2011 SMB Collaboration and Communication Study

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Business Issues that the 2011 SMB Collaboration and Communication Study Addresses

• Collaboration and communications are the only business activities that every employee in every company engages in every day.

• Whether a CEO or new hire, an accountant or a construction worker, everyone needs to share and manage information, ideas, resources, and connections to get their jobs done.

• How are SMBs collaborating today, and when, why where and how will they transition from point solutions to a more integrated collaboration approach, or from free to paid collaboration solutions?

To succeed in this market, vendors need an in-depth and nuanced understanding of these issues.
About the 2011 SMB Collaboration and Communication Study

• The SMB Group’s *2011 SMB Collaboration and Communication Study* will examine related trends, dynamics, opportunities and challenges among small and medium businesses, assessing:
  - SMB collaboration culture and practices
  - Current and planned use of collaboration solution and services
  - Perceived benefits of collaboration solutions
  - Integration of collaboration and communication solutions with other business applications and processes
  - Impact of social media and mobility on collaboration requirements
  - Shift from standalone collaboration and communication solutions to integrated collaboration suites

• Study results and analysis will help vendors develop marketing, product and channel strategies to successfully reach, influence and market to SMBs in this space.
Collaboration and Communication Study
Areas of Focus

- Traditional Collaboration Tools
  - Email
  - Calendar
  - Shared tasks
  - Document mgt.
  - Contacts
  - Personal productivity
  - Etc.

- Social Collaboration Tools
  - Facebook
  - Twitter
  - Blogs
  - Wikis
  - Discussion forums
  - IM/SMS
  - Etc.

- Communications & Conferencing Tools
  - Web conferencing
  - VoIP
  - Video conferencing
  - Mobile phones
  - Traditional phones
  - Etc.
SMB Collaboration and Communication Study Focus

- Perceptions and attitudes about collaboration solutions
- Key triggers for moving to an integrated collaboration suite
- Key functions and features desired
- Spending and planned spending on collaboration solutions
- Use of free vs. fee-based collaboration solutions
- Current use and planned use of collaboration and communication solutions
- Satisfaction with current solutions
- Company demographics and impact on collaboration
- Collaboration culture, attitudes and capabilities
- Small and Medium Businesses
Methodology

- Web-based survey
- Data collected in July 2011
- Sample selection: Random sample of small and medium businesses across 18 different industries and non-profits
- 55 questions
- 817 respondents/completed interviews covering the four segments:
  - Very Small Business (1-19 employees)
  - Small business (20-99 employees)
  - Medium business (100-249 employees, 250-499 employees)
  - Mid-market business (500 to 999 employees)
- SMB survey respondents are decision-makers and influencers for collaboration and related solution decisions in their business
- The survey is intended to provide directional guidance to solution providers as they develop their go-to-market strategies and messaging
Study Deliverables

The Collaboration Study package includes:

• **Personalized kick-off meeting** to gain sponsor input to help shape specifics of the study. Regular updates about the project plan and progress.

• **Survey data analysis report:** Report containing detailed survey results, data analysis, trend information for routes to businesses by employee size and industry segments.

• **Detailed Crosstabs** by employee size and additional interesting data points
  - Very Small Business Summary
  - Small Business Summary
  - Medium Business Summary
  - Study data with employee size cross tab banner
  - Study data with industry size cross tab banner

• **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.
Deliverables and Pricing

Option A: Basic Results Package—Study Results $15,000
- Data report study (Power Point format)
- Includes detailed crosstab analysis by employee size includes for:
  - Very Small Business: 1-4, 5-9, 10-19 employee segments
  - Small Business: 1-19, 20-49, 50-99 employee segments
  - Medium Business: 100-249, 250-499, 500-1,000 employee segments
  - Some relevant analysis by collaboration style and adoption of integrated suites

Option B: Extended Results Package—Study Results plus Additional Cross Tabs and Inquiry $17,500
- Includes all the deliverables in Option A plus:
  - Web conference presentation of key findings and Q&A
  - 3 hours of additional inquiry (including additional crosstabs)
  - PDF of study results with employee size crosstab banner for all questions
  - Analysis and crosstabs by employee size, adoption and industry

Please contact us if you’d like to schedule time to learn more.
surveys@smb-gr.com or call Sanjeev Aggarwal (508)410-3562
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Optional Follow-on Vendor Specific Engagements

- Study fielding in additional geographies
- Channel targeting, education and messaging
- Thought leadership via social media, events, etc.
- Solution specific white papers/webinars/blogs, etc.
- Market segmentation based on propensity to buy collaboration solutions
- Refine value proposition and positioning

Core Information from Collaboration Study
Survey Process

Target Quota: N=500-750

Nationally Representative Sampling

Technology Solutions Selection and Purchasing Decision Makers in North America Based Small and Medium Businesses (businesses with 1-999 employees)

Completed Interviews: N=817

All employee sizes represented
Representative of most vertical industries
Representative of most regions
Home-based, non-profit included
Weighted by employee size

Web based survey
2011 SMB Collaboration and Communications Study

August 17, 2011

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MB Top Business Challenges

- Attracting new customers
- Growing revenue
- Improving cash flow
- Attracting & retaining quality employees
- Improving employee productivity
- Adding resources to meet market demand
- Other (please list)

- Reacting quickly to changing market conditions
- Maintaining profitability
- Obtaining financing
- Improving customer experience and retention
- Effectively managing relationships with suppliers
- Streamlining business processes to be more efficient

5.) What do you view as the top 3 business challenges for your company in the next 12 months?

Sample Size = 249, 100-249 empl.: 103; 250-499 empl.: 69; 500—999 empl: 77

5.) What do you view as the top 3 business challenges for your company in the next 12 months?
MBs are most likely to view themselves as recognizing individual and team accomplishments equally (34%). But they are more prone to reward individual accomplishments over team achievements (33% vs. 31%). As they grow, teamwork becomes more important and collaborative accomplishments garner more favor.

Sample Size = 817, 1-19 empl.: 413; 20-49 empl.: 80; 50-99 empl: 75, 100-249 empl.: 103; 250-499 empl.: 69; 500—999 empl: 77

8.) Which statement best describes your company’s culture when it comes to collaboration?
Penetration of and Satisfaction with Traditional Collaboration Tools

- **Email**: Heavily penetrated and users are very satisfied with it. Despite some vendors predicting its demise, it's likely to remain a dominant collaboration tool for the foreseeable future.
- Other areas with relatively lower penetration and strong plans to deploy include shared project workspaces, web forms, shared documents, and contacts.

14.) Which of the following traditional collaboration solutions does your company currently use and/or plan to use to collaborate and communicate more effectively?
17.) How satisfied are you with the traditional collaboration capabilities in your company?
MB Segmentation Highlights
Collaboration culture is a key segmentation variable

- **PROGRESSIVE**
  - Recognize and reward employees for team collaboration achievements more than individual ones (31%)

- **CONSERVATIVE**
  - Recognize and reward individual and team accomplishments equally (34%)”

- **PIONEER**
  - Recognize and reward individual achievement more than team collaborative achievements (33%)”
For Questions or Further Information

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