



## SMB Market Profile Service



### How much do you *really* know about the small and medium businesses you want to sell to and serve?

SMB Group's Market Profile Service is designed to help vendors get a more comprehensive view of the U.S. SMB technology market for strategic and go-to-market planning. The service provides the following, sourced from SMB Group's [2017 SMB Digital Transformation Study](#) and [2017 SMB Routes to Market Study](#):

- Market Definition and Sizing
- Business Background and Outlook
- Technology Background and Outlook
- Buyer Journey
- Digital Transformation: Knowledge, Attitudes and Initiatives
- Key Segmentation Variables
- Top Trends

### Clients can select from the following options:

1. Market Focus:
  - a. Small business (1-99 employees); profile segmented by employee size bands 1-19, 20-49 and 50-99
  - b. Medium business (100-1,000 employees); profile segmented by employee size bands 100-249, 250-499 and 500-1,000
  - c. Both small and medium business (1-99 and 100-1,000 employees); profile segmented by employee size bands 1-99 and 100-1,000
2. Scope and pricing (for one of the three market segment profiles listed above):
  - a. Presentation, .pdf file of presentation (for internal distribution) and discussion of selected market profile via webinar (2 hours): \$9,500
  - b. Presentation, .pdf file of presentation (for internal distribution) and discussion of market profile and feedback on vendor SMB strategy and plans (requires vendor presentation to SMB Group): onsite (One 6-hour session) or webinar (Two sessions, totaling 6 hours): \$15,000

*Travel expenses billed separately for onsite presentation.*

**For information about SMB Group's SMB Market Profile Service, or about other research and content options, please contact: Lisa Lincoln, Director of Client Services, at [lisa.lincoln70@smb-gr.com](mailto:lisa.lincoln70@smb-gr.com) or 508-734-5658.**

## **Detailed Description: SMB Market Profile Service**

### **Market Definition and Sizing**

- SMBs Defined
- SMB Market Sizing by Employee Size
- SMB Market Sizing By Industry

### **Business Background and Outlook**

- SMB Age and Phase of Business Demographics
- Current Annual Revenues and Outlook
- Type of Customers and Customer
- Geographic Locations
- Top Business Challenges
- Current and Planned Initiatives to Grow the Business
- Human Resources Used to Support Business Functions
- Hiring Plans by Business Function
- Current and Planned Use of Company Managed Websites and Social Sites
- Current and Planned Sales Channels

### **Technology Background and Outlook**

- Current Annual Technology Spending and Plans
- Departments Involved in Digital Technology Decisions
- Top Technology Challenges
- How Technology Relates to the Business
- Technology Related Attitudes
- Who is Responsible for IT Support?
- Current and Planned Business Solutions
- Business Solution Deployment Method
- Cloud Deployment Trends
- Top Reasons for Cloud Deployment

### **Buyer Journey**

- Top Information Sources
- Top Guidance Sources
- Top Channel Capabilities
- Top Ways to Improve Channel Purchasing Experience
- Reasons to Rely on Advice Sources

### **Digital Transformation Knowledge, Attitudes and Initiatives**

- Digital Technology Attitudes
- Attitudes Related to Digital Technologies
- Familiarity With the Term "Digital Transformation"
- Open Ended Responses: What Does Digital Transformation Mean to You?
- Feelings the Term Digital Transformation Evokes
- Digital Transformation Phase (SMBs that have Heard About Digital Transformation)
- Reasons for Lack of Digital Transformation Strategy
- Top Drivers to Invest in Digital Technologies

- Top Challenges in Using Digital Technologies
- Areas Where Businesses are Investing in Technology to Support Business Goals
- New vs. Augmenting Technology Investment to Achieve Business Goals (Current Goals only)
- Stage of Executing on Business Goals (Current Goals only)
- Perceived ROI on Achieving Business Goals (Current Goals only)
- Current and Planned Technology Investments
- Current and Planned Technology Investments
- Funding Sources for New Digital Technologies
- Vendors Businesses Rely On to Use Digital Technology Vendors to Support Business Goals (Unaided)
- Impressions of Technology Solutions Vendors (from list provided)

#### Key Segmentation Variables

- Segmentation Examples by Industry, Revenue Expectations, Age of Business, Phase of Digital Transformation

#### Top 3 Trends Most Relevant to Client

- Selected from SMB Group's [2018 Top 10 SMB Technology Trends](#)
- Determined jointly by client and SMB Group