



2016 Top Ten SMB Technology Trends Now Available for Licensing!

SMB Group focuses on key technology trends and how they are reshaping small and medium business (SMB). Each year, we review our quantitative and qualitative market research, and vendor perspectives to develop our take on the top 10 technology trends for SMBs. We provide our perspective of how these trends affect both SMBs and the vendors that provide products and services to SMBs.

The headlines for SMB Group’s 2016 Top 10 SMB Tech Trends are below—[click here](#) for full details for each trend!

1. **SMBs That Make the Business-Technology Performance Connection Outpace Peers.**
2. **The Battle For Self-Employed Heats Up.**
3. **SMBs Tune In to IoT Possibilities.**
4. **Public Cloud Is a Done Deal, But Cloud Variants Remain Hazy for SMBs.**
5. **Security Remains the Elephant in the SMB Room.**
6. **Mobile Solutions Occupy a Bigger Part of SMB IT Real Estate.**
7. **SMBs Rethink CRM.**
8. **SMBs Move Up the Cloud Analytics Curve.**
9. **SMBs Streamline Internal Processes to Focus on Business Growth.**
10. **More Tech Vendors Use Big Data to Provide New Business Services to SMBs.**

These trends will be fully developed with supporting data points and perspectives and **ready for publication in mid-December**. In addition, we are also pleased to make several options available to if you’d like to **license them for use in your marketing and education campaigns**. Options include the trends report, delivered as a document and/or slide show, as well as blog posts and/or research briefs that expand on a specific trend, as detailed below.

If you are interested in learning more, please contact **Lisa Lincoln**, Director of Client Services at lisa.lincoln70@smb-gr.com or 508-734-5658.

Option	Pricing
<ul style="list-style-type: none"> • <u>Option 1: Trends Report</u> <ul style="list-style-type: none"> ○ SMB Group 2016 Top Ten Technology Trends Report License 	\$6,500
<ul style="list-style-type: none"> • <u>Option 2: Trends Slide Show</u> <ul style="list-style-type: none"> ○ SMB Group 2016 Top Ten Technology Trends Report Slide Show 	\$9,000
<ul style="list-style-type: none"> • <u>Option 3: Report and Slide Show</u> <ul style="list-style-type: none"> ○ Includes both the report and slide show version of the Trends Report. 	\$13,175
<ul style="list-style-type: none"> • <u>Option 4: Blog Post on Specific Trend(s)</u> <ul style="list-style-type: none"> ○ SMB Group will create a blog post, with charts on any one Trend topic. Pricing is per blog. 	\$4,000
<ul style="list-style-type: none"> • <u>Option 5: Research Brief on Specific Trend(s)</u> <ul style="list-style-type: none"> ○ SMB Group will create a Research Brief of 2-3 pages, including charts around a specific Trend topic. Pricing is per Brief. 	\$5,000