

2010 Routes to SMB Market Study

SMB Survey: Timely, Accurate Data That Helps Drive Business Decisions

Small and Medium Businesses (SMB companies with 1-1000 employees) comprise 99% of employer firms in the United States (with a commercial location) and make up more than 50% of total IT spending (Source: SMB Group estimates and U.S. Census Bureau Data). The SMB Group's 2010 Routes to SMB Market Study helps Technology product, software, services vendors and IT/Telecom service providers identify routes (channels) to the SMB market for their products and services. Study results and analysis will help them make well-informed marketing, product development, media and channel decisions to successfully reach, influence and market to North American SMBs with one to 1000 employees.

Business Issues

Social media and the Internet are dramatically reshaping how SMBs learn about, evaluate and buy technology solutions for their companies. Vendors that understand how this impacts technology solution discovery, consideration and buying behavior will be better positioned to gain share in this large and diverse market.

SMB Group Solution

This SMB Group Routes to Market Study will identify how small and medium businesses discover and gain awareness of technology solutions; the sources that influence them to consider, evaluate and purchase them; the purchasing process; and channels that they buy technology solutions from. Key questions will identify and assess:

- Business challenges and opportunities
- Impact of current economic conditions on revenues
- Changes in technology spending
- Attitudes about technology solutions
- Top information sources for technology trends and information
- Key discovery, influence and evaluation sources
- Purchasing channels for technology solutions and services
- Budgeting and purchasing decision-making process and roles
- VAR channel and service provider preferences

Study Methodology

- 25-30 question web-based survey.
- This quantitative survey will employ a random sample of companies in one to 1000 employee size bands across a distribution of industries.



- Respondents will be segmented into 1-4, 5-9, 10-19, 20-49, 50-99, 100-249, 250-499, 500-1000 employee segments and 12 vertical industries. Respondents will be key decision makers – Owners/CEOs, partners and office managers in small businesses; CIOs and departmental decision makers in medium businesses.

Benefits

Vendor sponsors and participants will gain a clear, updated picture of how small and medium businesses discover, learn about, evaluate, shop for and purchase technology solutions and services. This provides an in-depth understanding of SMB market motivators, decision influencers and behavior will enable vendors to:

- Derive insight about business challenges, opportunities, and outlook for growth.
- Align marketing and promotional initiatives more closely with SMB business information source preferences.
- Successfully differentiate and align channels for products and services for these customers.
- Formulate more relevant and compelling messages for different channels and customers.
- Build more effective go-to-market plans and channel strategies.
- Develop market segmentation, messaging and channel strategies.

Deliverables

- The sponsorship package includes:
 - Individual kick-off meeting designed to gain input about the study’s work plan and survey.
 - **Survey data analysis report:** Report containing detailed data analysis, trend information for routes to businesses by employee size and industry segments.
 - **Tailored presentation,** presented by the authors of the study, with focused implications and recommendations for each sponsor.
 - **Inquiry:** 3 hours of inquiry, additional crosstabs, etc.

Sponsorship and Pricing

2010 Routes To Market Study Deliverables	
Sponsorship Package	\$14,000 (U.S.)
Collaboration with SMB Group analysts and input into the survey design	
Survey questionnaire	
Data analysis presentation in PowerPoint report	
Study Q&A with the analyst; up to 3 hours of inquiry	
Basic Package (PowerPoint report only)	\$12,000 (U.S.)
Survey questionnaire	
Data analysis presentation in Power Point	

Please contact us if you’d like to schedule time to learn more about this study’s specifics:
E-mail: surveys@smb-gr.com