

2014 Small and Medium Business Routes to Market Study

Timely, Accurate Information to Help Drive Strategic Business Decisions

Small and medium businesses (SMBs, with 1–1000 employees) constitute 99% of employer firms in the U.S. and account for more than 50% of total IT spending (*Source: SMB Group estimates and U.S. Census Bureau data*). SMB Group's **2014 Small and Medium Business Routes to Market Study** will help technology product, software and service providers deepen their understanding of what technology solutions SMBs are buying and plan to buy; how they discover, shop for, evaluate and purchase different types of solutions; top information and influencer sources; and top purchase channels. The study will also provide trending insights based on data comparisons with SMB Group's 2012 *Small and Medium Business Routes to Market 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 1–1,000 employees.

Business Issues

The cloud, social media influences, and Internet and mobile marketplaces are dramatically reshaping how SMBs learn about, shop for and buy technology solutions. Vendors that understand how SMB technology solution discovery, consideration and buying behavior are changing will be better positioned to gain share in this large, diverse market.

SMB Group Solution

The SMB Group **2014 SMB Routes to Market Study** will identify how small and medium businesses discover, evaluate, shop for and purchase technology solutions. It will assess technology investments in the past two years and plans for the next 12 months for key business and infrastructure solution areas:

Business Solution Areas	Infrastructure Solution Areas
Business intelligence and analytics	Desktop virtualization
Customer relationship management	Server virtualization
Collaboration	Security
ERP, Financials and accounting	Data backup and storage
Marketing automation	Integration
Workforce management	

Key questions will examine:

- SMB business and technology characteristics, attitudes, challenges and opportunities
- Technology purchases in the past two years and technology purchases planned in the next 12 months by solution area
- Current and planned deployment methods (cloud versus on-premises) by solution area
- Level of business benefit provided by solution area
- Key discovery and information sources for technology information
- Key influencers and guidance sources in the evaluation process
- How SMBs select purchase channels (VAR, service provider, direct, etc.) for technology solutions
- Budgets, plans, purchase processes and roles
- Differences in solution adoption based on company size, industry, company age and phase of business
- Current and planned technology budgets



Study Methodology

- 25–30-question web-based survey
- Random sample of 750+ companies in 1–1000-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, and 500–1000 employee segments
 - Segmented into 12 vertical industries
- Comparison to similar data points from the **2012 SMB Routes to Market Survey** to provide trend analysis.

Benefits

Vendor sponsors will gain a clear, updated picture of how SMBs discover, learn about, evaluate, shop for and buy technology solutions, enabling them to:

- Align marketing and promotional initiatives more closely with SMB business information source preferences.
- Successfully differentiate and align channels for different products and services.
- Formulate more relevant and compelling messages for different channels and customers.
- Build more effective go-to-market plans and channel strategies.

Deliverables

The **2014 Small and Medium Business Routes to Market Study** sponsor package includes:

- **A personalized kick-off meeting** to gain sponsor input to help shape specifics of the study
- **Regular updates** about the project plan and progress
- **A survey data analysis report** containing detailed survey results, data analysis and trend information for routes to businesses by employee size and industry segments
- **A tailored presentation** presented by the authors of the study, with focused implications and recommendations for each sponsor
- **Inquiry:** 3 hours of consulting, inquiry, additional crosstabs, etc., tailored to sponsor requirements

Additional post-survey opportunities include co-branded whitepapers, webinars, blog series and other marketing collateral to promote vendor thought leadership in this area.

Sponsorship and Pricing 2014 SMB Routes to Market Study

2014 SMB Routes to Market Study
Sponsorship Package: \$18,000 (U.S.)
Collaboration with SMB Group analysts and input into the survey design
Survey questionnaire
Data analysis presentation (PowerPoint) and Q&A
3 hours of inquiry time
Basic Package (Survey Questionnaire and PowerPoint Report): \$16,000
Survey questionnaire
Data analysis presentation in PowerPoint

Please contact us if you'd like to learn more about this study's specifics: surveys@smb-gr.com