



Top 10 SMB Technology Trends For 2015!

SMB Group Top 10 SMB Technology Trends for 2015

1. Cloud is the new IT infrastructure for SMBs.
2. SMB IT staff and channel partners evolve into cloud managers.
3. SMBs recalibrate IT strategy and spending for a mobile world.
4. The Internet of Things (IoT) comes into focus.
5. SMBs reinvent marketing for the new buyer journey.
6. KPIs trump ROI and TCO as the new “show me” metric.
7. Analytics gets SMB-friendly with “bring your own data” and freemium offerings.
8. It’s time to reimagine work.
9. SMBs place a premium on protection.
10. SMBs opt for an incremental, integrated solutions approach.



#1. Cloud is the new IT infrastructure for SMBs

74%

SMBs say that technology solutions help them improve business outcomes or run business better.

92%

are now using at least one cloud business solution.

87%

are using at least one cloud infrastructure solution.



What this means for SMBs

- **More SMBs will take a cloud-first approach to drive product, service and business innovation.**
- **Most Small Businesses will stick with a public cloud approach due to limited internal IT resources.**
- **Medium businesses will increasingly embrace a hybrid approach to mitigate privacy and security concerns.**



#2. SMB IT staff and channel partners evolve into cloud managers

As the cloud becomes mainstream, support needs evolve from implementation and break/fix support to more proactive and strategic management.



What this means for SMBs

- **SMBs will look for staff and partners that can help to select best-fit business solutions to achieve business goals. Internal IT staff and channel partners.**
- **Staff and partners will need stronger integration expertise to help SMBs get more value from their technology investments.**
- **Channel partners will need to cultivate consultative selling and adjust staffing skill sets accordingly.**

#3. SMBs recalibrate IT strategy and spending for a mobile world

60%

of SMBs say that mobile solutions are critical to their business.

86%

SMBs indicate that mobile applications complement traditional business applications.

71%

SMBs say mobile applications will replace some traditional solutions entirely.



What this means for SMBs

- **SMB median spending on mobile technology and solutions as a percentage of total technology spending rose from 12% in 2013 to 16% in 2014.**
- **Mobile will continue to account for a growing share of SMB technology budgets.**
- **Planned increased investments in mobile apps and more diverse mobile devices will necessitate a spike in mobile management adoption.**

#4. The Internet of Things (IoT) comes into focus



Explosive growth for IoT is forecast, as use cases for intelligent and connected devices become more visible.



What this means for SMBs

- **Compelling IoT use-case scenarios will emerge, sparking SMB adoption.**
- **IoT will help reduce RFID costs, making it more practical and appealing.**
- **Beacons, which are indoor positioning systems that communicate directly with smart phones via Bluetooth, will also provide compelling SMB use cases.**
- **IoT provides a clear return-on-investment, and is mostly invisible to end users, negating user adoption issues.**

#5. SMBs reinvent marketing for the new buyer journey

23%

of SMBs purchased/ upgraded a marketing automation solution in the past 24 months.

24%

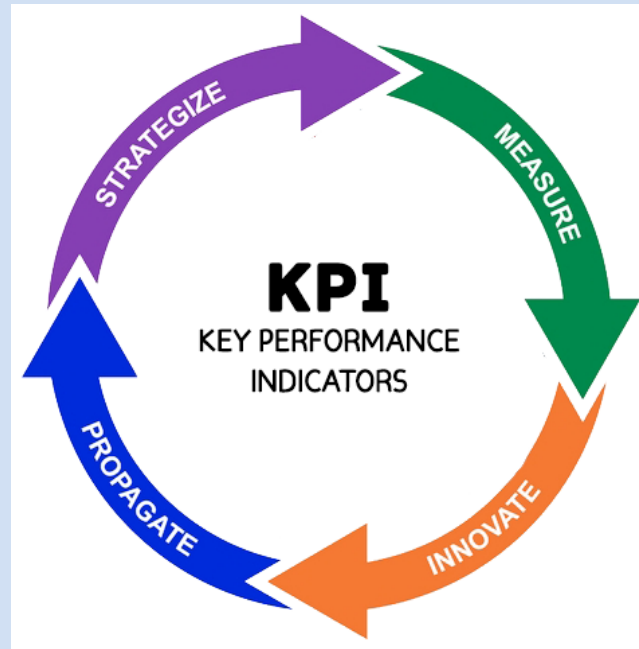
of SMBs plan to purchase/ upgrade a marketing automation solution in the next 12 months.



