

# Insights into how SMBs are collaborating today and what their plans are for the future

## ***SMB Group releases: 2011 Small and Medium Business Collaboration & Communication Study***

October 4, Northborough, MA: SMB Group today released its latest study [2011 Small and Medium Business Collaboration and Communications Study](#), developed in partnership with CRM Essentials. This study takes an in-depth look at how SMBs are using traditional, social, communication collaborations solutions and integration of traditional, social and communications tools into a common collaboration and communications platform.

Most SMBs have pieced together different point solutions--from email to web conferencing to document sharing to text messaging to social media--to collaborate. But recently, a plethora of integrated collaboration and unified communication suites have become available to help SMBs share knowledge, streamline processes, and keep everyone in the organization on the same page.

“The study analyses how SMBs are collaborating today, and when, why where and how will they transition from point solutions to a more integrated collaboration approach, or from free to paid collaboration solutions. This will help vendors to understand, identify and capitalize on opportunities and trends in the collaboration market,” says Sanjeev Aggarwal, SMB Group partner and report co-author.

Fielded in July 2011, the study is based on the results of 817-respondent Web based-survey of SMB social media decision makers and influencers. The respondents belong to 18 different industries and non-profit businesses under small and medium business segment.

The 2011 Small & Medium Business Collaboration Study identifies SMBs’ top challenges as revenue growth, attracting new customers, profitability, making it essential to tie collaboration solution value and messaging to these areas. It further brings to light that small business current average annual spending for an integrated collaboration platform/suite is \$5,000-\$9,999 and medium businesses spend \$10,000 - \$24,999. 20% of small businesses and 35% of medium businesses plan to use integrated collaboration and communications suite in the next 12 months. “Vendors have only just begun to tap into integrated collaboration services market opportunity. But to capitalize on it, they need to understand how motivations, requirements and pricing sensitivities vary across different SMB segments,” says Aggarwal..

These results highlight just a few of the detailed findings in the SMB Group 2011 Small and Medium Business Collaboration and Communication Study. The complete study provides comprehensive view of SMB collaboration plans, including:

- SMB perceptions about how collaboration solutions help address business challenges and opportunities.
- Current/planned use of collaboration solutions for different organizational functions and workflows.

- Brands used and brand preferences.
- Current SMB spending/planned spending for collaboration solutions.
- Top information sources, advisors and purchase channels for collaboration solutions.
- Top drivers and inhibitors to adopting integrated collaboration suites.
- How SMBs use freemium collaboration models.
- How mobile devices and applications are changing the way SMBs collaborate.
- Differences in adoption based on company size, user roles, industry, and company age/phase of business.
- Perceived benefits and issues regarding collaboration solutions.

The Study results are segmented into employee size and industry size, and other segmentation criteria including X and Y.

*For more information and pricing, please visit the SMB Group web site at <http://www.smb-gr.com>, send an email to [information@smb-gr.com](mailto:information@smb-gr.com) or contact us at (508)410-3562.*

#### [About SMB Group](#)

The SMB Group, a market research and consulting firm provides insight and guidance about how and why SMB and mid-market customers discover, evaluate, compare and buy technology-related solutions. It focuses exclusively on researching and analyzing the highly fragmented “SMB market”—which comprises of many smaller and more discrete markets. It has a custom approach to working with clients, assessing where they are in the market today, and the steps they need to take to get where they want to be tomorrow. SMB’s collaborative and pragmatic, actionable research approach provides clients with insights and recommendations they need to capitalize on shifting market requirements and trends, and create successful go-to-market outcomes. SMB’s primary focus areas include: business solutions; digital marketing solutions; collaboration and productivity applications; cloud computing, software-as-a service (SaaS) and managed services; IT Infrastructure solutions and management services; social networking strategies and analysis; and unified communications, VoIP and conferencing solutions.