



# SMB Virtualization Adoption & Trends

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 virtualization market opportunity along with issues, concerns, problems and challenges

## Key Questions Answered

- What do SMBs understand about Virtualization?
- What are the perceived differences between Server & Desktop Virtualization?
- What are their priorities in terms of adopting VDI?
- From do they begin the virtualization process?
- What is the typical profile of a virtualized SMB environment?
- What are the key usage drivers?
- Why use Virtualization?
- What trade-offs, if any, SMBs make?
- What is the role of channels in SMB Virtualization adoption?
- How do SMBs pay for Virtualization usage?
- What is the current and planned adoption of Virtualization, both Server and VDI among SMBs?
- What channels do they use?

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- Current and Planned adoption
- Types of Virtualization used
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## 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, Australia

## Deliverable Format

- Individual country reports
- Enterprise-wide access for all reports



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