What this means for SMBs

- The buyer journey is evolving rapidly and includes many more touch points than ever before.
- SMBs must transform their marketing approach to connect with more prospects and customers, and to provide them with the right information at the right time in the buying journey.
- More SMBs will move from point solutions to an integrated marketing approach.

#6. KPIs trump ROI and TCO as the new “show me” metric



Tangible, specific KPI metrics will be more credible to SMBs than more general return-on-investment (ROI) and total cost of ownership (TCO) analysis.



What this means for SMBs

- **Key performance indicators (KPIs) can provide SMBs with specific, actionable insights on business performance and what areas need improvement.**
- **With so many vendors fighting for SMB dollars, SMBs will increasingly seek out those that help them understand what KPIs are most relevant for their business and industry, and those that provide credible, specific metrics about how their solutions affect these KPIs.**

Category	KPI	Results
Business Visibility	Application Uptime	Increased 55% - 80%
	Application Support Response Times	Reduced 40% - 55%
	Application Security Audit Results	Reduced 45% - 70%
	Application Support Resolution Time	Reduced 25% - 40%
Financial Management	Time Required to Support Compliance	Reduced 25% - 45%
	Accounting Staff Productivity	Improved 25% - 50%
	Collection Time For Accounts Receivables	Reduced 30% - 50%
	Order Process Efficiency and Costs	Improved 40% - 60%
IT Management and Resources	Billing Efficiency	Improved 15% - 25%
	IT Support Resource Costs	Reduced 40% - 65%
	Business Continuity/Disaster Recovery Costs	Reduced 45% - 65%

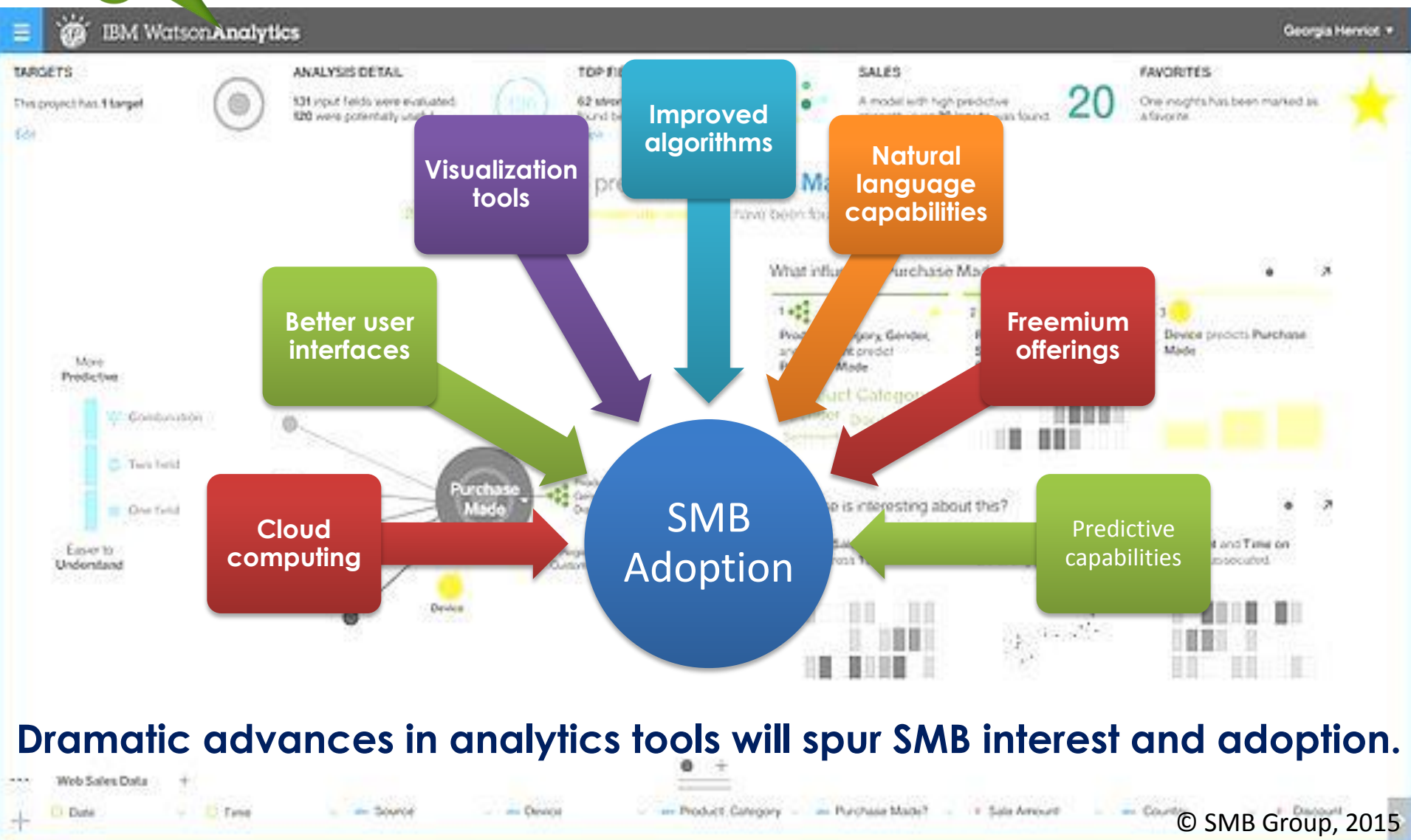
#7. Analytics gets SMB-friendly with “bring your own data” and freemium offerings

