



# The SMB Group release new study - "Moving Beyond Email - The Era of SMB Online Collaboration Suites"

## SMB Readiness Grid: Online Collaboration Suites

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The SMB Group's latest study, ["Moving Beyond Email—The Era of SMB Online Collaboration Suites."](#) takes an in-depth look at the small and medium business (SMB) online collaboration market, and analyzes the marketing strategies, solution capabilities, service offerings and differentiation of eight online collaboration suite vendors.

The report features the SMB Readiness Grid and detailed comparison reports designed to help SMBs evaluate solutions based on several criteria, including: company strengths, solution capabilities, and marketing strategies relevant to the SMB market. Vendors examined in the report include: **Google Apps for Business, HyperOffice, IBM LotusLive, Microsoft BPOS, OnePlace, Salesforce Chatter, VMware Zimbra and Zoho**. Detailed vendor profiles are also included in the study.

“Collaboration is probably the only business activity that every employee in every company engages in every day,” states Laurie McCabe, SMB Group partner and report co-author. “Until recently, a few tools, such as email, calendars, document sharing and the phone were all SMBs needed for collaboration. But in an age of information overload, generational shifts in the workforce, new collaboration technologies and an explosion in mobile devices, many SMBs are seeking effective and integrated collaboration tools to streamline collaboration and keep everyone updated and on the same page.”

Many vendors are seizing on this growing market opportunity to provide collaboration suites that integrate people, tools, services and content. “The online model—also known as software-as-a-service or cloud delivery—is becoming the model of choice for delivery,” according to McCabe. However, “vendors bring different capabilities, strengths and weaknesses to the table, and SMB customers need to carefully examine their own requirements and collaboration goals to find the best fit.”

For more information about this two part study, please visit the [SMB Group](http://www.smb-gr.com) web site at <http://www.smb-gr.com>, send an email to [information@smb-gr.com](mailto:information@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.