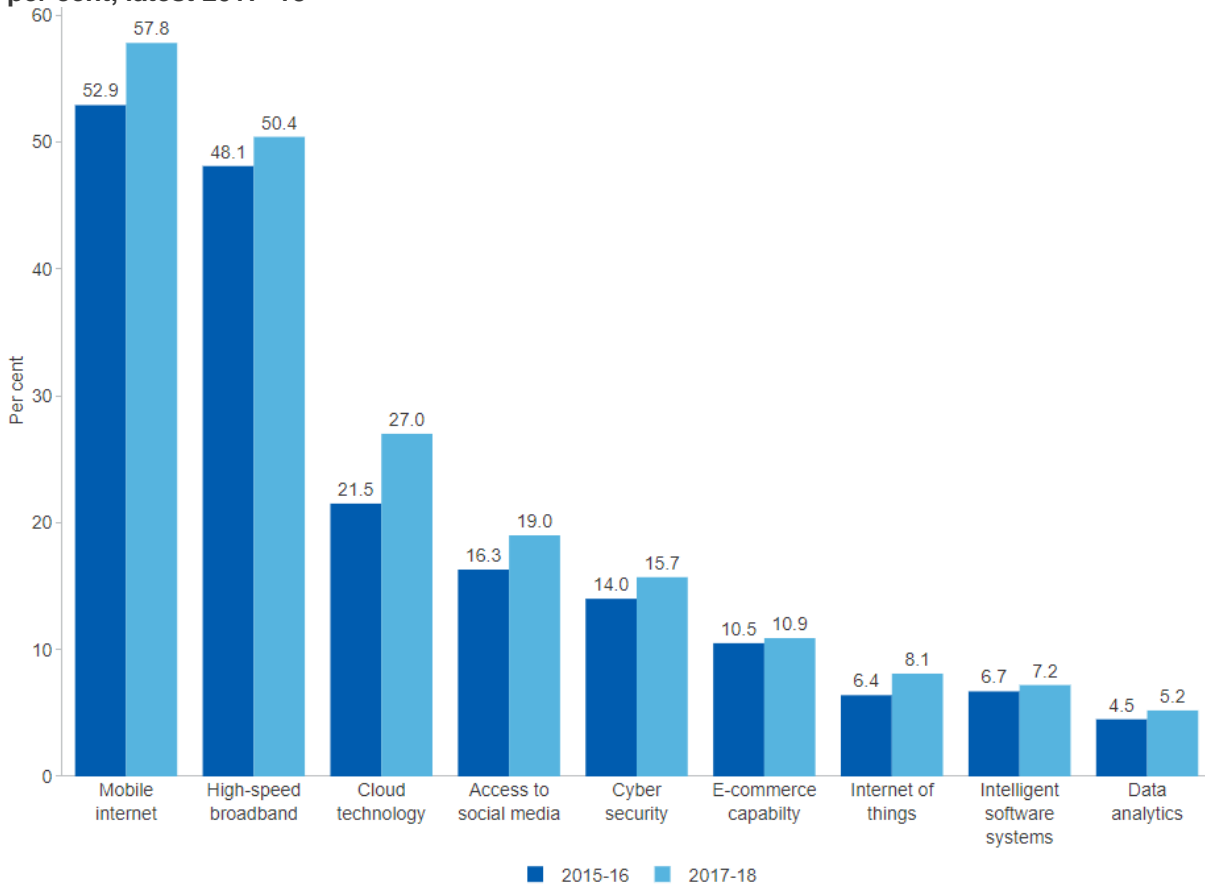


1.2.6 Digital technologies of major importance

Mobility and operational flexibility are increasingly important to business performance. Digital technologies can facilitate this flexibility, for instance, through remote access or convenient service delivery to customers and end users. In 2017–18, more than half of all businesses with internet access reported that *Mobile internet* access was of major importance to their business (57.8 per cent), followed closely by *High-speed broadband* internet access (50.4 per cent). Further, *Cloud technology* (27.0 per cent) is becoming increasingly important. Whilst the importance of each type of digital technology has increased since 2015–16, many technologies continue to not be ranked by businesses as being of major importance, for instance, *Intelligent software systems* (7.2 per cent) and *Data analytics* (5.2 per cent).¹

Figure: Digital technologies of major importance, share of businesses with internet access, per cent, latest 2017–18



¹ ABS, *Characteristics of Australian Business*, Cat. No. 8129.0, Cat. No. 8158.0, Cat. No. 8166.0, Cat. No. 8167.0 and ABS.Stat (<https://www.abs.gov.au/>)