

2016 Small and Medium Business Communication, Collaboration & Mobility Study

Timely, Accurate Information to Help Technology Vendors Achieve Success in SMB Markets

Small and medium businesses (SMBs—companies with 1 to 1,000 employees) constitute 99% of employer firms in the United States, and account for over 50% of total technology spending (Source: SMB Group estimates and U.S. Census Bureau data). SMB Group’s 2016 SMB Communication, Collaboration & Mobility Study will examine SMB attitudes, adoption and considerations regarding communication, collaboration and mobile solutions, and how trends in these areas are converging. Study results will help vendors better understand market opportunities and buyer behavior, and develop more effective SMB solutions, marketing campaigns and channel programs in this space.

Business Issues

Today’s SMBs have more options than ever when it comes to communicating and collaborating internally and with their customers, partners and suppliers. In the past, most businesses relied primarily on email and office phone systems, but new stream-based messaging and collaboration tools, cloud file sharing, conferencing, and the rise of anytime, anywhere mobile communication promise to reshape how SMBs communicate and collaborate.

However, many questions about how this is actually unfolding remain unanswered. This study will help answer key questions, such as: To what degree to which SMBs are availing themselves of newer collaboration, communications and mobile solutions, and how is the solution mix changing? To what level and how are SMBs integrating the different solutions they use? How does mobile adoption reshape their overall communications and collaboration plans? And how informed and satisfied are SMBs with their ability to use this growing array of solutions to facilitate and improve collaboration?

SMB Group Market Study Focus

The **SMB Group 2016 Small and Medium Business Communication and Collaboration Study** examines trends in and interplay across the following areas:

- Traditional “plain old telephone service” (POTS)
- VoIP (Voice over Internet Protocol)
- Audio and web conferencing
- Video conferencing
- Video chat
- Instant messaging
- File sharing/storage
- Stream-based messaging and collaboration
- Unified Communications and Collaboration (UCC)
- Mobile devices
- Mobile collaboration, productivity and business apps
- Mobile management solutions

The survey will explore:

- Current and forecasted SMB revenues; current and planned technology budgets, and current and planned budgets for communications, collaboration and mobile solutions.
- Top overall business and technology challenges.

- SMB attitudes about the roles of communication, collaboration and mobile solutions in their businesses.
- Key decision makers in these areas.
- Current and planned use of communication and collaboration solutions listed above.
- Current and planned deployment model(s) for communication and collaborations solutions listed above.
- Brand use of and plans for communication and collaboration solutions listed above.
- What are the top information sources and purchase channels for communication, collaboration and mobile solutions?
- Drivers and obstacles to investing in communication, collaboration and mobile solutions.
- Current and planned use of mobile collaboration, productivity and business apps.
- Percentage of employees using mobile devices.
- Percentage supporting BYOD.
- How mobile use is affecting broader communication and collaboration plans.
- Current and planned use of mobile management solutions.
- Level of integration between different communication, collaboration and mobile solutions.
- Satisfaction with integration between different communication, collaboration and mobile solutions.
- Current and planned spending on communication, collaboration and mobile solutions.

Study Methodology

- Web-based survey of approximately 35 questions.
- Random sample of more than 750 companies in 1- to 1000-employee size bands across a distribution of industries
- Screened respondents will include:
 - Key decision makers and influencers in determining company strategy and plans for collaboration, communication and mobile solutions and services.
 - Segmentation by employee size segments: 1 to 4, 5 to 9, 10 to 19, 20 to 49, 50 to 99, 100 to 249, 250 to 499, 500 to 1000.
 - Segmentation by 12 vertical industries.
 - Survey questions will also be cross-tabbed and analyzed by other key demographics (company age, telecommuter/mobile worker population, type of IT support, etc.) and by key attitudinal dimensions (attitudes about technology, collaboration, mobility, IT decision-making style, etc.).

Benefits

Sponsors will gain a clear, updated picture of SMB attitudes and behavior regarding communication, collaboration and mobile solutions, and how trends in these areas are converging, providing insights and content for:

- Internal product strategies.
- Marketing segmentation and targeting.
- Marketing strategies, value propositions and messaging.
- Marketing and thought leadership assets.

Deliverables

The *SMB Group 2016 SMB Communication, Collaboration & Mobility Study* sponsorship package includes:

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

Purchase Options

SMB Group 2016 SMB Communication, Collaboration & Mobility Study
Complete Sponsorship Package: \$18,000 (U.S.): Small and medium business segments and all data points
<ul style="list-style-type: none"> • Collaboration with SMB Group analysts and input into the survey design • Survey questionnaire • Data analysis and presentation by SMB group • Study Q&A with the analyst; up to 3 hours of inquiry • 2 blogs OR 1 webinar
Complete Basic Package: \$15,000 (U.S.): Small and medium business segments and all data points
Survey questionnaire
<ul style="list-style-type: none"> • Full study results for small and medium segments and all data points • Data analysis presentation by SMB group • 1 blog
Focused Packages:
Option A: Small business only (1-99 employees): \$12,000 (U.S.) All data for small business segment; 1 blog
Option B: Medium business only (100—1,000 employees) All data for medium business segment only; 1 blog

Please contact us with any questions, and/or to schedule time to learn more about study specifics: email or call Lisa Lincoln, Client Services, Lisa.Lincoln70@smb-gr.com, 508-395-6760.