

# 2017 Small and Medium Business Routes to Market Study: Business Solutions

*Timely, Accurate Insights to Help Drive Strategic Business Decisions*

Small and medium businesses (SMBs, with 1–1,000 employees) constitute 99% of employer firms in the United States and account for more than 50% of total IT spending (*Source: SMB Group estimates and U.S. Census Bureau data*). SMB Group's **2017 Small and Medium Business Routes to Market Study: Business Solutions** will analyze how U.S. SMBs learn about, evaluate, buy and use technology solutions. This market-based survey study will focus on nine business functions: accounting, financial and/or enterprise resource planning (ERP); collaboration; marketing; sales; customer service; workforce and human resources; payroll; business intelligence and analytics; and project management. The study will provide detailed information about the solutions respondents currently use/plan to use, deployment (cloud or on-premises) choices, solution selection criteria, and preferred information, guidance and purchasing channels.

The study will also examine SMBs' views on the role of technology in their businesses; the type of resources (internal employees/external contractors) responsible for different business functions; and current/planned initiatives to grow their businesses.

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

## Business Issues

The cloud, mobile devices, analytics and social media are dramatically reshaping how SMBs learn about, shop for, buy and use technology solutions. Consequently, SMBs are increasingly turning to technology to help them streamline business processes and to develop new channels, offerings, partnerships and business models to keep pace with customer expectations and competitive forces. At the same time, the rise of the “gig” or contractor economy provides SMBs with more options for staffing the work that they must do to sustain and grow their businesses. Vendors that understand how SMBs are evolving and adapting their businesses in key functional areas will be better positioned to gain share in this large, diverse market.

## SMB Group Solution

The SMB Group's **2017 SMB Routes to Market Study: Business Solutions** will delve into the types of human resources and technology solutions that SMBs use to get work done in nine business functions:

- Accounting, financial and/or enterprise resource planning (ERP)
- Collaboration
- Marketing
- Sales
- Customer service
- Workforce and human resources
- Payroll
- Business intelligence/analytics
- Project management

The study will supply insights about respondents' solution selection criteria and their preferred information, guidance and purchasing channels for technology solutions. In addition, it will explore SMBs' views on the role of technology in their businesses; whether and to what degree they have integrated different business solutions; and their use of/plans for the Internet of Things (IoT) in different areas of their businesses.

Key study questions will examine the following topics:

- Top SMB business and technology challenges
- SMBs' use and planned use of social media channels as well as their own and third-party websites
- Initiatives SMBs are using/planning to use to sustain/grow their business
- Types of human resources (salaried employees/external contractors) responsible for different business functions
- SMB attitudes about using technology in their businesses
- Solutions SMBs use/plan to use in the next 12 months by solution area
- Brands SMBs use/plan to use in the next 12 months by solution area
- Current and planned deployment methods (cloud versus on-premises) by solution area
- Method of and level of satisfaction with application integration
- Current and planned use of analytics in different business functions
- Current and planned use of IoT solutions
- Key information and guidance sources by solution area
- Preferred SMB purchase channels (VAR, service provider, direct, etc.)
- Short-list criteria for solution selection
- Current and forecasted change in annual revenues
- Current and planned technology budgets
- Segmentation based on company size, industry, company age, phase of business and business performance

### 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, line-of-business (LoB) managers and office managers in small businesses; owners/CEOs/CIOs and LoB decision makers in medium businesses
  - Segmented into groups of 1–4, 5–9, 10–19, 20–49, 50–99, 100–249, 250–499, and 500–1000 employees
  - Segmented into 12 vertical industries
- Comparison to similar data points from the **2015 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; the role of salaried employees and external contractors in different business functions; and SMBs' views on the role of technology in their businesses. This information will help vendors achieve the following:

- 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 **2017 Small and Medium Business Routes to Market Study: Business Solutions** sponsor package includes the following elements:

- **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** delivered by the authors of the study, with focused implications and recommendations for each sponsor
- **Inquiry:** Three hours of consulting, inquiries, additional crosstabs, etc., tailored to sponsor requirements



**Sponsorship and Pricing: 2017 SMB Routes to Market Study: Business Solutions**

Sponsorship Package for BOTH Small AND Medium Business Segments: US\$18,000	Sponsorship Package for EITHER Small OR Medium Business Segment: US\$12,000
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 one-on-one webinar of data analysis presentation (Microsoft PowerPoint) and Q&A	One-on-one webinar with data analysis presentation (PowerPoint) and Q&A
Full survey results (Microsoft Excel)	Survey results for selected area (small or medium business)
Three hours of inquiry time	Three hours of inquiry time
Basic Package for BOTH Small AND Medium Business Segments: \$16,000	Basic Package for EITHER Small OR Medium Business Segment: \$10,000
Survey questionnaire	Survey questionnaire
Data analysis presentation in PowerPoint	Data analysis presentation in PowerPoint

**Custom packaging and pricing options as well as additional post-survey marketing assets (ebooks, webinars, blog series, etc.) are also available. Please contact Lisa Lincoln (508) 734-5658 or [lisa.lincoln70@smb-gr.com](mailto:lisa.lincoln70@smb-gr.com) to learn more about this study or additional options.**