2011 SMB Collaboration and Communication Study

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Table of Contents

- Executive Summary Agenda
- Table of Contents
- Study Goals and Methodology
- SMB Collaboration and Communication Study Goals
- Collaboration and Communication Study Areas of Focus
- Methodology
- SMB Employee Size Company Distribution
- Definitions Used For This Study
- Additional Resources Available
- Executive Summary
- SMB Collaboration Culture
- SMB Corporate Culture for Collaboration
- SMB Collaboration Tools Summary
- Penetration of and Satisfaction with Traditional Collaboration Tools
- Penetration of and Satisfaction with Social Collaboration Tools (Medium Businesses)
- Penetration of and Satisfaction with Communications Tools
- SMB Collaboration Budgets
- Adoption and Satisfaction of Collaboration and Communications Tools
- SMB Adoption of Integrated Collaboration Platforms
- Key Benefits for SMBs Currently Using and Plan to Use Integrated Collaboration Platform/Solution
- SMB Top Business Challenges
- SMBs Top "Must Have" Capabilities in an Integrated Collaboration Platform
- SMB Top Reasons for No Plans to Use an Integrated Collaboration Platform *(No Plans)*
- SMB Segmentation Highlights
- SMB Segmentation Highlights Collaboration culture is a key segmentation variable
- SMB Segmentation Highlights
- 2011 SMB Collaboration and Communications Study Details
- Business Attitudes
- SMB Corporate Culture for Collaboration
- Areas SMBs Approach in a Highly Collaborative Way
- Types of People SMBs are Most Likely to Collaborate with Regularly
- SMB Ability to Collaborate Effectively to Meet Business Goals
- SMB Reliance on Collaboration Tools
- SMB Overall Satisfaction with Collaboration Tools
- SMB Current and Planned Integration of Collaboration Solutions with Business Processes/Applications
- SMB Top Sources for Information About Collaboration Solutions
- SMB Top Business Challenges
- SMB Use and Satisfaction with Traditional, Social and Communication Collaboration Solutions
- Penetration of and Satisfaction with Traditional Collaboration Tools
- People SMBs Use Traditional Collaboration Tools To Collaborate With
- SMB Use of Free vs. Fee-based Traditional Collaboration Solutions

Table of Contents

- Penetration of and Satisfaction with Social Collaboration Tools (Medium Businesses)
- Social Collaboration Tools Used To Collaborate with? (Medium Businesses)
- Penetration of and Satisfaction with Communications Tools
- People SMBs Use Communication Collaboration Tools to Collaborate With
- SMB Collaboration Budgets
- SMB Use of Collaboration Solutions on Mobile Devices
- Current and Planned Use of Integrated Collaboration Platforms
- SMB Adoption and Plans for Integrated Collaboration Platforms
- SMB Top Drivers for Integrated Collaboration Suites *(Current Users)*
- SMB Top "Must-have" Traditional Collaboration Functions *(Current Users)*
- SMB Top "Must-have" Social Collaboration Functions *(Current Users)*
- SMB Top "Must-have" Traditional Communications Functions *(Current Users)*
- SMB Top "Must-have" Additional Collaboration Functions *(Current Users)*
- SMB Top Collaboration Platforms Considered *(Current Users)*
- SMB Collaboration Platform Selected *(Current Users)*
- SMB Top Reasons to Select Integrated Collaboration Solution *(Current Users)*
- SMB Top Challenges Deploying an Integrated Collaboration Solution *(Current Users)*
- SMB Top Benefits Derived from an Integrated Collaboration Solution *(Current Users)*
- Top Drivers for Integrated Collaboration Suites *(Plan to Use)*
- SMB Top Obstacles for Adopting an Integrated Collaboration Platform *(Plan to Use)*
- SMB Top "Must-have" Traditional Collaboration Functions *(Plan to Use)*
- SMB Top "Must-have" Social Collaboration Functions *(Plan to Use)*
- SMB Top "Must-have" Communications Functions (*Plan to Use)*
- SMB Top "Must-have" Additional Collaboration Functions *(Plan to Use)*
- SMB Top Reasons to Select Integrated Collaboration Solution *(Plan to Use)*
- SMB Top Benefits Expected from an Integrated Collaboration Platform *(Plan to Use)*
- SMB Annual Budget for Integrated Collaboration Platform *(Plan to Use)*
- SMB Top Reasons for No Plans to Use an Integrated Collaboration Platform *(No Plans)*
- SMB Top Reasons to Reconsider Use of an Integrated Collaboration Platform *(No Plans)*
- SMB Key Demographic Differences in Collaboration Attitudes and Adoption
- More Collaborative SMBs Anticipate Better Growth
- More Collaborative SMBs are More Satisfied with Their Ability to Collaborate to Achieve Business Goals
- More Collaborative SMBs are More Likely to be Satisfied with Collaboration Tools
- More Collaborative SMBs are More Likely to Spend More On Social Collaboration Tools
- Most Collaborative SMBs are More Likely to Use/Plan to Use an Integrated Collaboration Platform
- More Collaborative SMBs Make Greater Use of Collaboration Tools on Mobile Devices
- SMB Collaborative Style by Industry
- SMB Collaborative Style by Primary Type of Customer SMB Sells To
- SMB Collaborative Style by Years in Business
- SMB Collaboration Style by Respondent Age
- Demographics

