



# 2017 SMB Routes to Market Study

February 2017

## Table of Contents

- 1. Table of Contents**
- 2. Routes To Market Study Goals**
- 3. Study Focus and Methodology**
- 4. Weighted Sample Distribution**
- 5. SMBs Defined**
- 6. Definitions Used For This Study: Business Solutions**
- 7. Definitions Used For This Study: Channels**
- 8. Employee Size and Industry Distribution**
  
- 9. Business Background and Outlook**
  - Current Annual Revenues
  - Projected Revenue Outlook
  - Top Business Challenges
  - Current and Planned Initiatives to Grow the Business
  - Current and Planned Initiatives to Grow the Business (Employee Size)
  - Human Resources Used to Support Business Functions
  - Human Resources to Support Business Functions (Employee Size)
  - Hiring Plans
  - Hiring Plans By Business Function
  - Current and Planned Use of Company Managed Websites and Social Sites
  - Current and Planned Use of Company Managed Websites and Social Sites (Employee Size)
  - Current and Planned Sales Channels
  - Current and Planned Sales Channels (Employee Size)
  
- 10. Technology Background and Outlook**
  - Top Technology Challenges
  - Top Technology Challenges by Employee Size
  - Current Technology Spending
  - Projected Technology Spending Outlook
  - How Technology Relates to the Business
  - Technology Related Attitudes
  - Who is Responsible for IT Support?

## **11. Current and Planned Business Solution Investments**

- Current and Planned Business Solutions
- Business Solution Deployment Method
- Cloud Deployment Trends
- Top Reasons for Cloud Deployment
- Current Accounting/Financials/ERP Brand
- Current Collaboration/Personal Productivity Suite Brand
- Current Marketing Automation Brand
- Current Sales/Contact Management Brand
- Current Customer Service Management Brand
- Current Workforce and Payroll Management Brand
- Current Business Intelligence and Analytics Brand
- Current Accounts Payable Brand
- Current Expense Management Brand
- Analytics Use In Functional Areas
- Analytics Use In Functional Areas (Employee Size)
- Ways in which Businesses Use Analytics
- Ways in which Businesses Use Analytics (Employee Size)
- Current and Planned Internet of Things (IoT) Use
- Current and Planned IoT Use (Employee Size)
- Level of Integration Between Business Applications
- Integration Methods
- Satisfaction with Integration of Business Applications

## **12. Purchase Channels and Preferences**

- Business Solution Purchase Channels
- Top Channel Capabilities
- Top Ways to Improve Vendor Purchasing Experience

## **13. Top Information and Advice Sources**

- Top Information Sources
- Top Information Sources
- Top Guidance Sources
- Reasons to Rely on Advice Sources

## **14. Decision-making and “Short-List” Criteria**

- Top Reasons Solutions Get on a “Short List”
- Technology Solution Decision Making Roles
- Respondent Decision-Making Role and Title

## **15. Demographics**

- Number of Company Locations
- Type of Customers and Customer Geographic Locations
- Age of Business and Respondent
- Phase of Business

## **16. Segmentation**

### **17. Industry segmentation**

- Forecasted Revenue Change
- Hiring Plans
- Technology Related Attitudes
- Decision Making – Data Driven
- Technology Spending
- Forecasted Change in Technology Spending
- IT Resources
- Analytics Usage
- Accounts Payable Usage
- Expense Management Usage

### **18. Technology Spending Change**

- Revenue Forecast Change
- Technology Attitudes
- Data Driven Decision Making
- IT Support
- Age of Company
- Age of Respondent
- Geographic Expansion Plans
- Top Technology Challenges
- IT Support
- Technology Spending

### **19. Age of Business**

- Top Business Challenges
- Top Technology Challenges
- Technology Related Attitudes
- Revenue Change Forecast
- Technology Spending
- Technology Spending Forecast
- IT Support

- Reasons to Adopt Cloud Solutions
- How Does Company Make Decisions – Data Driven Approach
- Company Growth Plans

## **20. Age of Respondent**

- Revenue Change Forecast by Respondent Age
- Technology Attitudes
- Decision Making – Data Driven
- Technology Spending Change
- Top Technology Challenges

## **21. Respondent Role (Personas)**

- Top Business Challenges
- Technology Attitudes
- Top Technology Challenges
- Technology Attitudes
- Top Information Sources
- Guidance Sources
- Reasons to Rely on These Advice Sources

## **22. Appendix**