SMB Adoption Trends and Requirements: Mobile Management

An SMB Group Perspectives Report

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EXECUTIVE SUMMARY

SMB Adoption Trends and Requirements: Mobile Management

- SMBs see the value of mobile solutions, but they are challenged by security concerns, rising voice and data costs, and uncertainty about which apps will best suit their needs.
- Median spending on mobile technology as a percentage of overall budgets jumped from 12% in 2013 to 16% in 2014. Improving employee productivity, better access to people and information, and time savings are top drivers for providing employees with mobile solutions.
- From 2013 to 2014, spending for mobile consulting, management, apps and security services rose in terms of actual dollar expenditures. However, dollars allocated for these areas decreased as a percentage of the total SMB mobile spend, while the percentage allocated for mobile devices and services continues to grow.
- From 2013 to 2014, small business support for BYOD jumped 33%, while medium business support grew 10%. However, BYOD adopters are struggling to figure out the best way to reimburse employees for BYOD device and voice/data services.
- Fewer than half of SMBs have implemented mobile device management solutions, and roughly one-third now use a mobile application management solution.
- 21% of small and 29% of medium businesses have deployed mobile app platforms, which would provide a framework to develop and deploy applications for a variety of devices, networks and user roles.
- Plans to deploy mobile management solutions are strong, with security-related functions as top considerations in choosing a solution.
- SMBs want vendors to help them better address key mobile challenges, including rising data costs; device and app management; mobile app integration; developing mobile strategy, security and use policies; and deciding which mobile apps will yield the best outcomes.