A person wearing a light blue shirt and a headset is pointing at a printed document with several line graphs. The document is held in front of two computer monitors. The left monitor displays a complex data dashboard with various charts and graphs. The right monitor shows a similar dashboard with a prominent line graph. The background is a bright, slightly blurred office environment.

Solutions designed for people with little or no data preparation and analytics skills will make analytics more consumable for SMBs.



What this means for SMBs



Dramatic advances in analytics tools will spur SMB interest and adoption.

#8. It's time to reimagine work

A changing mix of resources, behavior, technologies, attitudes and requirements will lead more SMBs to seek better, easier and more affordable ways to access, evaluate, buy and get productive with technology solutions.

#newwaytowork

#reimaginework

#futureofwork



What this means for SMBs

- **Mobile, social, cloud, analytics, IoT and other technology advances are taking hold in SMBs.**
- **Demographic shifts are reshaping the makeup of SMB workers and expectations of what technology should do and how it should do it.**
- **Easy-to-use consumer apps and devices have raised the bar for B2B user experience**
- **SMBs will seek better, easier and more affordable ways to access, evaluate, buy and get productive with technology solutions.**
- **Solutions that offer free trials, clear messaging, delightful user experience, superior support and vibrant user communities win.**

#9. SMBs place a premium on protection



Greater reliance on technology and the need to manage data wherever it resides increases demand for better security, control and management capabilities.



What this means for SMBs

- **SMB use of comprehensive solutions to protect and manage data is still far from the norm.**
- **But as awareness of the financial, brand and legal ramifications of data breaches at large companies rises, SMB will place a premium on more comprehensive solutions**
- **SMBs will seek vendors that offer proactive guidance, deeper expertise, stronger service-level agreements (SLAs) and 24/7 support for an always-on world.**

#10. SMBs opt for an incremental, integrated solutions approach



63% SMBs have partially integrated some applications.



79% SMBs rely on manual Excel file uploads or custom code for integration.



What this means for SMBs?

SMBs need a LEGO-like integration approach and will look for:

- **Open ecosystems, embedded integration capabilities and stronger APIs.**
- **Toolsets designed to help non-technical users to configure integrations without coding if they understand business integration workflows and requirements.**
- **Built-in collaboration and social communities to help users crowd source information, find experts and share and/or sell integrations.**



Download the complete article

http://www.smb-gr.com/wp-content/uploads/2014/12/SMB_Group_TOP_TEN_SMB_TRENDS.pdf

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