

# 2016 Small and Medium Business Mobile Solutions Study

Timely, Accurate Information to Help Drive Strategic Business Decisions

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*Small and medium businesses (SMBs—companies with 1 to 1000 employees) constitute 99% of employer firms in the United States, and account for over 50% of total technology spending (Source: SMB Group estimates and U.S. Census Bureau data). SMB Group’s **2016 Small and Medium Business Mobile Solutions Study** will examine the mind-set of SMBs as well as the requirements and challenges they face in adopting, managing and gaining value from mobile solutions. The survey will analyze SMB mobile adoption, plans, spending, and purchase and influencer channels; mobile maturity regarding mobile strategy and governance; satisfaction with mobile investments to date; expectations and requirements for mobile guidance and consulting; and readiness to adopt and gain value from additional mobile investments. Study results will help mobile solution, service, device and telecom providers to better understand market opportunities and develop more effective SMB marketing, product and channel programs. The study will also provide trending insights based on year-over-year data comparisons with SMB Group’s **2011, 2012, 2013 and 2014 Small and Medium Business Mobile Solutions Studies**.*

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## Business Issues

Mobile devices, applications and services are reshaping SMBs’ revenue models and business strategies, as well as the way employees interact with other employees, partners and customers. As the mobile solution landscape evolves, vendors need to develop SMB educational, product and marketing strategies based on a solid understanding of:

- Key drivers and challenges for SMB mobile solutions and services adoption
- How SMBs learn about, evaluate and select mobile solutions and services
- What business functions/workflows SMBs use mobile solutions for today and in the future
- SMB current and future mobile budgets
- SMB mobile governance and management
- How SMBs develop/source mobile apps
- Impact of mobile adoption on traditional IT footprint and budget
- Key purchase criteria, influencers and advisors for mobile solutions, including bring your own device (BYOD)
- How factors such as company size, industry, user role and the age of the business impact attitudes toward, adoption of, spending on and plans for mobile solutions

## SMB Group Solution

The **SMB Group 2014 Small and Medium Business Mobile Solutions Study** will help vendors to understand, identify and capitalize on opportunities and trends in the mobile solutions market, and identify potential challenges or threats that must be mitigated in order to succeed in this market. Key issues covered include:

- How do SMB view mobile solutions in relation to their businesses?
- How mature are SMB mobile strategies and spending (e.g., policies and governance for selecting and using mobile devices, solutions and services alone and in conjunctions with traditional IT solutions)?
- Key decision makers determining SMB mobile strategy and investments?
- Key triggers for investing in mobile solutions, and what are the deterrents to making mobile investments?
- Which internal mobile solutions do SMBs use for employees, and which external-facing mobile applications do they use for interactions with customers, prospects and partners?
- Sources SMBs use to procure mobile applications (homegrown, app stores, third-party developers, etc.)?
- What mobile device management (MDM) capabilities have SMBs adopted for devices, apps, content, etc.?
- Which mobile investments have provided business value to SMBs?
- Which mobile investments haven’t met SMBs’ expectations, and why?

- How have mobile solutions changed SMB business processes and practices as well as employee behavior? What specific ways that mobile has helped (e.g., faster response time, improved productivity, higher sales)?
- What types of mobile consulting and training do SMBs need? What are they willing to pay for, and what do they expect to get for free?
- How much do SMBs spend on mobile solutions, and how do they expect spending to change in the next 12 months?
- How much do SMBs spend on mobile as a percentage of total IT spending, and how is this changing?
- Who are the top advisors, information sources and purchase channels for SMBs for mobile solutions?
- What percentage of SMB employees use mobile devices and solutions?
- How does SMB mobile adoption change based on company size, user roles, industry, company age, etc.?
- How is mobile affecting SMBs' broader business and technology strategy?
- What vendors do SMBs view as key mobile players in different areas (devices, services, applications, consulting management, etc.)?

### Study Methodology

- Web-based survey of 30 to 35 questions
- Random sample of more than 750 companies in 1- to 1000-employee size bands across a distribution of industries
- Respondents will be:
  - Key decision makers: Owners/CEOs, partners and office managers in small businesses; CIOs and departmental decision makers in medium businesses
  - Segmented into the following employee segments: 1 to 4, 5 to 9, 10 to 19, 20 to 49, 50 to 99, 100 to 249, 250 to 499, 500 to 1000
  - Segmented into 12 vertical industries
- Compare similar data points from the *SMB Group 2011, 2013 and 2014 Small and Medium Business Mobile Solutions Studies* to provide trend analysis

### Benefits

Vendor sponsors will gain a clear, updated picture of SMB attitudes and behavior regarding mobile adoption, use, plans, spending drivers, inhibitors and benefits, and their concerns about mobile devices, applications and services. This in-depth understanding will enable vendors to:

- Develop thought leadership to guide internal product strategies, value propositions and messaging.
- Derive insight about mobility-related business challenges, business opportunities and growth opportunities.
- Align marketing and promotional initiatives with SMB mobility-related information and advisory preferences.
- Create more effective market segmentation, messaging, and marketing and channel strategies.
- Use insights to develop external marketing assets to drive lead generation.

### Deliverables

The *SMB Group 2016 Small and Medium Business Mobile Solutions Study* sponsorship package includes:

- **Personalized kick-off meeting** to gain sponsor input to help shape specifics of the study
- **Regular updates** about the project plan and progress
- **Survey data analysis report** containing detailed survey results, data analysis and trend information for routes to businesses by employee size and industry segments
- **Tailored presentation** delivered by the authors of the study, with focused implications and recommendations for each sponsor
- **Inquiry:** 3 hours of inquiry, additional crosstabs, etc.

## Sponsorship and Pricing

Complete Packages
<b>Complete Sponsorship Package: \$18,000 (U.S.):</b> Small and medium business segments and all data points
<ul style="list-style-type: none"> <li>• Collaboration with SMB Group analysts and input into the survey design</li> <li>• Survey questionnaire</li> <li>• Data analysis and presentation by SMB group</li> <li>• Study Q&amp;A with the analyst; up to 3 hours of inquiry</li> <li>• 2 blogs OR 1 webinar</li> </ul>
<b>Complete Basic Package: \$16,000 (U.S.):</b> Small and medium business segments and all data points
Survey questionnaire
<ul style="list-style-type: none"> <li>• Full study results for small and medium segments and all data points</li> <li>• Data analysis presentation by SMB group</li> <li>• 1 blog</li> </ul>
Focused Packages: *
<b>Option A: Mobile Management Focus: \$12,000 (U.S.)</b>
Mobile management-related data for small and medium business segments; 1 blog
<b>Option B: Mobile Applications Focus: \$12,000 (U.S.)</b>
Mobile applications (internal and external mobile apps) data for small and medium business segments; 1 blog
<i>*All focused packages also include demographics; business and technology background and outlook; attitudes regarding mobile; mobile device and BYOD adoption; mobile information sources; and mobile spending.</i>

Please contact us if you'd like sample results from our 2014 SMB Mobile Solutions Study, or to schedule time to learn more about study's specifics for 2016: email [surveys@smb-gr.com](mailto:surveys@smb-gr.com) or call .Lisa Lincoln, Client Services, [Lisa.Lincoln70@smb-gr.com](mailto:Lisa.Lincoln70@smb-gr.com), 508-395-6760.