

BRIDGING THE DIGITAL DIVIDE IN SMALL BUSINESS

We asked 500 small business leaders about the state of their business and investment in technology. Here's what they told us.



Business is up in 2020.

Two-thirds of those surveyed say their business is growing in spite of the pandemic.



And, money is still flowing.

Two-thirds say they receive payments on time or within 10 days of invoices' due dates.

But, a new trend is afoot for small businesses: the growing digital divide from big businesses.

A digital divide is any uneven distribution in the access to, use of, or impact of information and technologies between groups. Small businesses say they are falling behind in fintech.

28%

Only **28%** of businesses with less than 50 employees spend more than \$10K per year on financial management software.

72%

Among larger businesses, those with 51 - 499 employees, **72%** spend more than \$10K per year.

The three most common types of financial software in small business:

 Online Banking

 Payroll

 Payment Processing

Here's the divide

Larger companies are more likely to use:



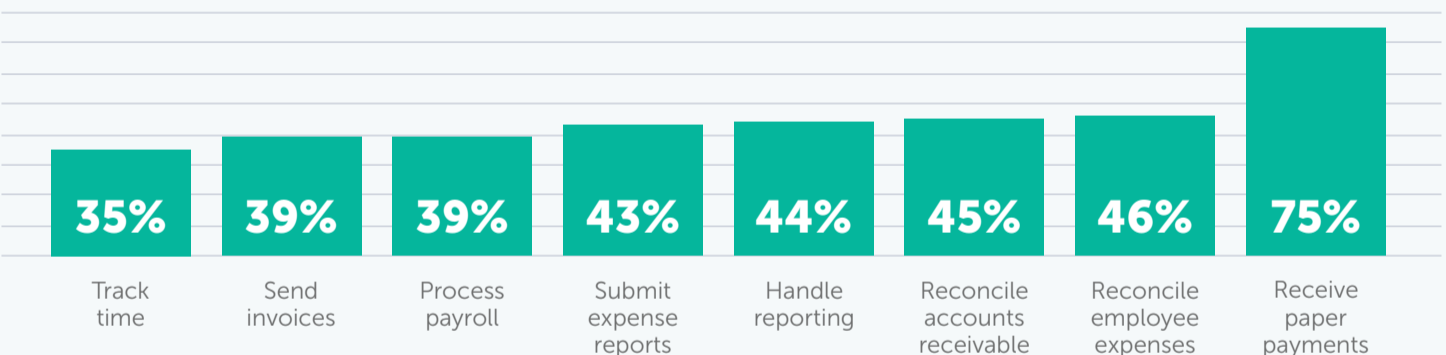
- 1 Expense management software
- 2 Benefit management software
- 3 ERP software

Small Businesses Want Those Big Business Fintech Tools. They can feel the gap.



78% of small businesses say gaining technological efficiencies is a top challenge in 2020

Digital adoption of these tools is slowing among small businesses. Many Small Businesses still using manual processes to:



The past 20+ years of history have made it clear:

The digital adopters *are* the winners. Which side of that widening gap do you want to be on?

The solution is clear: Bridge the gap.

MerchantE makes it possible.



MerchantE helps you bring Money IN™ more efficiently

Only 25% of small businesses receive payments entirely electronically. We can fix that.



And, serve employees when sending Money OUT™

Gain competitive advantage in employee recruiting and retention through how you pay people and expenses.



Work smarter through better understanding cash flow with Money MAX™

More than half of respondents express uncertainty about cash flow and want new financial tools. MerchantE can help.



Advantages are not just for the big guys!

The road map to bridge the digital divide starts by contacting MerchantE today.