

Winning the SMB market with Microsoft

Elliott Baretz, AppDirect
Senior Director

Steven Leach, AppDirector,
Microsoft Cloud Sherpa

Mathew Goddard, Microsoft
Marketing Director Modern Work & Business Applications

Quick Introductions



Setting the Table - Why SMB

99.9%

of businesses in the U.S. are small businesses

33.2M

Small businesses in the U.S.

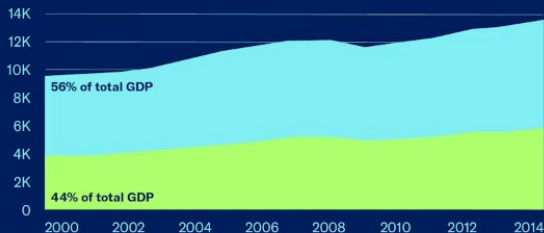
Small business is an economic engine



■ Small business GDP ■ Large business GDP

Source: Small Business Administration

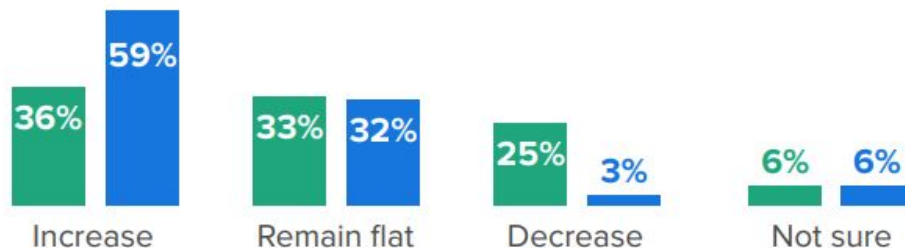
Billions of dollars of GDP



Data from 2023 SBA Office of Advocacy FAQ on Small Business.

Revenue expectations

■ 2023 ■ 2024



Investment in AI is among the top 4 priorities for SMBs

33%

invested in AI in 2023

71%

will continue or start investing in AI

Setting the Table - Why Microsoft



Office365 tops 400 million paid users. Microsoft credits Copilot AI for Office growth



Setting the Table - Why Microsoft and AppDirect



- Marketplace | Single Pane - Invoice - Management
- Catalog | Extensive and Accretive
- Support
- Account Management



Thank You

THRIVE24