

July 2015

2015 SMB Routes to Market Study – Table of Contents

- 1. 2015 SMB Routes to Market Study
 - * Very Small Businesses (1 19 employee companies)
 - * Small Businesses (1 100 employee companies)
 - * Medium Businesses (100 1,000 employee companies)
- 2. Table of Contents
- 3. Routes To Market Study Goals and Methodology
 - a. Study Focus and Methodology
 - b. Weighted Sample Distribution
 - c. SMBs Defined
 - d. Definitions Used For This Study: Application Solutions
 - e. Definitions Used For This Study: Channels
 - f. Employee Size and Industry Distribution

4. Business and Technology Outlook

- a. Current Annual Revenues and Projected Outlook
- b. Top Business Challenges
- c. Top Technology Challenges
- d. Current Annual Technology Spending and Outlook
- e. Technology Related Attitude
- f. Who is Responsible for IT Support?
- g. Use of Company Managed Websites and Social Sites
- h. Primary Usage of Technology
- i. Technology Areas Critical for Business

5. Technology Solution Purchased in Last 24 Months and Purchase plans for Next 12 Months

- a. Technology Solutions Purchased and Planned
- b. Technology Solution Purchase Trends
- c. Current and Planned Solution Deployment Methods Business Applications
- d. On-premises vs. Cloud Deployment Trends

6. Top Reasons to Use Cloud/SaaS Solutions

7. Technology Solution Brands – Purchased in Last 24 Months and Planned for Next 12 Months

- a. Accounting/Financials/ERP Brands Purchased and Planned
- b. Collaboration Brands Purchased and Planned
- c. Marketing Automation Brands Purchased and Planned
- d. Contact/Customer Relationship Brands Purchased and Planned
- e. Workforce Management Brands Purchased and Planned
- f. Business Intelligence/Analytics Brands Purchased and Planned
- g. Analytics Usage in Functional Areas
- h. Business Use of Analytics
- i. Security Brands Purchased and Planned
- j. File Storage and Sharing Brands Purchased and Planned

8. Purchase Channels

- a. Primary Purchase Channels
- b. Purchase Channel Trends
- c. Most Important Channel Partner Capabilities
- 9. Top Information Sources for Technology Solutions
- 10. Technology Solution Purchase Guidance, Sources For Advice, and Short-List
 - a. Top Technology Solution Guidance Sources Business Applications
 - b. Top Reasons to Rely on These Sources For Advice
 - c. Top Reasons For Advice Trends
 - d. Top Reasons Solutions Get on a "Short List"
 - e. Top Reasons to Get on "Short-List" Trends
 - f. Ways in Which Vendors Can Improve Purchasing Experience

11. Application Integration

- a. Level and Type of Application Integration
- b. Integration Satisfaction and Brands

12. Technology Solution Decision Making Roles

13. Demographics

- a. Respondent Role in Company
- b. Years in Business and Phase of Business
- c. Respondent Age and Business Locations
- d. Primary Customer Type and Business Regions

14. Segmentation - Employee Size

- a. Revenue Forecast Change Expectations
- b. Technology Spending Change
- c. Top Business Challenges
- d. Top Technology Challenges
- e. Technology Related Attitudes
- f. Adoption of Social Media and Digital Presence
- g. Primary Responsibility for IT
- h. Top Critical Technology Areas For Next 12 Months
- i. Top Information Sources
- j. Solutions Purchased/Upgraded in Past 24 Months
- k. Solutions Purchased/Upgraded in Past 24 Months (On-premises or Cloud/SaaS)
- I. Top Reasons to Use Cloud/SaaS Solutions
- m. Most Important Channel Partner Capabilities
- n. Top Reasons Solutions Get on a "Short List"
- o. Ways For Vendors to Improve Purchase Experience
- p. Integration of Technology Solutions
- q. Application Integration Methods
- r. Satisfaction With Integration
- s. Purchase Plans in Next 12 Months

15. Segmentation - Business Performance

- a. Business Performance Segmentation
- b. Progressives: Technology Spending Change vs. Revenue Change
- c. Performance vs. Revenue Change
- d. Performance vs. Employee Size

- e. Performance vs. Technology Attitudes
- f. Performance vs. Technology to Transform the Business and Create New Business Models
- g. Performance vs. Mobile Solutions to Improving and/or Transforming Business
- h. Performance vs. Accounting Solution Deployment Models
- i. Performance vs. Solutions Purchased/Upgraded in Past 24 Months
- j. Performance vs. Cloud Solution Adoption Reasons

16. Segmentation by Industry

- a. Solutions Purchased/ Upgraded in Past 24 Months
- b. Solutions Purchase/Upgrade in Next 12 Months