Business Issues that the 2011 SMB Collaboration and Communication Study Addresses

- *Collaboration and communications are the only business activities that every employee in every company engages in every day.*
- Whether a CEO or new hire, an accountant or a construction worker, everyone needs to share and manage information, ideas, resources, and connections to get their jobs done.
- How are SMBs collaborating today, and when, why where and how will they transition from point solutions to a more integrated collaboration approach, or from free to paid collaboration solutions?

To succeed in this market, vendors need an in-depth and nuanced understanding of these issues.

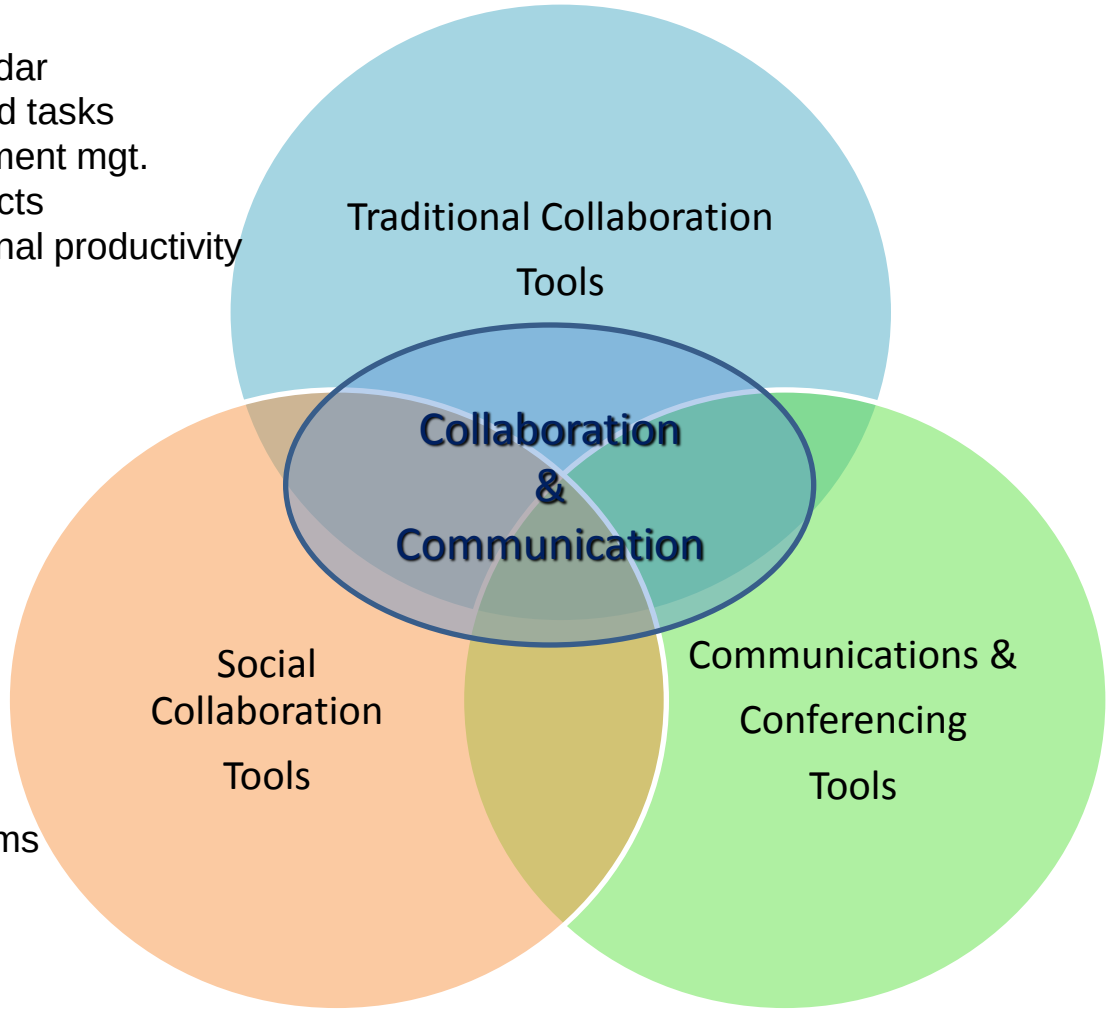
About the 2011 SMB Collaboration and Communication Study

