



SMB Smartphone Usage, Adoption and Trends

Key Questions Answered

- What is the current and planned role of Smartphones for SMBs?
- What is the current and planned usage of Smartphones?
- What are the current and planned applications on Smartphones?
- Are SMBs developing custom applications for Smartphones?
- Who uses Smartphones?
- Why are Smartphones being purchased and how many will be purchased in the next 12 months?
- Are Smartphones replacing other form factors?
- Do they have a preference for Android vs. Apple vs. Windows?
- How do they decide which Smartphones to purchase?
- What features are liked/disliked by SMBs on Smartphones?
- Do they currently have an IT policy to support Smartphones?

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Methodology and Country Coverage

Primary Research conducted with IT Decision Makers within businesses using a Structured Quantitative Questionnaire
SMBs (1-999 employees)
Quota sampling by employee size categories: 1-9, 10-19, 20-49, 50-99, 100-249, 250-499, 500-999
Countries covered: US, UK, Germany, France, Italy, Australia, Brazil, Canada
Additional Countries Planned

Deliverable Format

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

