

Research Report and Thought Leadership Opportunity: Considerations for SMB Mobile Management

Purpose: Provide SMB organizations with market information and insights to help them develop and/or extend their mobile management strategy

Audience:

- SMB decision makers, including CEOs, CIOs, IT managers, line-of-business managers
- Mobile solution vendors, mobile device manufacturers, mobile service providers
- Partners of mobile solution vendors

Available: May 2013

Price: \$7,500

The rapid and explosive growth of mobile solutions among small and medium businesses (SMBs) has caught many SMBs off-guard. While they want the benefits that mobile solutions provide to their businesses, many are ill-equipped to manage mobile devices, services, and applications securely and efficiently.

This report helps SMBs (and vendors and service providers that provide solutions to this segment) think through the expanding role of mobile in their businesses and the evolving requirements of managing a mobile environment. It examines how SMBs are managing an increasingly mobile workforce and mobility demands of customers, suppliers and partners, and discusses the requirements and trends SMBs should consider to develop an effective mobile management strategy.

Based on the SMB Group's in-depth **2013 Small and Medium Business Mobile Solution Study**, which surveyed 701 respondents in March 2013, the report provides data-driven insights about trends, requirements, challenges and considerations SMBs face as they optimize for a mobile world. In addition to quantitative research and analysis, the report draws upon SMB Group's on-going conversations with SMBs, mobile solution providers, and channel partners to frame the important conversation about mobile management. This research report will examine:

- Benefits and challenges that mobility creates for the business.
- How they currently manage and plan to manage mobile solutions.
- Key capabilities that SMBs use and plan to use to secure and manage mobile devices, security, apps, email and content.
- Mobile management solution deployment and management methods (on-premises, cloud, internal staff, channel partners, etc.).
- Key vendors in the mobile management landscape.
- Key considerations to help SMBs develop and/or enhance their mobile management strategy.



Who Will Get Value From This Report:

- **SMB and mid-market decision-makers** who want to be better informed about mobile management so that they can develop and/or enhance mobile management for their businesses.
- **Mobile management solution vendors, service providers, mobile device manufacturers, and partners** who want to:
 - Gain an insight into SMB adoption and requirements and better understand the competitive landscape to formulate marketing and solution strategies.
 - Further thought leadership indicatives with SMB customers and prospects.

Optional:

The SMB Group can tailor this content to:

- Provide focused findings for very small (1-19), small (1-99) or medium (100-999) employee size businesses.
- Include specific solution and call to action information for your company and offerings.
- Provide complementary webinars, podcasts or other assets as required.

Interested in learning more? Contact clientservices@smb-gr.com (508-410-3562) to discuss your specific needs and for additional information.