- The SMB Group's ***2011 SMB Collaboration and Communication Study*** will examine related trends, dynamics, opportunities and challenges among small and medium businesses, assessing:
  - SMB collaboration culture and practices
  - Current and planned use of collaboration solution and services
  - Perceived benefits of collaboration solutions
  - Integration of collaboration and communication solutions with other business applications and processes
  - Impact of social media and mobility on collaboration requirements
  - Shift from standalone collaboration and communication solutions to integrated collaboration suites

- Study results and analysis will help vendors develop marketing, product and channel strategies to successfully reach, influence and market to SMBs in this space.

Collaboration and Communication Study Areas of Focus

- Email
- Calendar
- Shared tasks
- Document mgt.
- Contacts
- Personal productivity
- Etc.



- Facebook
- Twitter
- Blogs
- Wikis
- Discussion forums
- IM/SMS
- Etc.

- Web conferencing
- VoIP
- Video conferencing
- Mobile phones
- Traditional phones
- Etc.

SMB Collaboration and Communication Study Focus

Methodology

- Web-based survey
- Data collected in July 2011
- Sample selection: Random sample of small and medium businesses across 18 different industries and non-profits
- 55 questions
- 817 respondents/completed interviews covering the four segments:
    - Very Small Business (1-19 employees)
    - Small business (20-99 employees)
    - Medium business (100-249 employees, 250-499 employees)
    - Mid-market business (500 to 999 employees)
- SMB survey respondents are decision-makers and influencers for collaboration and related solution decisions in their business
- The survey is intended to provide directional guidance to solution providers as they develop their go-to-market strategies and messaging

Study Deliverables

The Collaboration Study package includes:

- **Personalized kick-off meeting** to gain sponsor input to help shape specifics of the study. Regular updates about the project plan and progress.
- **Survey data analysis report:** Report containing detailed survey results, data analysis, trend information for routes to businesses by employee size and industry segments.
- **Detailed Crosstabs** by employee size and additional interesting data points
  - Very Small Business Summary
  - Small Business Summary
  - Medium Business Summary
  - Study data with employee size cross tab banner
  - Study data with industry size cross tab banner
- **Tailored presentation**, presented by the authors of the study, with focused implications and recommendations for each sponsor.
- **Inquiry:** 3 hours of inquiry, additional crosstabs, etc.

