

2010 Small and Medium Businesses Routes to Market Study

Report Summary

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SMB Group

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Source: SMB Group 2010 Small & Medium Business Routes To Market Study, July 2010

Routes To Market Study Goals

- Analyze how North American SMB decision-makers learn about, evaluate and buy software and services technology solutions to help run their businesses
- Examine how the Internet, social media, marketplaces, the generational shift and other trends are reshaping SMB routes to market.
- Identify and analyze:
 - Current and planned use of software and services technology solutions
 - Where SMBs go to discover and learn about these solutions
 - Who SMBs rely on to guide them in selecting these solutions—and why they rely on them
 - Top reasons that some solutions make the “short list” over others
 - Where SMBs purchase software and services technology solutions—and why they select these channels
 - Budgets, planned spending and budgeting process
 - Decision-making process and roles throughout the process

Table of Contents

□ Executive Summary and Key Findings:

- Business and Economic Outlook
- Top Business & Technology Challenges
- Areas of Investment
- Attitudes About Keeping Current with Technology
- Top Sources of Information
- Top Sources for Advice and Why
- Top Reasons For Reliance On These Sources For Advice
- Top Reasons Why Specific Technology Solutions Get on the “Short List”
- Purchase Channels for Technology Solutions
- Personnel Involved in Solutions Purchase Process and Budgeting Style

□ Summary:

- Small Business Technology Solution Purchase Cycle
- Medium Business Technology Solution Purchase Cycle

□ Methodology

□ The topics below are tabulated by employee bands for both **Small Business** (1-19, 20-49, 50-99 employees) and **Medium Business** (100-249, 250-499, 500-1,000 employees)

- Top business challenges
- Top technology challenges
- Business Outlook for 2010
- Annual spending on technology solutions
- Technology solutions spending change
- Technology solutions purchased in last 24 months and plans for purchases in next 12 months
- Company's attitudes regarding the budgeting process
- Company's attitude about keeping current with new software and service technology solutions
- Use of information sources to run business
- Technology solution purchase sources (by technology)
- Top reasons for selection of purchase source (by technology)
- Top sources of advice on solution selection (by technology)
- Top reasons to rely on these sources for advice
- Top reasons to “short list” a solution
- Persons involved in technology solution purchase process

□ Selective additional insights by Respondent age and Who the business sell's to?

Areas of Focus

- Software and service technology solutions, including:
 - ERP, Financial and Accounting
 - Business Analytics
 - Collaboration
 - Contact and Customer Management
 - Infrastructure Management Solutions and Services
 - Web site design/hosting
 - Online Marketing
- Survey fielding completed in June 2010
- Total number of respondents: 475

Methodology

- Web-based survey
- Data collected in June 2010
- Sample selection: Random sample of small and medium businesses
- 29 questions
- 475 respondents/completed interviews covering the four segments:
 - Very small business (1-19 employees)
 - Small business (20-49 employees, 50-99 employees)
 - Medium business (100-249 employees, 250-499 employees)
 - Mid-market business (500 to 999 employees)
- SMB survey respondents are responsible for making Technology Solutions evaluating and purchasing decisions
- The survey is intended to provide directional guidance to solution providers as they develop their go-to-market strategies and messaging

Small Businesses

- Fewer than 100 employees (full-time) across entire corporation
 - Education, government, non-profit organizations are included
- **Location:**
 - Home-based businesses (SoHo) are included
 - Non-profits are included
 - Located in North America
- Franchises are not included
 - Purchase decisions driven by business/location being surveyed

Medium Businesses

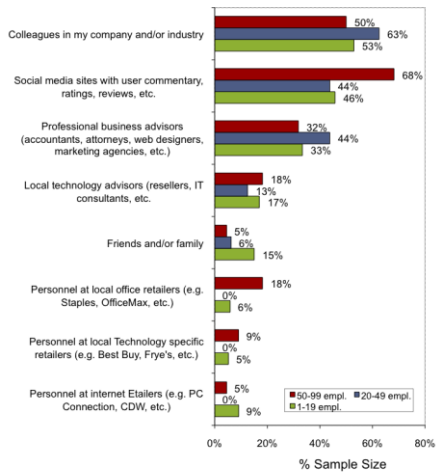
- 100 – 1,000 employees (full-time) across entire corporation
 - Education, government, non-profit organizations are included
- **Location:**
 - Commercial location
 - Non-profits are included
 - Located in North America
- Franchises are not included
 - Purchase decisions driven by business/location being surveyed

