2013 Small and Medium Business Analytics and Big Data Study

Timely, accurate information to help drive strategic business decisions

There's little doubt that "big data" is the latest "big thing" in the IT industry. But, small and medium business (SMBs, defined in this study as organizations with 5 to 1,000 employees) are all over the map in terms of their understanding not only of big data, but in adoption of analytics solutons. The SMB Group's *2013 SMB Analytics and Big Data Study* will examine analytics and data trends, dynamics, opportunities and challenges among North American SMBs. The study will assess SMB:

- Perceptions about the relevance of analytics in their businesses.
- Understanding of analytics-related terms, such as big data, predictive and prescriptive analysis, visualization, etc.
- Current and planned use of solutions to store, integrated, manage, analyze and act on information.
- How analytics solutions are used in and/or across different functional areas.
- Perceptions regarding the challenges, opportunities, risks and benefits of using advanced analytics solutions.

Study results and analysis will help solution providers understand where SMBs are in the analytics and big data journey so that they can align marketing, product and channel strategies to successfully reach, influence and market to SMBs in this space.

Business Issues

Vendors are making enormous investments to develop and market data management, integration, analytics and big data solutions for SMBs. There's no question that analytics and business intelligence solutions can help SMBs improve tactical, operational decision-making and make better strategic decisions. However, SMBs are all over the map in terms of the time, expertise, budget and other resources necessary to understand how to apply, implement reap business benefits from analytics solutions.

To successfully reach and serve SMBs, vendors need a clear picture of how SMBs view, think about and use analytics solutions in their organizations. The *2013 SMB Analytics and Big Data Study* will examine SMB decision-makers' attitudes and practices regarding analytics and big data. It will clarify:

- Whether and how SMBs' are transforming their businesses for a data-driven world.
- Current use of analytics for business decision-making (departmental and across the business).
- Who uses analytics, how do they use it and what to they use it for? (creation and consumption).
- Appetite, readiness and budget to adopt more advanced solutions than what they are using today.
- Appetite, readiness and budget to expand analytics to different functional areas of the business.
- Available internal analytics expertise for solution selection, implementation, integration, business process, etc.
- Required external (vendor or partner) expertise.
- Solution and vendor selection (current and planned).

The SMB Group Solution

The *2013 SMB Analytics and Big Data Study* will provide vendors with a comprehensive assessment of small and medium analytics and big data market readiness. The study will explore:

- Current views and understanding of big data, analytics, and related terms.
- Current use of analytics: business functions, decision-making, users, etc.
- Drivers and inhibitors for analytics solutions.
- Data management and integration requirements.
- Decision-maker and influencer roles.

- Internal resources to support analytics adoption.
- Top sources for information and advice.
- Purchase channels, consulting and implementation partners.
- Internal governance/policies.
- Budgets and planned spending.
- Use/plans to measure business return on analytics investments.

Study Methodology

- 25-30 question web-based survey.
- Random sample of organizations with very small (5-19) small (20-99) and medium (100-1000) employees across industries and non-profits in 12 vertical industries.
- Respondents will be key influencers and/or decision makers: Owner/CEO; partner; CIO/IT; line of business manager; other relevant decision-maker categories.

Benefits

Sponsors will gain a clear view and segmentation of the SMB analytics and big data market, enabling them to:

- Align solution, marketing, partner and promotional initiatives more closely with SMB preferences and readiness.
- Develop more effective segmentation, marketing and channel strategies for the SMB analytics market.

Deliverables

The *2013 SMB Analytics and Big Data Study* sponsorship package includes:

1. **Personalized kick-off meeting** to gain sponsor input to help shape specifics of the study.
2. **Regular updates** about the project plan and progress.
3. **Survey data analysis report:** Report containing detailed survey results, data analysis, trend information for routes to businesses by employee size and industry segments.
4. **Tailored presentation**, presented by the authors of the study, with focused implications and recommendations for each sponsor.
5. **Inquiry:** 3 hours of inquiry, additional crosstabs, etc.
6. **10 page educational whitepaper,** customized with your company's call to action, to provide to your customers and prospects.

Additional post-survey opportunities include co-branded webinars, blog series and other marketing assets to promote vendor thought leadership in this area.

Sponsorship and Pricing

Sponsorship Levels	Includes	Pricing
Platinum	All of the above deliverables, 1 - 6 above	$28,000 (U.S.)
Gold	Includes research deliverables 1 - 5 above	$18,000 (U.S.)
Silver	10 page educational whitepaper, deliverable 6 above	$15,000 (U.S.)

Optional: comparison survey of your installed base customers to compare/contrast with the overall SMB population. Pricing determined on an individual basis.

Please send us an email if you'd like to schedule time to learn more about this study: **surveys@smb-gr.com**