



SMB 360: **Connecting the Dots** Between Business and Technology Study

BUSINESS ISSUE

SMBs do not buy technology solutions in a vacuum. Organizational structure, scope, goals, attitudes and experiences are key factors in determining what, when and how they will use technology in their businesses.

The term “SMB” represents many diverse, fragmented subsegments. Understanding how business and technology intersect in key SMB market segments is critical to ensure that product, marketing strategies and campaigns resonate with a target audience.

SMB GROUP SOLUTION

The **SMB 360: Connecting the Dots Between Business and Technology Study** is a survey of SMB business resources, requirements, drivers and challenges. It will examine how these variables impact SMB technology priorities and purchasing decisions. It will show how SMBs approach new technologies and whether they adopt them. This study will provide marketers with a holistic view of the SMB market and deliver insights into how business characteristics shape technology decisions and planning.



Business Insights

will feature SMB revenues and forecasts; attitudes and goals; human resources (internal employees/external contractors) responsible for different business functions; sales channels; marketing channels; decision-making responsibility; and more.



Technology Insights

will feature current and anticipated technology solutions; deployment methods (cloud, hybrid, on-premises); solution selection criteria; preferred information; guidance and purchasing channels; and more.

SOLUTION AREAS COVERED IN THE SURVEY INCLUDE:

- Sales, marketing and customer service
- Human resources, talent management and payroll
- Business intelligence and analytics
- Productivity and collaboration
- Accounting, financials and ERP
- Security and data protection

Survey data will be cross-tabbed and analyzed to correlate key relationships between business and technology attributes and drivers.

Study sponsors can provide input into the survey questionnaire, ensuring actionable results to help guide their marketing strategies and solution development in this area.

BENEFITS

Results will help vendors deepen their understanding of the interplay between business characteristics and attitudes and technology decision-making and adoption. These insights will help align educational, marketing and solution initiatives more closely with SMB views, attitudes and readiness.

SURVEY QUESTIONNAIRE

The study will collect and analyze key elements of SMB business and technology attitudes, behavior and plans, including:

- Business technology attitudes, drivers and challenges
- Human resources (employees/contractors) used in different functional areas of the business
- Current and planned sales and marketing channels; strategies to grow the business
- Current and planned business and collaboration solutions
- Current and planned data security and data protection solutions
- Level of application integration

- Purchasing journey (information and guidance sources, purchasing channels)
- Decision making roles, attitudes and behavior

Results will be analyzed by company size (i.e., number of employees), industry, age of business and other relevant parameters.

STUDY METHODOLOGY

- 25 to 30-question web-based survey
- Random sample of 750+ companies in 1 to 1,000-employee size bands across a distribution of industries:
 - Solopreneur: 1 employee
 - Small business: 2 to 99 employees, segmented into groups of 1 to 9, 10-19, 20 to 49 and 50 to 99 employees
 - Medium business: 100 to 1,000 employees, segmented into groups of 100 to 249, 250 to 499 and 500 to 1,000 employees
- Respondents will be:
 - Key business and IT decision-makers and influencers: CEOs; CIOs; business owners and partners; IT managers/directors; line of business managers and directors; CFOs and financial managers/directors
 - Segmented into 12 vertical industries

DELIVERABLES

Clients who purchase the **SMB 360: Connecting the Dots Between Business and Technology Study** sponsor package prior to survey fielding will receive:



Personalized Kick-off Meeting to gain sponsor input on information objectives to help shape study specifics



Report Analysis containing detailed survey results, data analysis by employee size, industry, age of business and business performance segments



Regular Updates about the project plan and progress



Three Hours of Consulting, inquiries, additional crosstabs and more tailored to sponsor requirements



Tailored Presentation with focused implications and recommendations for each sponsor

PRICING FOR SMB 360: CONNECTING THE DOTS BETWEEN BUSINESS AND TECHNOLOGY STUDY

Pre-Survey Sponsorship and Survey results, BOTH Small AND Medium Business Segments: US\$18,000*	Pre-Survey Sponsorship and Survey results, 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 result crosstabs (pdf)	Survey results crosstabs for selected area: small or medium business (pdf)
Persona-based analysis	Persona-based analysis
Three hours of inquiry time	Two hours of inquiry time

PLEASE CONTACT

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