

2012 Small and Medium Business Routes to Market Study

Timely, Accurate Information to Help Drive Strategic Business Decisions

Small and medium businesses (SMBs, defined as companies with 1-1000 employees) comprise 99% of employer firms in the United States and account more than 50% of total IT spending (*Source: SMB Group estimates and U.S. Census Bureau Data*). The SMB Group's **2012 Small and Medium Business Routes to Market Study** will help technology and telecom product, software and services vendors and service providers deepen their understanding of how businesses in this extraordinarily market 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. The study will also provide trending insights based on year-over-year data comparisons with the SMB Group's *2011 Small and Medium Business Routes to Market Study*.

Study results and analysis will help vendors make well-informed marketing, product development, media and channel decisions to successfully reach, influence and market to North American SMBs with one to 1,000 employees.

Business Issues

Social media, application marketplaces 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 **2012 SMB Routes to Market Study** will identify how small and medium businesses discover and gain awareness of technology solutions; the sources and considerations that influence them to consider, evaluate and purchase them; the purchasing process; and channels that they buy solutions from. It will assess technology investment plans to support key business functions, in key functional areas, including: **ERP, financials and accounting; business analytics and decision-making; collaboration; sales and marketing management; IT infrastructure management; social media; and virtualization.**

Key questions will examine:

- SMB business and technology challenges and opportunities.
- Relative importance of technology to SMBs in their businesses.
- Key discovery and information sources for technology trends and information.
- Key influencers and guidance sources in the evaluation process.
- How SMBs select purchase channels (VAR, service provider, direct, etc.) for technology solutions and services.
- Budgeting and purchasing decision-making process and roles.
- Differences in solution adoption based on company size, industry, company age and phase of business.
- Current and planned technology solution spending.
- Budgets and spending plans..
- Plans for cloud versus on-premise solutions (by solution area).
- Role of solution enablers—such as integration, service and support, social, mobile and cloud capabilities, etc.— in the solution assessment process.



Study Methodology

- 25-30 question web-based survey
- Random sample of 750+ companies in one to 1000 employee size bands across a distribution of industries
- Respondents will be:
 - Key decision makers: Owners/CEOs, partners and office managers in small businesses; CIOs and departmental decision makers in medium businesses
 - Segmented into 1-4, 5-9, 10-19, 20-49, 50-99, 100-249, 250-499, 500-1000 employee segments
 - Segmented into 12 vertical industries
- SMB Group will compare similar data points from the **2011 SMB Routes to Market Survey** to provide trend analysis in key areas.

Benefits

Vendor sponsors will gain a clear, updated picture of how SMBs discover, learn about, evaluate, shop for and purchase technology solutions and services, enabling them to:

- Align marketing and promotional initiatives more closely with SMB business information source preferences.
- Successfully differentiate and align channels for different products and services.
- Formulate more relevant and compelling messages for different channels and customers.
- Build more effective go-to-market plans and channel strategies.

Deliverables

The **2012 Small and Medium Business Routes to Market Study** sponsor 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.
- **Tailored presentation**, presented by the authors of the study, with focused implications and recommendations for each sponsor.
- **Inquiry:** 3 hours of consulting, inquiry, additional crosstabs, etc. tailored to sponsor requirements.

Additional post-survey opportunities include co-branded whitepapers, Webinars, blog series and other marketing collateral to promote vendor thought leadership in this area.

Sponsorship and Pricing

2012 SMB Routes to Market Study	
Sponsorship Package	\$18,000 (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 (Survey Questionnaire and PowerPoint report)	\$16,000
Survey questionnaire	
Data analysis presentation in Power Point	

Please contact us if you'd like to learn more about this study's specifics: surveys@smb-gr.com