

SMB Adoption Trends and Requirements: Mobile Applications

An SMB Group Perspectives Report

Laurie McCabe, Partner

Sanjeev Aggarwal, Partner

April 2015



Please contact Lisa Lincoln for more information and report pricing:
508.734.5658, lisa.lincoln70@smb-gr.com @smbgroup

CONTENTS

Executive Summary	4
SMB Adoption Trends and Requirements: Mobile Applications	5
Figure 1: Most SMBs Now View Mobile Solutions as Critical to the Business	5
Section 1: Mobile Solutions Are Now Business Critical for SMBs	6
Figure 2: Top SMB Business Challenges	6
Figure 3: SMBs View Mobile as a Facilitator for Business Growth.....	7
Figure 4: SMBs View Mobile Solutions as Key to Meeting Operational Goals.....	8
Figure 5: SMBs Believe Mobile Apps Complement and Will Even Replace Traditional Business Applications.....	9
Section 2: Mobile Accounts for a Larger Percentage of Technology Budgets.....	9
Figure 6: Mobile Spending as Part of SMB Total Technology Budgets.....	10
Figure 7: Trends in SMB Mobile Spending.....	11
Section 3: SMB Employees Are Doing More Work on Mobile Devices	12
Figure 8: Small Business Use of/Plans for Employee (Internal) Mobile Business Apps	12
Figure 9: Medium Business Use of/Plans for Employee (Internal) Mobile Business Apps	13
Figure 10: Perceived Benefits of Using Mobile Solutions	14

Section 4: SMBs Embrace Customer-Facing Mobile Apps	14
Figure 11: SMB Mobile-Friendly Website Adoption	15
Figure 12: Small Business – Business Functions Available/Planned via a Mobile-Friendly Website and/or Mobile Apps	16
Figure 13: Medium Business – Business Functions Available/Planned via a Mobile-Friendly Website and/or Mobile Apps	17
Figure 14: Benefits SMBs Gain from Using External Apps and/or Mobile Websites ...	18
Section 5: SMB Requirements for Mobile Business Apps	19
Figure 15: SMB Mobile Apps Selection Criteria and Sourcing	19
Section 6: Challenges to Mobile Application Adoption	20
Figure 16: SMB Obstacles to Deploying More External Mobile Apps	20
Figure 17: Obstacles to Having Employees Use More Mobile Solutions	21
Section 7: Implications	23
Figure 18: Top Factors to Help SMBs Address Obstacles to Using More Mobile Apps	23
Appendix	25
SMB Group, Inc.	27

EXECUTIVE SUMMARY

SMB Adoption Trends and Requirements: Mobile Applications

- Mobile solutions are quickly becoming essential to SMBs, with 55% of small and 65% of medium businesses now viewing mobile solutions as critical to their businesses.
- The majority of SMBs envision mobile apps complementing and even replacing traditional business applications.
- SMB median spending on mobile technology as a percentage of overall budgets jumped from 12% in 2013 to 16% in 2014.
- Basic mobile collaboration apps—such as email, calendars, contacts and messaging—are now mainstream. Mobile business apps, which are designed to address business-specific functions, are also making impressive inroads.
- SMBs cite improving employee productivity, better access to people and information, and time savings as the top benefits of providing employees with mobile solutions.
- SMBs are rapidly adopting customer-facing mobile websites and apps to help attract new customers, respond faster to external constituents and keep up with the competition.
- Key obstacles preventing SMBs from deploying more mobile apps include high data service costs, security and management challenges, uncertainty about which apps will best suit their needs and integration with existing business applications.
- Top challenges that SMBs want vendors to address include lowering data service costs; creating better mobile management solutions to manage and secure devices and apps; designing more or better packaged mobile apps that integrate with existing business applications; providing services to craft mobile strategy, security and use policies; and providing services to help them determine which mobile apps will yield the biggest productivity improvements.