

# generation innovate

look  
to  
the  
future



Innovation is a business buzzword.  
We spoke to 3,300 SMB leaders to  
understand what it actually means to them.



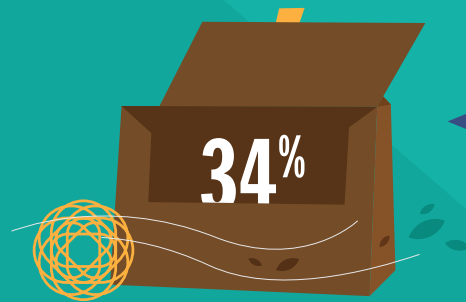
... of SMBs say  
innovation is  
a top priority



... find it hard  
to define what  
innovation  
means for  
their business

But SMBs are  
prepared to  
face down  
these challenges.

... think that  
without innovation  
they will be out of  
business by 2020



They are  
**brave**



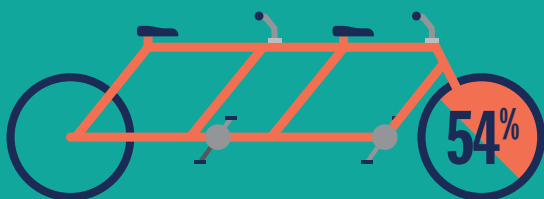
... expect their  
products and  
services to  
change in the  
next 5 years

They are  
**ambitious**



... want to  
increase profit

And  
**collaborative**



... recognise they need to do more  
to develop customer relationships



... will use new technologies  
to do this; freeing up time  
to focus on customers,  
not processes



... are encouraging  
their staff to  
be creative and  
share ideas.

Want to find out how to drive innovation across your organisation?  
Download the report at [www.ricoh-europe.com/thoughtleadership](http://www.ricoh-europe.com/thoughtleadership)

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imagine. change.