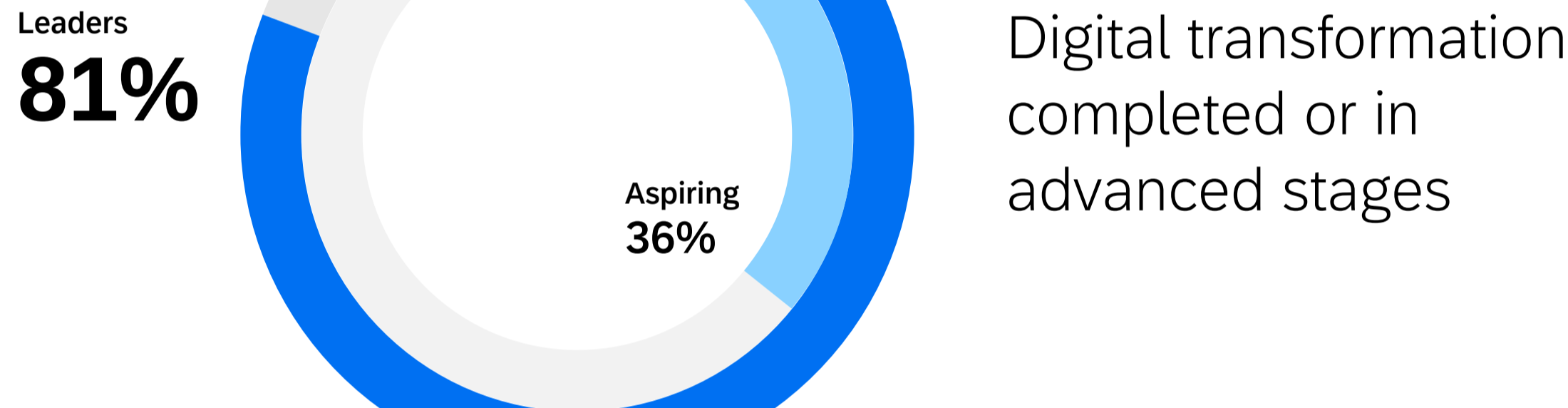
Average expected increase in **revenue**



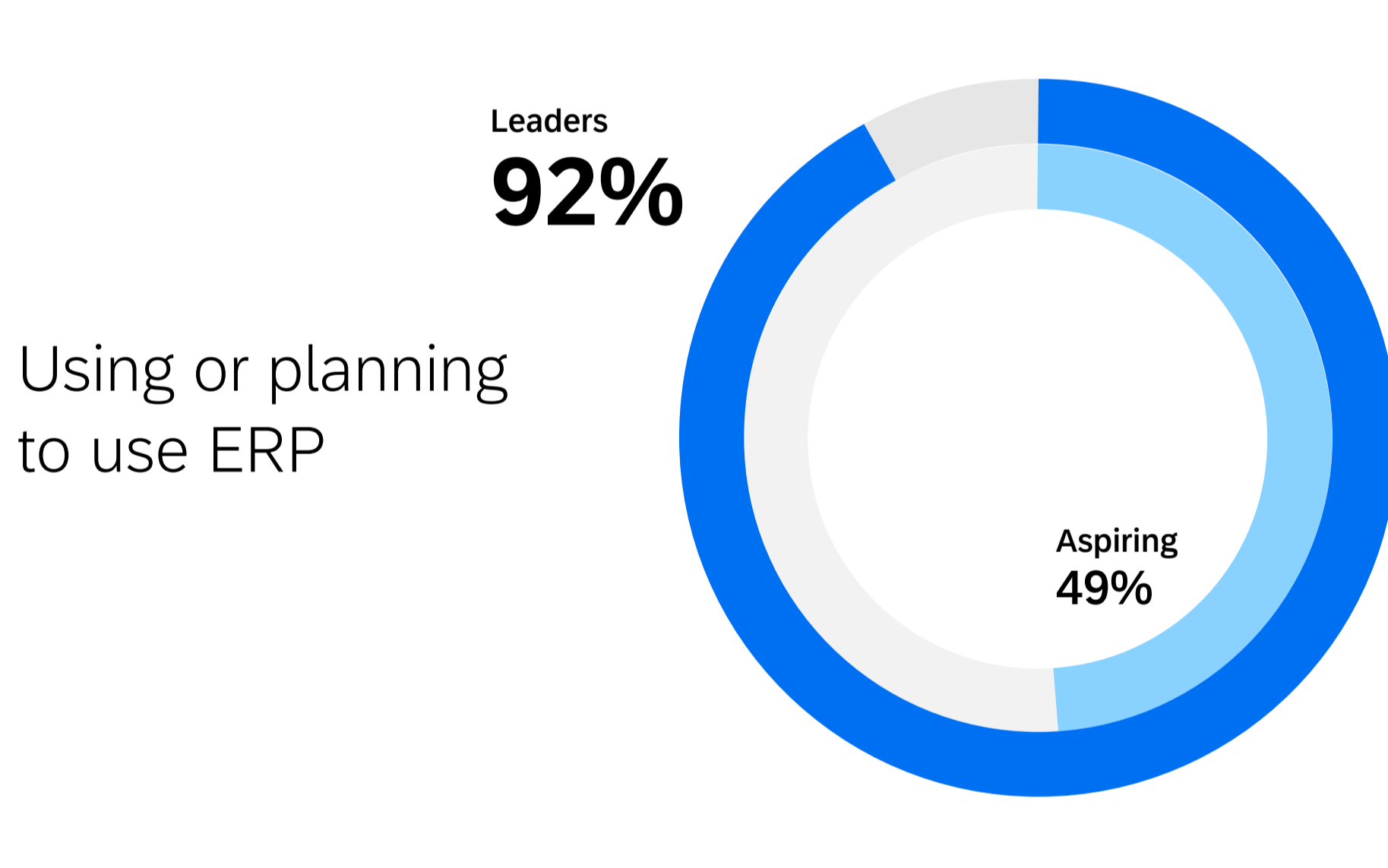
Average expected increase in **market share**



