

2015 Small and Medium Business Routes to Market Study

Timely, Accurate Information to Help Drive Strategic Business Decisions

Small and medium businesses (SMBs, with 1–1000 employees) constitute 99% of employer firms in the U.S. and account for more than 50% of total IT spending (Source: SMB Group estimates and U.S. Census Bureau data). SMB Group's **2015 Small and Medium Business Routes to Market Study** will analyze how U.S. SMBs' learn about, evaluate and buy technology solutions. The study will examine SMB views of technology as a business enabler for improving existing business processes, and for facilitating business transformation. The study will also provide trending insights based on data comparisons with SMB Group's *2014 Small and Medium Business Routes to Market Study*.

Study results and analysis will help vendors make well-informed marketing, product development, media and channel decisions to successfully reach, influence and market to North American SMBs with 1–1,000 employees.

Business Issues

The cloud, mobile technologies, analytics and social media are dramatically reshaping how SMBs learn about, shop for and buy technology solutions. As important, SMBs are increasingly turning to technology to help them streamline business processes and to reshape their business models for the digital world. Vendors that understand how SMB technology solution discovery, consideration and buying behavior are changing will be better positioned to gain share in this large, diverse market.

SMB Group Solution

The SMB Group's **2015 SMB Routes to Market Study** will assess SMB views about using technology as a business enabler, for their existing business processes and for business transformation. It will uncover the key performance indicators (KPIs) that SMBs want to improve via technology solutions, and how they discover, evaluate, shop for and purchase technology solutions. It will delve into the following business and infrastructure solution areas:

Business Solution Areas	Infrastructure Solution Areas
Business intelligence and analytics	Security
Customer relationship management	Data backup and storage
Collaboration	File sharing and collaboration
ERP, Financials and accounting	Integration
Marketing automation	
Workforce management	

Key questions will examine:

- SMB business and technology characteristics, attitudes, challenges and opportunities
- SMB views about using technology as a business enabler for their existing business processes
- What SMBs view as key performance indicators
- Whether SMBs are thinking about/in the process of changing their business models, and if so, how the cloud, mobile, social and analytics solutions factors into this.
- Technology purchases in the past two years and technology purchases planned in the next 12 months by solution area
- Current and planned deployment methods (cloud versus on-premises) by solution area



- Why they are have selected/plan to select different deployment models
- Level of business benefit provided by solution area
- Key information sources for technology solutions
- Key influencers and guidance sources in the technology evaluation process
- SMB purchase channels (VAR, service provider, direct, etc.) for technology solutions and reasons for selecting these channels
- Budgets, plans, purchase processes and roles
- Differences in solution adoption based on company size, industry, company age and phase of business and business performance
- Current and planned technology budgets

Study Methodology

- 25–30-question web-based survey
- Random sample of 750+ companies in 1–1000-employee size bands across a distribution of industries
- Respondents will be:
 - Key decision makers: Owners/CEOs, partners and office managers in small businesses; CIOs and departmental decision makers in medium businesses
 - Segmented into 1–4, 5–9, 10–19, 20–49, 50–99, 100–249, 250–499, and 500–1000 employee segments
 - Segmented into 12 vertical industries
- Comparison to similar data points from the *2014 SMB Routes to Market Survey* to provide trend analysis.

Benefits

Vendor sponsors will gain a clear, updated picture of how SMBs discover, learn about, evaluate, shop for and buy technology solutions, and how SMB views of technology as an enabler for both current business processes and for business transformation initiatives. This information will help vendors:

- Formulate more relevant and compelling messages for different customers, solutions and channels.
- Build more effective go-to-market plans and channel strategies.
- Align marketing and promotional initiatives more closely with SMB business information source preferences.

Deliverables

The *2015 Small and Medium Business Routes to Market Study* sponsor package includes:

- **A personalized kick-off meeting** to gain sponsor input to help shape specifics of the study
- **Regular updates** about the project plan and progress
- **A survey data analysis report** containing detailed survey results, data analysis and trend information for routes to businesses by employee size and industry segments
- **A tailored presentation** presented by the authors of the study, with focused implications and recommendations for each sponsor
- **Inquiry:** 3 hours of consulting, inquiry, additional crosstabs, etc., tailored to sponsor requirements

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



Sponsorship and Pricing: 2015 SMB Routes to Market Study

Sponsorship Package for BOTH business AND infrastructure solution areas: \$18,000 (U.S.)	Sponsorship Package for EITHER business OR infrastructure solution areas: \$12,000 (U.S.)
Collaboration with SMB Group analysts and input into the survey design	Collaboration with SMB Group analysts and input into the survey design
Survey questionnaire	Survey questionnaire
Personalized 1-1 webinar of data analysis presentation (Microsoft PowerPoint) and Q&A	1-1 webinar with data analysis presentation (PowerPoint) and Q&A
Full survey results (Microsoft Excel)	Survey results for selected area (business or infrastructure solutions)
3 hours of inquiry time	3 hours of inquiry time
Basic Package (Survey Questionnaire and PowerPoint Report) for BOTH business AND infrastructure solution areas: \$16,000	Basic Package (Survey Questionnaire and PowerPoint Report) for EITHER business OR infrastructure solution areas: \$10,000
Survey questionnaire	Survey questionnaire
Data analysis presentation in PowerPoint	Data analysis presentation in PowerPoint

Custom packaging and pricing options are also available. Please contact Lisa Lincoln (508) 734-5658 or lisa.lincoln70@smb-gr.com if you'd like to learn more about this study or additional options.