

SMB Mobility Markets and Trends Analysis

An AMI Report Series



This report will provide a comprehensive view of the current state and future trends of mobility among SMBs. Driven by the customers' need to access information from anywhere, anytime, vendors have developed a variety of mobile devices ranging from cell phones and smart phones to tablets, netbooks and notebooks. This report will provide insights into the changing landscape and how SMBs' needs and demand for mobile access are evolving over time.

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 - Number of businesses using mobile devices
 - Average and total IT spending
 - Average and total mobile device spending (by type of device)
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 - Distribution of SMBs by employee size and vertical
 - Location of headquarters
 - Number of branches
 - Annual revenues and revenue growth
 - Mobility and need for mobile access – branches, WAH and mobile employees
 - Number of full time staff
- Attitudes
 - Importance of various IT issues over the next 12 months
 - Attitudes toward, and perceived need for the different types of mobile devices
- SMB Technology Adoption
 - Overview of IT infrastructure
 - Current and planned infrastructure usage, such as desktops, laptops, servers, storage, applications, operating systems, networking, etc.
 - Use of key applications
- Current and Planned Usage of Mobile Devices
 - Cell phones
 - Smartphones
 - Netbooks
 - Notebooks
 - Key brands (for mobile devices)

STUDY SCOPE

- Understand the trends in mobility among SMB employees and their growing needs for mobile products and services
- Understand current and planned adoption of mobile devices and mobile applications
- Define revenue potential for different types of mobile devices
- Identify key segments likely to adopt various mobile devices and applications

Country Coverage

- U.S.
- Western Europe (U.K., France, Germany)
- China
- India

- Key drivers for the use of mobile devices
- Current and Planned Usage of Mobile Applications
 - Accounting & financial status/updates
 - Calendar & contact Information
 - Company E-mail
 - Field service/delivery
 - HR/employee management-related tasks
 - Instant Messaging
 - Intranet & corporate databases
 - Inventory status/updates
 - IT security and performance monitoring alerts
 - Location/GPS-based services
 - Sales force automation and/or CRM
 - Shipping/warehousing status/updates
 - Industry-specific (Specify)
- Decision Making and Media Usage
 - Key decision-making personnel & vendor selection criteria
 - Information sources used for IT purchase
- Mobility-Related Market Size and Forecast (2009-2014)
 - Spending on various mobile devices
 - Spending on various mobile applications
- Conclusions and Recommendations
 - Key SMB segments most likely to spend on mobile devices and applications in the next 12-18 months
 - Overall potential market size by types of mobile devices and mobile applications by segment
 - Key factors for success in selling mobility products & solutions to SMBs
 - Key messaging
- Optional Breakouts available:
 - **Employee size:** <10, 10-49, 50-99, 100-499, 500-999
 - **Verticals:** AMTUC, Manufacturing, Retail, Wholesale, FIRE, Professional Business Services, Other Services
 - Spending numbers available for 19 verticals as per the Global Model

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