Example of Study Findings

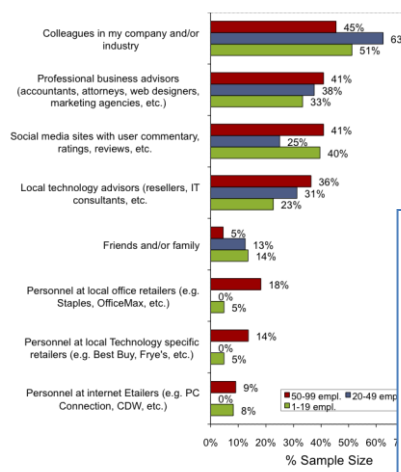
Top Sources of Advice When Evaluating Technology Solutions



Online Marketing



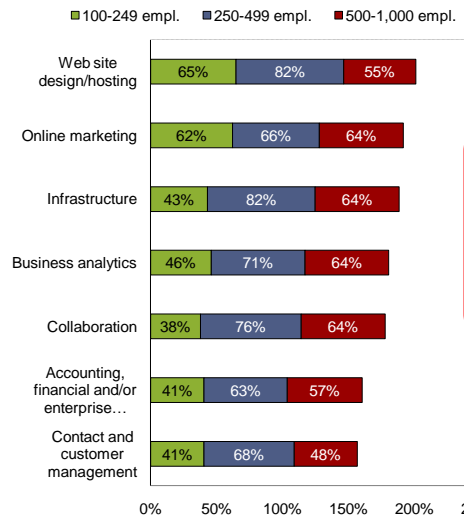
Web Design/Hosting



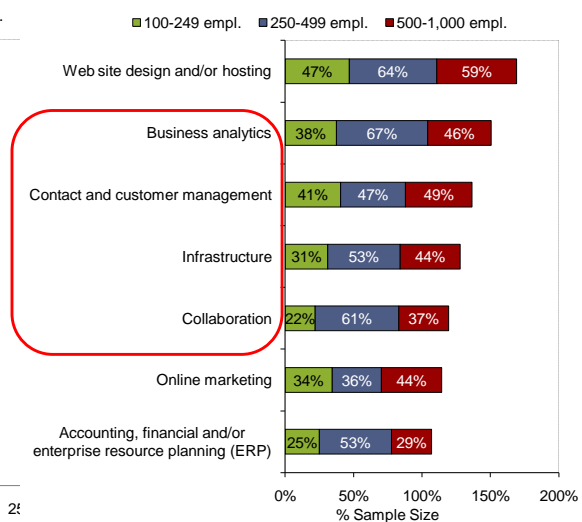
Purchases in Last 24 Months and Plans for Next 12 Months (Medium Business)



Last 24 Months



Next 12 Months



Sample Size=119

July 2010

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Sample Size = 351 Q21. Whose advice do you seek for guidance when evaluating software and service technology solutions?

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Deliverables and Pricing

Option A: Basic Package—Study Results \$12,000

- Survey questionnaire
- Data report study (Power Point format, 100+ slides)
- Includes detailed crosstab analysis by employee size includes for:
 - Small Business: 1-19, 20-49, 50-99 employee segments
 - Medium Business: 100-249, 250-499, 500-1,000 employee segments
 - Some relevant analysis by respondent age and company age
- PDF of study results with employee size crosstab banner for all questions

Option B: Extended Package—Study Results plus Additional Cross Tabs and Inquiry \$14,500

- Includes all the deliverables in Option A plus:
 - Web conference presentation of key findings and Q&A
 - 2 hours of additional inquiry (including additional crosstabs)
 - Raw data in Excel or SPSS format

Please contact us if you'd like to schedule time to learn more.
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2010 Small and Medium Routes To Market Study



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