



Small Business Issues & IT Priorities

The main objective of the study was to understand the business issues being faced by small businesses, what their business priorities are, and the role of IT

Tough economic times bring investment decisions into sharp focus, it also sharpens medium and longer term businesses and IT priorities. That leads to smart investments. Investments made at this time become longer term drivers of investment for adjacent areas. This study is an attempt to bring into focus the business issues being faced by small businesses, their short term and longer term IT priorities, as well as understanding what technology including social media content they use to improve their sales and marketing efforts.

Key Questions Answered

- What business priorities these small businesses are focusing on?
- Where does IT rank in the list of priorities?
- What is the relative spend in IT as compared to other business initiatives?
- In regards to IT infrastructure, how long has it been since a major upgrade, refresh or overhaul?
- What technology areas are small businesses investing in/investigating/ or completely ignoring?
- What is their preference for iPads vs Notebooks vs Netbooks?
- How are they using iPads today?
- What marketing services are effective in helping drive new business?
- What percent of annual revenue is allocated for marketing activities?
- Do they currently use any social networking tools and how have they impacted their business?
- Do they analyze their website traffic and make changes to optimize the user experience or increase the website's effectiveness?



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Areas Covered

- Key Takeaways
- Methodology
- Business issues and priorities
- IT initiatives and priorities
- Mobile hardware
- Purchase Channel
- Management of Marketing
- Marketing Budgets
- Effectiveness of Marketing Tools
- Usage and effectiveness of Social Network Platforms

Methodology and Country Coverage

Phone based Primary Research conducted with IT Decision Makers within businesses using a Structured Quantitative Questionnaire SBs (1-99 employees)

Quota sampling by employee size categories: 1-4, 5-9, 10-19, 20-49, 50-99

US, UK, Brazil, Germany, India, China, Australia

Deliverable Format

- Individual country reports delivered in PPT
- Enterprise-wide access for all reports