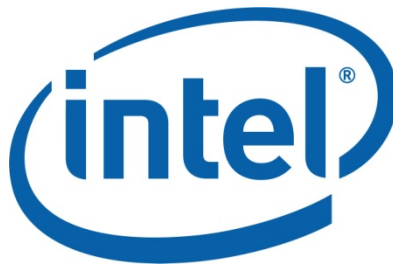


Small Businesses View Knowledge as Both a Key to Success and a Challenge

SMB Decision-Makers in Canada and Australia Share Same POV



Ipsos Reid

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Toronto, ON – Decision-makers at small and medium-sized businesses widely recognize the benefit of acquiring and sharing business information within their organization, but they also find it challenging according to a new Ipsos Reid survey conducted in Canada and Australia on behalf of Intel.

Overall, three quarters of SMB decision-makers in Canada (74%) and Australia (75%) are familiar with the concept of “knowledge management,” with nearly two-thirds (65% in both countries) saying they manage information better today than they did two years ago. However, a majority in both Canada (63%) and Australia (57%) cite the need for further improvement of the management of information at their company. In addition, roughly half of SMB leaders (57% in Canada and 49% in Australia) say they could serve their customers better if they had better access to information.

The poll of over 600 decision makers at Canadian and Australian businesses with 20 to 100 employees found that improved business information management goes hand in hand with business growth. In both countries, SMB decision-makers who perceive their business to be growing faster than the competition are more likely to be familiar with the concept of knowledge management (78% in Canada and 81% in Australia), than those who feel their business growth is stagnant (69% in Canada and 59% in Australia).

While SMB decision-makers recognize the benefits of managing information and the means used to facilitate the flow of information at their company, they also cite challenges. Nearly half of them (46% in Canada and 48% in Australia) report not



having enough time to make better use of acquired information during business planning. Lack of staff (33% in Canada, 30% in Australia), lack of training (24% and 21%, respectively) and doubts about cost-effectiveness (23% in both countries) are also major barriers to better use of business information.

These are the findings of an Ipsos Reid poll conducted on behalf of Intel from September 8-16, 2008. This online survey is based on a sample of decision-makers from businesses with 20 to 100 employees in Canada (305 respondents) and Australia (302 respondents). The survey was hosted by Ipsos Interactive Services and was conducted simultaneously with an identical questionnaire in both Canada (English and French) and Australia (English only).

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