



SMB Ultrabooks Adoption & Trends

Key Questions Answered

- What is the awareness level of Ultrabooks within the SMBs?
- What is the purchase intent for Ultrabooks?
- What percentage of SMBs that are aware, plan to buy Ultrabooks?
- On an average, how many units do they plan to buy?
- What is the potential change in purchase intent when SMBs are made aware of Ultrabooks?
- What are the reasons for purchase, both utilitarian and emotional? Such as weight, battery life, storage capacity, thin, touch screen capability, fast boot times, instant on, and availability of Windows 8.
- What are the reasons for not purchasing Ultrabooks?
- What are the perceived attitudinal and emotional comparisons of Ultrabooks with notebooks and tablets?
- What is the expected shipment of Ultrabooks within the SMBs?
- What are the applications most likely to be used on Ultrabooks and how do they compare with those being used on tablets/iPads?
- What are the preferred brands for Ultrabook purchase? (Dell, HP, Toshiba, Samsung, Lenovo, Acer, Asus)
- What is the preferred channel for purchase?
- How does the intent to purchase differ when compared to similar introductions of Netbooks and iPads?
- Is the BYOD concept as applicable to Ultrabooks as to tablets and notebooks?
- What is the preferred price point for Ultrabook purchase?
- How does the price sensitivity differ for different employee size businesses?

Methodology and Country Coverage

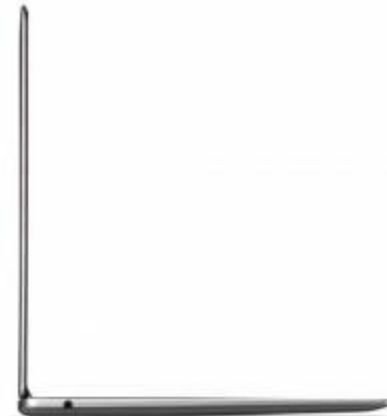
Primary Research conducted with IT Decision Makers within businesses using a Structured Quantitative Questionnaire
SMBs (1-999 employees)

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, Australia, India, China

Deliverable Format

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



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