



2014 Small and Medium Business Perspectives and Analysis Service

Timely, Accurate Information to Help Drive Strategic Business Decisions

New for 2014, this syndicated service provides clients with perspective and analysis of key trends driving change in SMB technology expectations, plans and behaviors. We will select and examine 6 of SMB Group’s [2014 Top Ten SMB Technology Trends](#) individually and in detail:

1. Progressive SMBs Use Technology as a Game Changer
2. Cloud Adoption Accelerates, But SMBs Steer Clear of Dark Clouds
3. Mobile Management Becomes a Priority as SMB Mobile App Use Soars
4. Social Media Marketing Stalls as SMBs Re-focus Marketing Practices
5. SMBs View Payment Systems in a New Light
6. SMBs Prepare for the Insight Economy
7. SMBs Integrate to Gain Higher Solution Value
8. The Affordable Care Act Puts Workforce Management in the SMB Spotlight
9. It’s Easy for SMBs to Go Green and Save Green
10. Make Way for an SMB Influencer Shake-Up

Reports will synthesize relevant insights from our syndicated survey studies with in-depth vendor and customer discussions to highlight key trends in the market and how vendors and their customers are capitalizing on them. Each report will:

- Analyze and compare strategies related to the selected trend from four to five leading vendors
- Examine how they align to SMB customer aspirations, requirements and constraints in this area
- Provide overall recommendations as to how vendors can best capitalize on the selected trend

Description	Benefits	Deliverables	Credits/Pricing
<ul style="list-style-type: none"> • 6 SMB research briefs (6-8 pages each) • 2 hours of ad hoc inquiry 	<ul style="list-style-type: none"> • Provides analysis and perspectives regarding pivotal industry trends to guide vendor solution and marketing strategies in SMB 	<ul style="list-style-type: none"> • 6 SMB research briefs delivered every 6-8 weeks throughout 2014 (internal use only) • 2 hours of ad hoc inquiry • Posting rights for 2014 Top Ten SMB Predictions (internal/external use) 	<ul style="list-style-type: none"> • 18 credits (\$18,000 U.S.) for the complete service.

For more information about this or other SMB Group services, please contact Lisa Lincoln, lisa.lincoln70@smb-gr.com, 508-734-5658.