



# SMB Cloud Computing

The main objective of the study based on primary research is to enable IT vendors and service providers gain a better understanding of Small and Medium Business Cloud Computing market opportunity along with issues, concerns, problems and challenges

SaaS and Cloud Computing increasingly dominate messages and materials emanating from the software and hardware industry. Vendors small and large are “all-in” (as stated by Microsoft CEO Steve Ballmer) in terms of their strategy for delivering products and solutions to enable Cloud Computing or to leverage the Cloud in new ways. Customers small and large have also begun adopting these technologies but as our research reveals where there should be clarity, confusion abounds. This is largely due to the expanded use of the term “Cloud” which many vendors are taking to mean any and all things hosted. We beg to differ. We believe that applications such as web hosting should be taken out of the equation given that it is a mature market and one fraught with “parked” domains and one page placeholder websites (particularly in the SB market). That said we do include applications such as hosted email as part of the definition.

## Key Questions Answered

- What do SMBs understand about Cloud Computing?
- What applications of Cloud Computing are they using?
- What are the key usage drivers?
- Why use Cloud Computing?
- What trade-offs, if any, SMBs make?
- What is the role of channels in SMB Cloud Computing adoption?
- What are new emerging possible Cloud Computing Channels?
- How do SMBs pay for Cloud Computing usage?
- What is the adoption of Cloud Computing among SMBs?



## Table of Contents

- Key Takeaways
- Recommendations – The Five to Drive
- Methodology
- Awareness of Cloud Computing among SMB
- Cloud Computing Channel is taking hold
- Adoption: Have Cloud services crossed the chasm?
- Cloud Adoption Follows Outsourcing Trends?
- Types of services used
- Spending and payment methods
- Reasons for adopting Cloud Services
- Impact of Channel Involvement
- Overcoming barriers to adoption
- Conclusion

## Methodology and Country Coverage

Phone based Primary Research conducted with IT Decision Makers within businesses using a Structured Quantitative Questionnaire SBs (1-99 employees), MBs (100-999 employees)  
Quota sampling by employee size categories: 1-9, 10-19, 20-49, 50-99, 100-249, 250-499, 500-999  
US, UK, Germany, Brazil, India, China, Australia

**Contact:** [Inquiry@techaisle.com](mailto:Inquiry@techaisle.com)

**Blog:** [www.techaisle.com/blog](http://www.techaisle.com/blog)

**For more information:** [www.techaisle.com](http://www.techaisle.com)

## Deliverable Format

- Individual country reports delivered in Word/PDF
- Enterprise-wide access for all reports