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New SMB Group Study Evaluates Mid-Market Corporate Performance Management Challenges and Solutions

Features the SMB Readiness Grid to help mid-market companies evaluate CPM solutions

The SMB Group's latest study, "Corporate Performance Management Solutions for Mid-Market Enterprises," discusses the challenges that mid-market companies face in the corporate performance area, and analyzes seven vendors' corporate performance management (CPM) solutions for mid-market companies.

The report features the SMB Readiness Grid, designed to help mid-market companies evaluate solutions based on several criteria, including: company strengths, solution capabilities, and marketing strategies relevant to the midsize market. Vendors examined in the report include: Adaptive Planning, Clarity Systems, Host Analytics, IBM Cognos Express, Longview Solutions, Microsoft, PROPHIX Software and SAP BusinessObjects Edge.

"Today, most mid-market companies rely on Microsoft Excel spreadsheets, email, shared folders and other ad hoc tools for planning, budgeting and forecasting tasks, but there are significant shortcomings with this approach," according to Sanjeev Aggarwal, SMB Group Founder and report co-author.

As a result, more mid-market businesses are looking to CPM solutions as a way to get these jobs done faster, more efficiently and more accurately. However, "Vendors define the "mid-market" differently, so companies need to conduct a thorough internal needs assessment and external vendor evaluation to select the CPM solution best-suited to their corporate needs," states Aggarwal.

For more information about the study, please visit the SMB Group web site at <http://www.smb-gr.com>, or contact us at (508) 410-3562.

About the SMB Group

The SMB Group focuses exclusively on researching and analyzing the highly fragmented “SMB market”—which is comprised of many smaller, more discrete markets. We take a custom approach to working with clients, assessing where you are in the market today, and the steps you need to take to get where you want to be tomorrow.

Our collaborative and pragmatic, actionable research approach provides you with insights and recommendations you need to capitalize on shifting market requirements and trends, and create successful go-to-market outcomes.

Our primary focus areas include: business solutions; digital marketing solutions; collaboration and productivity applications; cloud computing, software-as-a service (SaaS) and managed services; IT Infrastructure solutions and management services; social networking strategies and analysis; and unified communications, VoIP and conferencing solutions.