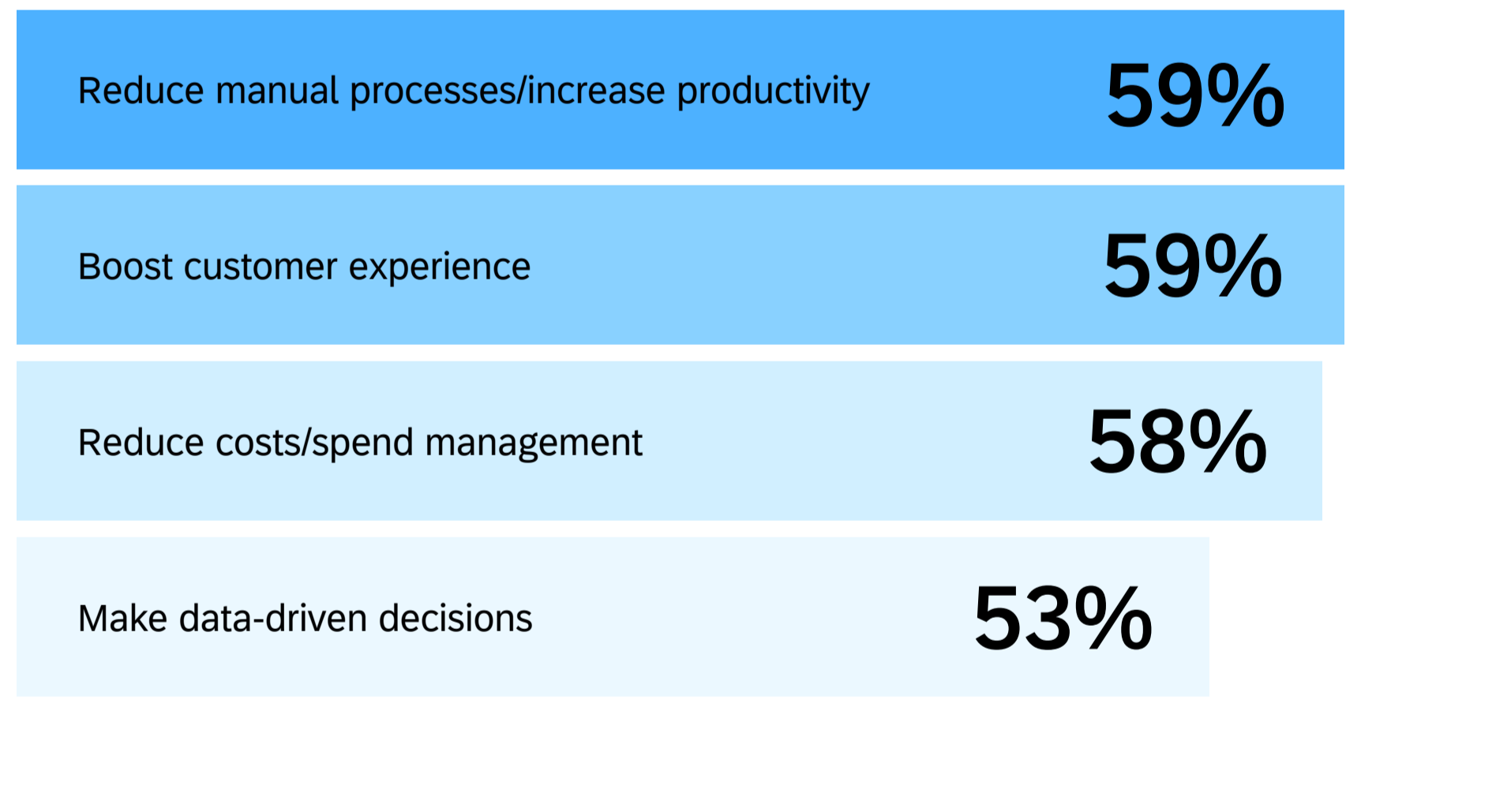
**Why?** Because leaders are typically much further along in their digital transformation journey.



