

UK, GERMANY, ITALY SMBs TO SPEND US\$28 BILLION ON MOBILITY SOLUTIONS IN 2011; 82 PERCENT SMBs ADOPTING MOBILITY SOLUTIONS

San Jose, CA, July 12, 2011: Techaisle's multi-country primary research study on SMB Mobility Adoption and Trends shows that UK, Germany, & Italy SMBs are likely to spend US\$28 Billion on Mobility Solutions in 2011. Overall, 82 percent of SMBs are either currently implementing or planning to implement some type of Mobility Solution ranging from simple mobile device based applications to sophisticated logistics solutions. 27 Percent is being spent on Mobile Applications including new application development and customization, 20 percent on devices and 9 percent on security and management. SMBs also express a strong desire to integrate mobile solutions with line of business applications as a way to derive greater business value over time. However, significant barriers to adoption remain, top 3 being: Cost of Solution, Concern for Theft & Data Privacy, and Data Service Pricing.

In fact, Mobility adoption among SMBs is 42 percent higher than Cloud adoption.

The 50-249 employee size businesses are exhibiting the highest growth rates for Mobility Solutions Spend. Irrespective of employee size categories, clear attitudinal differences exist among the SMBs adopting Mobility, creating three different groups: Aggressive Adopters, Steady Movers and Fence Sitters. Nearly 21 percent fall into the Aggressive Adopters category which also shows highest adoption of Smartphones and Tablets at 92 percent and 58 percent respectively.

The corresponding Techaisle multi-country Channel survey shows that VARs have been more active in offering Mobility Solutions as compared to other Channels. 38 Percent of SMB Channel Partners either currently offer or plan to offer Mobility Solutions, which is 1 channel partner for every 210 SMBs.

Above data is available in individual country reports for US, UK, Germany, Italy, Brazil, Australia, Canada and upcoming India for SMBs and US, UK, Germany for Channels.

About Techaisle

Techaisle is a global SMB IT Market Research and Industry Analyst organization delivering forward looking insights. Each of Techaisle's Senior Analysts has been with major research companies such as IDC and Gartner. Techaisle conducts surveys with SMBs and channels to understand market trends, opportunities, buying behavior, purchase intent, and IT priorities. Techaisle offers its clients: SMB & Channels focused Syndicated Research, Custom Consulting, Market Forecast and SMB Segmentation. For more information on Techaisle or its global products/services, please visit www.techaisle.com.