



Small steps for bigger impact: The power of going digital

Empowering a smarter future for Irish businesses

Digitalisation is reshaping today's landscape

Yet despite making up 99% of all businesses in Ireland¹, many micro and small merchants are yet to fully adopt digital payments, which could limit their competitiveness in a rapidly evolving digital economy.



1 in 4

micro businesses haven't adopted digital payments.²

24%

of micro businesses struggle with knowledge gaps in digital adoption.

Considering a switch to digital payments?

You're not alone, our research revealed three key reasons why merchants are interested:

Reduced risk

22% of micro and small businesses want to elevate their payment security

Sales potential

27% of micro and small businesses want to increase their sales

Digital confidence

35% of micro to small businesses want to develop their digital skills

The switch to digital is easier than you think

- **Small steps big impact**
There's no need for a complete overhaul to see results.
- **Tailored solutions that fit**
Without the worry of high costs or complicated setups.
- **Support that guides you through**
Your acquirer will have the resources needed to help make the transition seamless.

Plus, digital payments can help you build trust, grow efficiently and stay ahead.



Better meet customers' expectations by offering an experience that's more convenient, more secure, and quicker. Help build trust and loyalty by delivering the payment experience they expect.



Boost business efficiency by potentially achieving long-term cost savings and maintaining consistent cash flow. Help free up time to focus on growth through enhanced productivity.



Stay competitive and become more agile, ready to adapt to future trends, and stand out.

But, don't just take our word for it!

Here's what some micro and small businesses gained from going digital:

“ It's great to allow options for customers and will encourage more spending. ”

Micro hardware and IT solutions business, Co. Monaghan

“ You'll attract more customers and be perceived as a forward-facing business. ”

Micro photography company, Co. Dublin

37%

reduced their business costs

34%

improved the UX, better meeting customer expectations

29%

saved time on admin tasks

26%

improved security of transactions



An effective digital strategy matters

Visit our webpage to hear from businesses like yours that have successfully made the switch to digital, leverage our insights, and future-proof your business.

Learn more about making the switch >

1. An Phríomh-Oifig Staidrimh Central Statistics Office, 2022, Small and Medium Enterprises (SMEs), <https://www.cso.ie/en/releasesandpublications/ep/p-bii/businessinireland2020/smallandmediumenterprises>
2. Cork University Business School, Micro-Businesses in Ireland: From Ambition to Innovation, April 2019, p. 3 www.ucc.ie/en/media/projectsandcentres/srerc/Micro-BusinessinIrelandReporte-version.pdf
All other stats are sourced from the Micro and Small business Study Ireland Report, commissioned by Visa from MESH Experience, finalised in July 2024, unless otherwise indicated. + number of SMEs