

SMB Mobile Adoption On The Fast Track

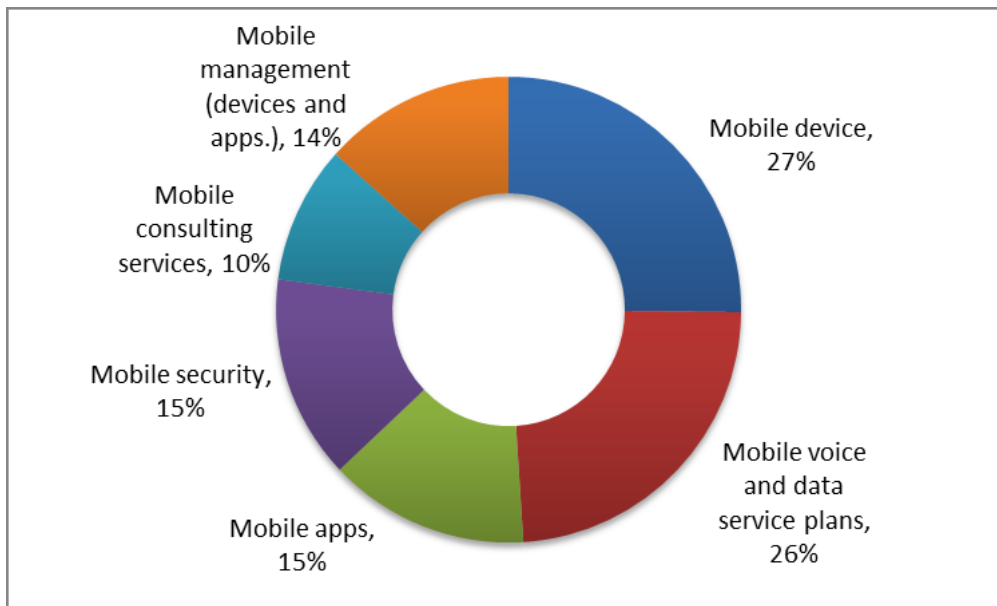
Growing Reliance on Mobile Apps Fuels Growth Spurt for Mobile Management Solutions

April 16, 2013, Northborough, MA --- The SMB Group [2013 SMB Mobile Solutions Study](#) is now available. The survey study offers data driven insights about how U.S. SMBs are using mobile solutions in their businesses, and provides trending analysis based on comparison with SMB Group's 2012 *SMB Mobile Solutions Study*.

The study reveals that SMBs' use of mobile solutions is nearly ubiquitous, with 91% now using mobile solutions to help support their businesses. Mobile solutions also account for a growing share of SMBs' technology budgets. "On average, SMBs spend about 11%-20% of their technology budgets in the mobile space--and 68% expect their companies' mobile spending to increase next year," according to Sanjeev Aggarwal, SMB Group founder.

SMB adoption and spending across all mobile solution categories (devices, services, applications, management, security, consulting services) is on the rise, with mobile apps and mobile management solutions experiencing the fastest growth.

Figure 1: Allocation of Mobile Spending



Source: 2013 Small and Medium Mobile Solutions Study, SMB Group, April 2013

SMB adoption of mobile apps for employees, both for collaboration apps, such as email and calendars, as well as for business apps, such as CRM, have both risen by approximately 20% since 2012. SMB adoption of "bring your own device" (BYOD) policies for employees has doubled over the past year to 62%. SMBs are also ramping up use of customer-facing mobile apps and mobile-friendly websites to enable customers to do things such as schedule appointments, make payments, and access customer service.

"SMBs have a growing number of mobile apps and more diverse mobile devices to manage--and are relying more on these mobile solutions to get their jobs done. Consequently, adoption of mobile management solutions is up 15% over 2012."

These results highlight just a few of the detailed findings in the [SMB Group 2013 Mobile Solutions Study](#). Fielded in March 2013, the study surveyed over 700 U.S. SMB decision makers to provide a comprehensive view of SMB mobile adoption. The full study package includes findings for very small business (1-19 employees), small business (20-99 employees), and medium business (100-999 employees) across relevant areas, including:

- Attitudes about mobility
- Information sources and decision making for mobile solutions
- Mobile app adoption for internal (employee) users
- Mobile app adoption for external (customer, partner, supplier) users
- Top benefits and challenges in using mobile solutions
- Management of mobile solutions
- Budgets for mobile solutions
- Segmentation by industry, business outlook, technology spending, etc.

For more information and pricing, please visit the SMB Group web site at <http://www.smb-gr.com>. For a detailed table of contents, send an email to 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; social business and collaboration solutions; mobile solutions; cloud computing and software-as-a-service (SaaS); and managed services.