# myob

Australia's Mid-Sized Businesses

Q3 Insights Summary

Australia's mid-sized businesses have demonstrated resilience and ambition in the last 12 months, with more than half reporting an increase in revenue. Despite clear economic pressures, confidence remains high with most expecting further revenue growth next year. Mid-sized firms are increasingly turning to technology to navigate economic challenges and many are prioritising digital upgrades to facilitate growth, improve customer relationships and optimise operational efficiencies.
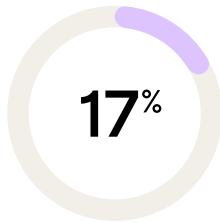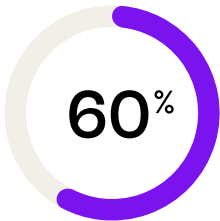
Business revenue compared to 12 months ago
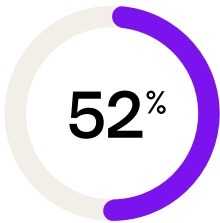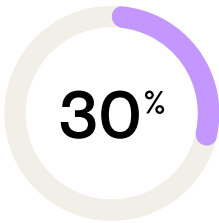
52%	30%	17%
Revenue is up	Revenue is the same	Revenue is down

Business revenue expectations for 12 months' time (compared to now)

60%	22%	17%
Revenue will be up	Revenue will be about the same	Revenue will be down
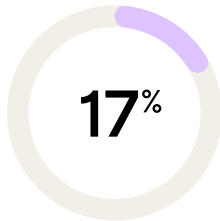
Biggest challenges facing mid-sized businesses in Australia (top 5)*

