Identify Need

Information Sources

Purchase Channels

2011 SMALL & MEDIUM BUSINESSES
ROUTES TO MARKET
STUDY

SMB Group
Actionable Market Insight

Company Size
(press button below)

1-19 Employees   1-99 Employees   100-999 Employees

View Results

Advise on Evaluating Solutions

Finalizing Purchases

Developing a "Short List"

Routes to the SMB Market: Roadmap for Technology Solution Vendors

SMB Group's "2011 Small and Medium Business Routes to Market Study" analyzes how U.S. SMB decision-makers learn about, evaluate and buy software and services technology solutions to help run their businesses.

By analyzing the entire process, from needs identification through the actual purchase, vendors can do a more effective job of educating, reaching and selling their solutions to SMB customers.

Based on a survey of 688 SMB decision-makers, the study provides vendors with insights into the SMB decision-making cycle in nine key solution areas.