

# 2012 Small and Medium Business Mobile Solutions Study

SMB Survey: 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 technology spending (Source: SMB Group estimates and U.S. Census Bureau Data). The SMB Group's **2012 Small and Medium Business Mobile Solutions Study** will examine trends in North American SMB adoption, plans, spending, channels and attitudes regarding mobile business applications, services and devices. Study results and analysis will enable mobile solution, service, device and telecom providers to understand and identify market opportunities and develop marketing, product and channel strategies to successfully reach, influence and market to North American SMBs. The study will also provide trending insights based on year-over-year data comparisons with the SMB Group's **2010 Small and Medium Business Mobile Solutions 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

Mobile devices, applications and services are dramatically reshaping SMBs revenue models, business strategies and how employees interact with other employees, partners and customers. To gain share in this large and diverse market, vendors need to develop product and marketing strategies based on a solid understanding of:

- Key drivers and inhibitors for mobile solutions and services adoption.
- The discovery, learning, evaluation and selection process for mobile solutions and services.
- Top functions/workflows that SMBs use/plan to use mobile solutions for.
- Internal governance and purchase criteria for mobile solutions.
- How SMB factors such as company size, industry, user role and age of business impact attitudes, adoption, spending and plans for mobile solutions.

## SMB Group Solution

The SMB Group Mobile Solutions Study will help vendors to understand, identify and capitalize on opportunities and trends in the mobile solutions market, and identify potential challenges or threats that need to be mitigated in order to succeed in this market. Key issues covered include:

- SMB business and technology challenges, opportunities, and SMB perceptions about how mobile solutions help address them.
- Current and planned use of mobile solutions for different business functions and workflows.
- Current SMB spending on mobile technology solutions and expected changes in the next 12 months
- Budgets for mobile solutions and devices relative to total IT solution spending.
- Top information sources for mobile solutions trends and information.
- Top drivers and inhibitors to adopting mobile business solutions.
- Percentage of SMB employees using smart mobile devices and solutions (smart phones, laptops, tablets, purpose built devices) for work.
- Policies and governance regarding how SMBs provide mobile devices, solutions and services to employees.
- Differences in mobile solution adoption based on company size, user roles, industry, and company age.
- How adoption of mobile solutions impacts broader SMB business and technology strategy.

- Types of providers that SMBs purchase mobile (cellular and Wi-Fi) solutions from.
- Impact of mobile solution adoption on selection of cellular service provider.
- Role of mobile application marketplaces in the consideration, evaluation and purchase process.
- Top perceived benefits from mobile solutions and top issues/concerns about mobile solutions.

### 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 *2010 SMB Mobile Solutions Survey* to provide trend analysis in key areas.

### Benefits

Vendor sponsors will gain a clear, updated picture of SMB attitudes and behavior regarding adoption, use, plans, spending drivers, inhibitors, benefits and concerns about mobile devices, applications and services. This in-depth understanding will enable vendors to:

- Derive insight about mobility related business challenges, opportunities, and expected growth.
- Align marketing and promotional initiatives more closely with SMB mobility-related information and advisory preferences.
- Develop more effective market segmentation, messaging, marketing and channel strategies for the SMB mobility market.

### Deliverables

The Mobile Solutions Study sponsorship 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 inquiry, additional crosstabs, etc.

### Sponsorship and Pricing

2011 Small and Medium Business Mobile Study	
<b>Sponsorship Package</b>	<b>\$17,500 (U.S.)</b>
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	
<b>Basic Package (Survey Questionnaire and PowerPoint report)</b>	<b>\$16,000 (U.S.)</b>
Survey questionnaire	
Data analysis presentation in Power Point	

Please contact us if you'd like to schedule time to learn more about this study's specifics:

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