



SMB 360: Connecting the Dots Between Business and Technology Study

The ***SMB 360: Connecting the Dots Between Business and Technology Study*** is a survey of SMB business resources, requirements, drivers and challenges. The study provides an in-depth and holistic view of the SMB market and deliver insights into how business characteristics shape technology decisions and planning.

It examines how these variables impact SMB technology priorities and purchasing decisions; and how SMBs approach new technologies and their adoption plans and challenges. Vendors can use these insights to better align educational, marketing and solution initiatives with SMB views, attitudes and readiness.

Methodology summary:

- Web-based survey
- Data collected in November 2018
- Random sample of small, medium businesses
- Respondents are responsible for making/influencing technology solutions decisions
- 55 questions
- 701 completed interviews among:
 - Small business (1-19 employee, 20-49 employee, 50-99 employee segments)
 - Medium business (100-249 employee, 250-499 employee, 500 to 1,000 employee segments.)

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