



Channel View – Challenges and Trends in Offering SMB Mobility Solutions

The main objective of the study is to understand the issues being faced by channel partners (VARs, SPs) in addressing the Mobility Solution Needs of SMBs.

Key Questions Answered

- What is the current and planned penetration of mobility solutions?
- What is the relevance and importance of mobility solutions for SMBs?
- What are the key reasons why SMBs want mobility solutions?
- What are the challenges of adopting mobility solutions?
- What are the key challenges in offering mobility solutions?
- Current and planned offerings of different types of mobility solutions?
- What are the key messages used when offering a mobility solution?
- What assistance is required from vendors?
- What is the type of support and integration for smartphones?
- What is the type of support and integration for iPad/Tablets?
- what is the percentage sales revenue from offering mobility solutions?

Areas Covered

- Executive Summary
- Methodology
- Current and Planned Offerings
- Motivations and Challenges
- Assistance from vendors
- Key mobility related sales messages

Methodology

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

Deliverable Format

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



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