Research Report and Thought Leadership Opportunity:
The Yin and Yang of Mobile Applications

Purpose: Provide SMB organizations with information and insights to help them develop and/or extend their internal (employee) and external (customers, partners, suppliers, etc.) mobile applications 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

Small and medium businesses (SMBs) use of mobile devices, services and applications are is rising at a phenomenal pace. What benefits are SMBs deriving from mobile apps, and how are these solutions helping them tackle their key business goals? Given limited resources, how can SMBs ensure that they are charting the best mobile apps course for their company?

SMB Group's in-depth *2013 Small and Medium Business Mobile Solution Study* (survey of 701 respondents in April 2013) identifies dramatic distinctions between the drivers, expectations and benefits that SMBs see in internal apps for employee apps and for the external apps that they provide to customers, suppliers and partners. It also uncovers industry-specific differences in the pace of mobile app adoption and the types of mobile apps SMBs deploy.

This report draws on this study, as well as SMB Group's on-going conversations with SMBs, mobile solution providers, and channel partners. It informs readers about key trends and considerations for both internal and external mobile apps, including:

- Drivers, adoption, benefits, etc. for internal (employee) mobile collaboration/productivity apps (contacts, calendar, email, document management, etc.) as well as mobile business apps (CRM, field service, time management, payments, expense reporting, etc.)
- Drivers, adoption, benefits etc. for external (customer-facing) mobile apps (payments, marketing, scheduling, etc.), and how they are deploying them (via standalone apps or a mobile-friendly website)
- Resources SMBs use to source, deploy and manage mobile apps
- Budgets for mobile apps
- How SMBs are managing mobile apps
- Key considerations to help SMBs develop and/or enhance their mobile apps strategy

Who Will Get Value From This Report:

- ***SMB and mid-market decision-makers*** who want to be better informed about mobile applications so that they can develop a more effective strategy for using them.
- ***Mobile 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.