These growth-focused companies are turning to tech to adapt to challenging conditions, with ERP the **#1 priority**.



## Businesses' top 5 expectations of value from an ERP solution:



## My strategy for growth?



“Digitization of most production and sales decision-making processes.”

– Director, construction company, Brazil



“Enter new markets and invest heavily in technological innovation”

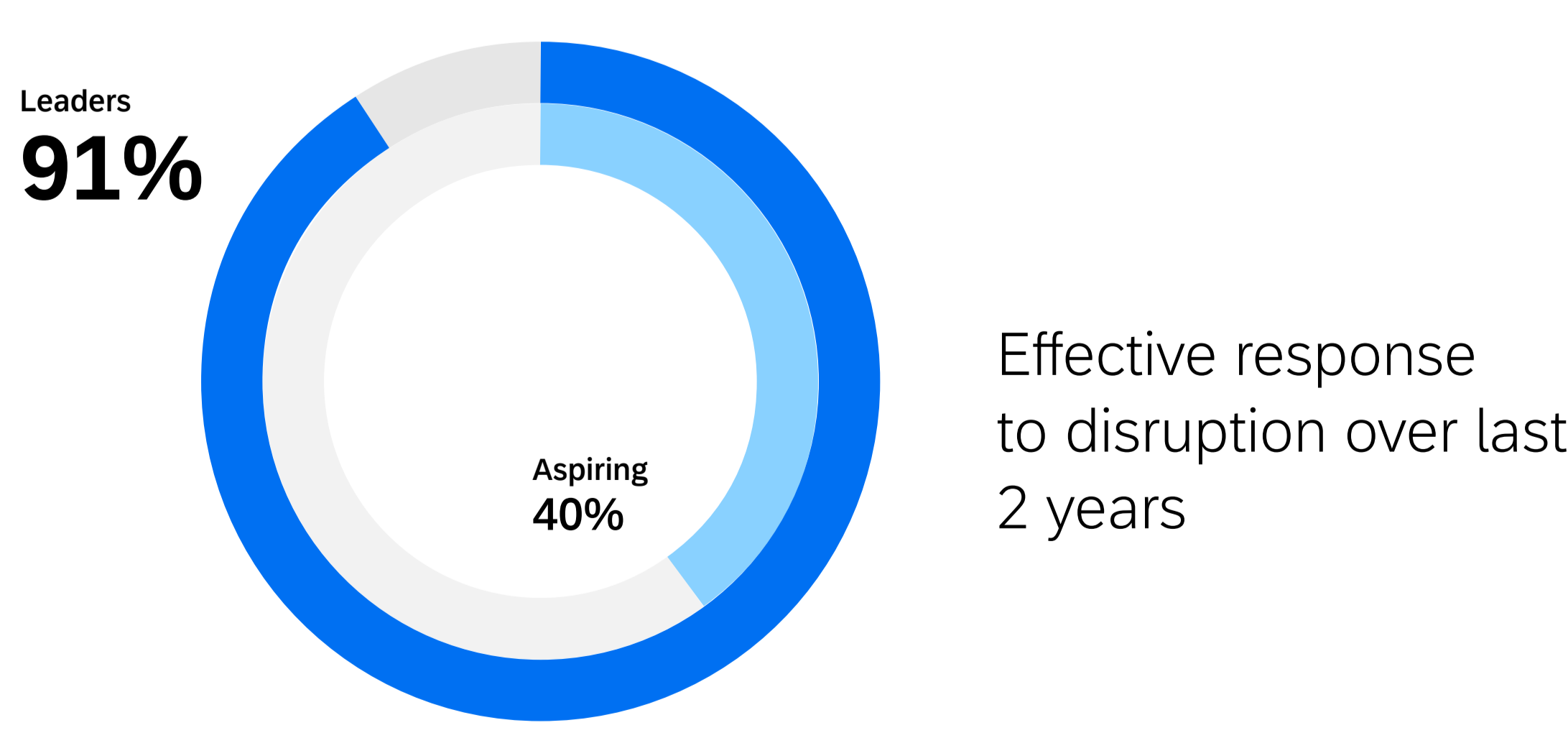
– CIO, professional services, USA



“Increase automation in simple processes to improve productivity and customer service.”

– Director, high-tech firm, Spain

**The result?** Tech-enabled leaders are more agile and better placed to withstand disruption.



## Take a deeper dive

Read **A Guide to Growth: A global analysis of the defining characteristics of leading midsize companies**

Learn more about the key differentiators and best practices of leading companies in this IDC InfoDoc. It also provides a set of eight clear and actionable recommendations that can serve as a blueprint to help your business weather challenges, achieve priorities, and chart a long-term path to growth.

