



2010 SMB Business, Collaboration and Marketing Applications Study

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

SMB and mid-market businesses comprise 99.8% of employer firms in the United States and make up 50% of total IT spending. (Source: SMB Group estimates and U.S. Census Bureau Data). This survey helps application and services vendors identify revenue opportunities and make well-informed strategic, product-planning, channel and marketing decisions for successfully targeting US businesses with 5 to 1,000 employees.

Business Issues

The lines between business solutions, collaboration and digital marketing are blurring. SMB decision-makers and employees are looking for solutions that not only streamline workflow and business processes, but make information easier to find, share and use; connect with people they need when they need them; and more easily capitalize on the quickly evolving marketing opportunities that digital and social media present. Both well-established and newer vendors are experimenting to see how to best help SMBs meet these goals. Depending on their starting point, vendors are experimenting with different delivery models, marketplaces and integration approaches to give SMBs a more seamless and streamlined way to run, manage and market their businesses.

But what are the new requirements, constraints and considerations that will shape SMB decision making in this increasingly blended solution environment? How will different types of SMBs evaluate, select and purchase new solutions in this area? And how quickly and to what degree are SMBs' needs in these areas converging? Vendors that understand these dynamics will be better able to develop, frame and target their solutions in the SMB market.

SMB Group Solution

This SMB Business, Collaboration and Marketing Applications Survey will assess North American SMBs attitudes, existing behaviors and plans regarding:

- Business Applications - Accounting, CRM, ERP and other business applications
- Collaboration solutions – email/messaging, intranets, portals, etc.
- Digital marketing – Marketing/lead generation, social media, web presence
- Current and planned delivery models for these solutions
- Level of sophistication about benefits of integration between these areas
- Key integration workflow gaps and requirements between these areas
- Level of urgency about integration between these areas
- Budgetary constraints and requirements
- IT and business resource drivers and inhibitors

The survey will also assess how SMBs discover and gain awareness of solutions in these areas; the key sources that influence them to consider, evaluate and purchase them; top “go to” brands; and the channels that they buy these solutions from. Based on results, the SMB Group will develop a segmentation framework that describes the defining attributes and roughly sizes each major segment identified in the survey. This segmentation framework and related services will be available as a separate service and deliverable.



Survey Methodology

- 25-30 question web-based quantitative survey fielded in North America.
- Random sample of companies in 5 to 1000 employee size bands across a distribution of industries.
- Respondents will be segmented into 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 CEOs, partners and marketing managers.

Benefits

Vendor sponsors and participants will gain insight and clarity about SMBs views, behaviors and plans for business applications, collaboration solutions and digital media tools, and how, where and to what degree they are converging. The segmentation component provides vendors with a concrete model to frame and target solutions and marketing initiatives. The study will help vendors:

- Derive insight about business challenges, opportunities, and outlook for growth.
- Align development, marketing and channel initiatives more closely with SMB needs.
- Develop more effective market segmentation, messaging and channel strategies.

Deliverables and Timing

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 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.

The study will be completed in Q3, 2010.

Sponsorship and Pricing

2010 Survey 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	
Post survey 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 survey specifics:

E-mail: surveys@smb-gr.com