30% Rising energy costs

29% Rate of inflation

26% Interest rates and cost of finance
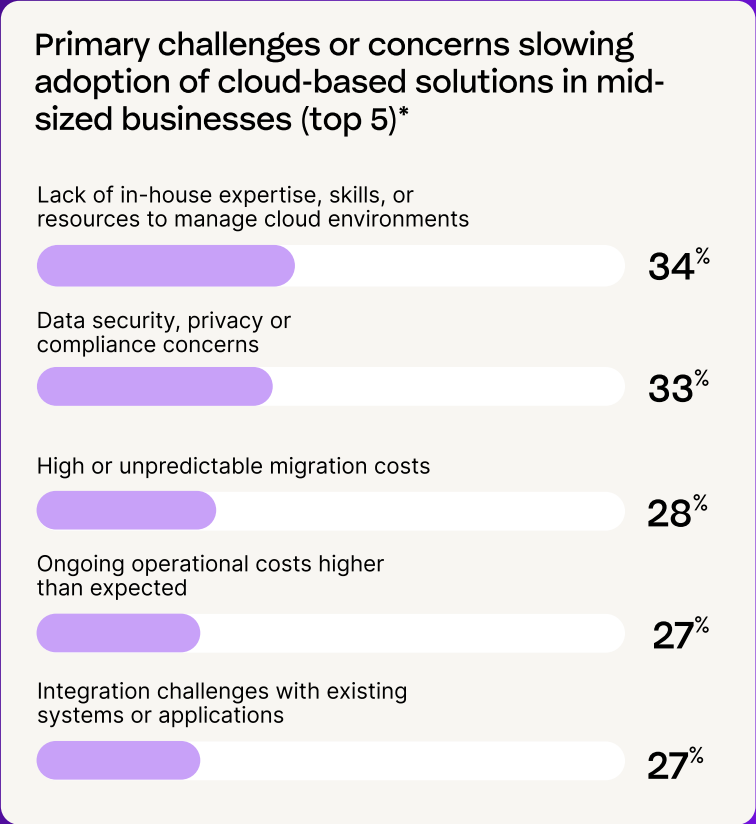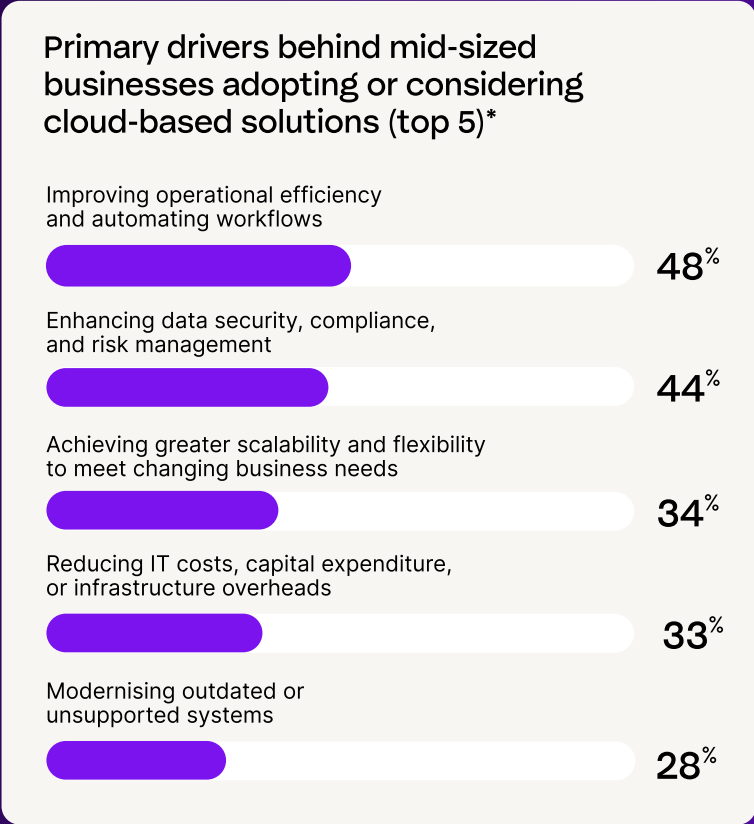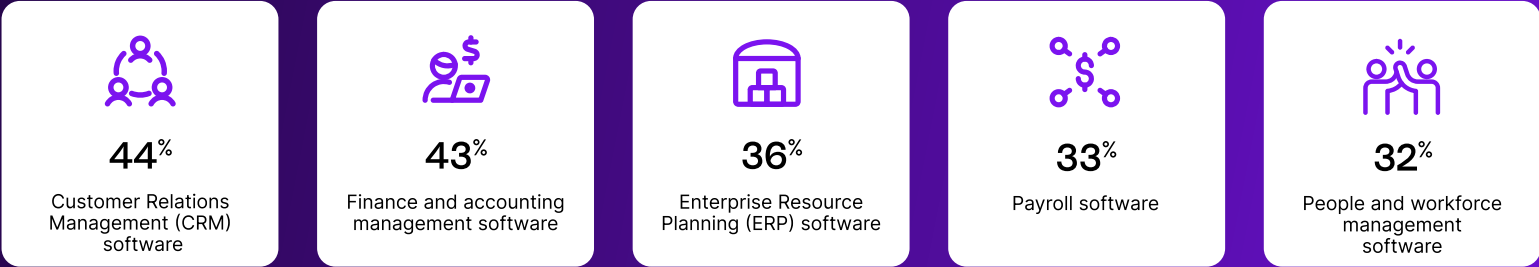
26% High competition

25% Employment costs

*Respondents were able to select more than one option

Technology insights

Digital/technological solutions mid-sized businesses plan to improve or upgrade in next 12 months (top 5)*

44%	43%	36%	33%	32%
Customer Relations Management (CRM) software	Finance and accounting management software	Enterprise Resource Planning (ERP) software	Payroll software	People and workforce management software

Primary drivers behind mid-sized businesses adopting or considering cloud-based solutions (top 5)*

Improving operational efficiency and automating workflows
48%

Enhancing data security, compliance, and risk management
44%

Achieving greater scalability and flexibility to meet changing business needs
34%

Reducing IT costs, capital expenditure, or infrastructure overheads
33%

Modernising outdated or unsupported systems
28%

Primary challenges or concerns slowing adoption of cloud-based solutions in mid-sized businesses (top 5)*

Lack of in-house expertise, skills, or resources to manage cloud environments
34%

Data security, privacy or compliance concerns
33%

High or unpredictable migration costs
28%

Ongoing operational costs higher than expected
27%

Integration challenges with existing systems or applications
27%

Top benefits experienced after a change or upgrade to cloud ERP (top 5)*
Of those who have upgraded in the last two years

38%	30%	29%	28%	26%
Our teams are more efficient and productive	Our sales have grown	We can service a larger or more diverse range of customers	We have automated more business processes	We have more time to focus on business strategy and growth

*Respondents were able to select more than one option

Methodology