



SMB Mobility Solutions Adoption & Trends

Key Questions Answered

- What is the current and planned role of Tablet PCs for SMBs?
- What is the current and planned usage of Tablet PCs?
- What are the current and planned applications on Tablet PCs?
- Who uses Tablet PCs?
- Why are Tablet PCs being purchased?
- Are Tablet PCs replacing other form factors?
- What is the current and planned role of Smart Phones for SMBs?
- What is the current and planned usage of Smart Phones?
- Do they have a preference for Android vs. Apple vs. Windows 7 phones?
- How do they decide which Tablet PC/Smart phone to purchase?
- What are the current and planned applications on Smart phones?
- What is the role of mobile solutions for SMBs in their workplace?
- How is the mobile workplace evolving for SMBs?
- Why do SMBs think mobile solutions can help address their key business challenges and opportunities?
- What are SMBs' top information sources for mobile solutions trends and information?
- What are the top drivers and inhibitors for SMBs to adopt mobile business solutions?
- What functions are being used for mobility solutions and what is planned?
- How and from where are they procuring mobility solutions?
- What applications are being integrated with mobile solutions?

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Areas Covered

- Executive Summary
- Methodology
- Mobile Work Trends
- Use of iPads & Tablet PCs
- Use of Smartphones
- Mobility Solutions: Motivators & Inhibitors
- Mobility Solutions Investment Trends
- Sources of Awareness & Purchase
- Mobile Applications

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

