



SMB Channel View – Trends & Challenges for SMB Managed Services & Cloud Solutions

The main objective of the study is to understand the issues being faced by channel partners (VARs, SPs) in addressing the Managed Services, Cloud and Mobility Solutions needs of SMBs.

Key Questions Answered

- What are the current and planned managed services and cloud offerings?
 - Including Storage excluding data backup, Renting Server hardware, Renting Hosted databases, Hosted software platforms, Email services, hosted Collaboration, Data backup, Security, PC Managed Services, Managed Storage, etc.
- What percentage of revenue is derived from different types of managed services offerings? (Remote Managed Desktop, Managed Security Services, Managed Storage, Data backup, Managed network administration & Management, Managed application hosting, Managed Voice Services)
- What are the biggest challenges faced in offering cloud and managed services solutions?
- What do vendors need to do to improve their experience of deploying solutions?
- What are the top reasons for offering such solutions?
- What methods are used to justify investment in a solution? (TCO, ROI, Case Study, Cost/Benefit Analysis, Executive Mandate)
- What sales messages are most often being used?
- Who initiates the discussion, channel or SMB?
- Which RMM vendors have they partnered with? (Zenith, N-able, Level Platforms, Kaseya, Labtech, Nimsoft, SolarWind)
- What has been their experience with these RMM vendors?
- What is universe of channels by channel type?

Methodology

Phone based Primary Research conducted with Senior Executives using a Structured Quantitative Questionnaire
Countries Covered: US, UK, Germany, Brazil, Australia, India

Deliverable Format

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



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