Deliverables and Pricing

Option A: Basic Results Package—Study Results $15,000

- Data report study (Power Point format)
- Includes detailed crosstab analysis by employee size includes for:
  - Very Small Business: 1-4, 5-9, 10-19 employee segments
  - Small Business: 1-19, 20-49, 50-99 employee segments
  - Medium Business: 100-249, 250-499, 500-1,000 employee segments
  - Some relevant analysis by collaboration style and adoption of integrated suites

Option B: Extended Results Package—Study Results plus Additional Cross Tabs and Inquiry $17,500

- Includes all the deliverables in Option A plus:
  - Web conference presentation of key findings and Q&A
  - 3 hours of additional inquiry (including additional crosstabs)
  - PDF of study results with employee size crosstab banner for all questions
  - Analysis and crosstabs by employee size, adoption and industry

Please contact us if you'd like to schedule time to learn more.

surveys@smb-gr.com or call Sanjeev Aggarwal (508)410-3562

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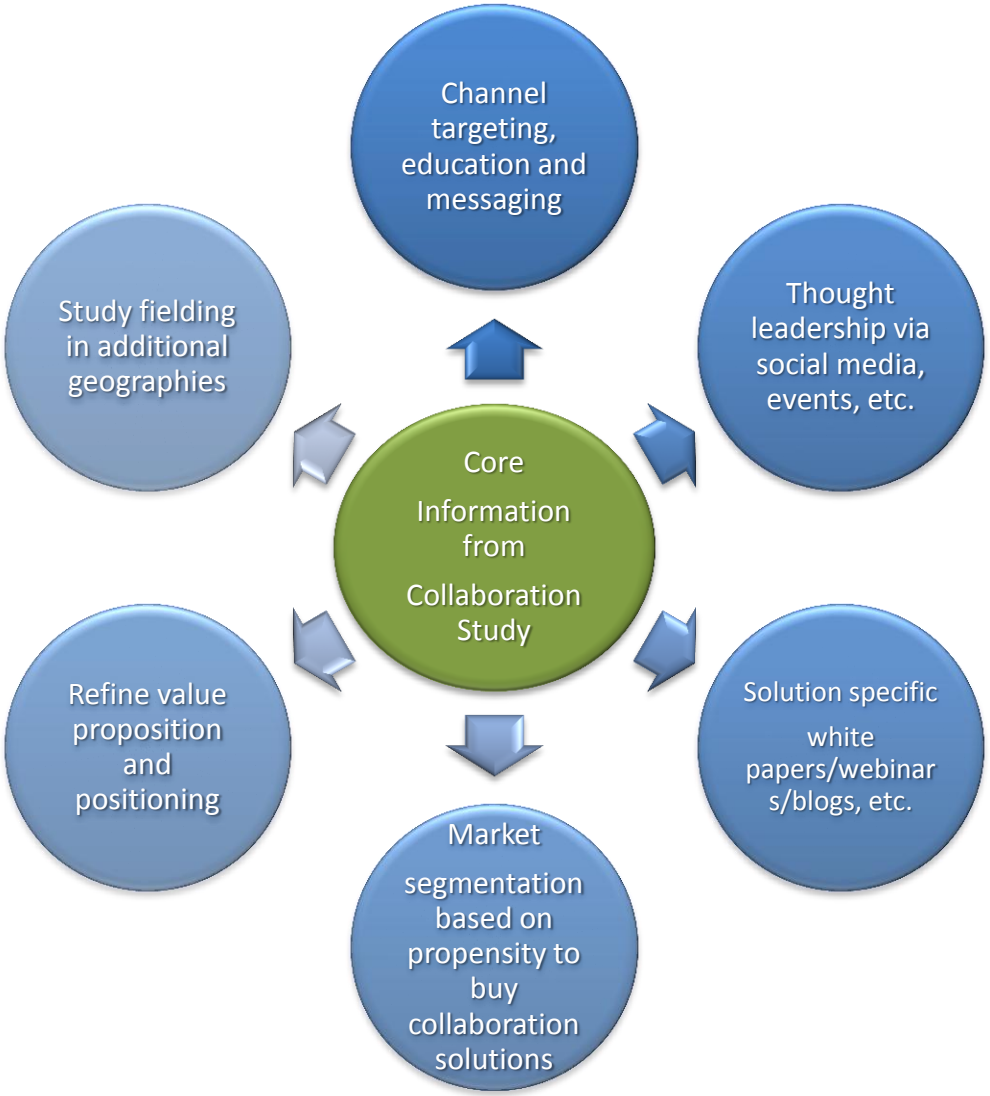
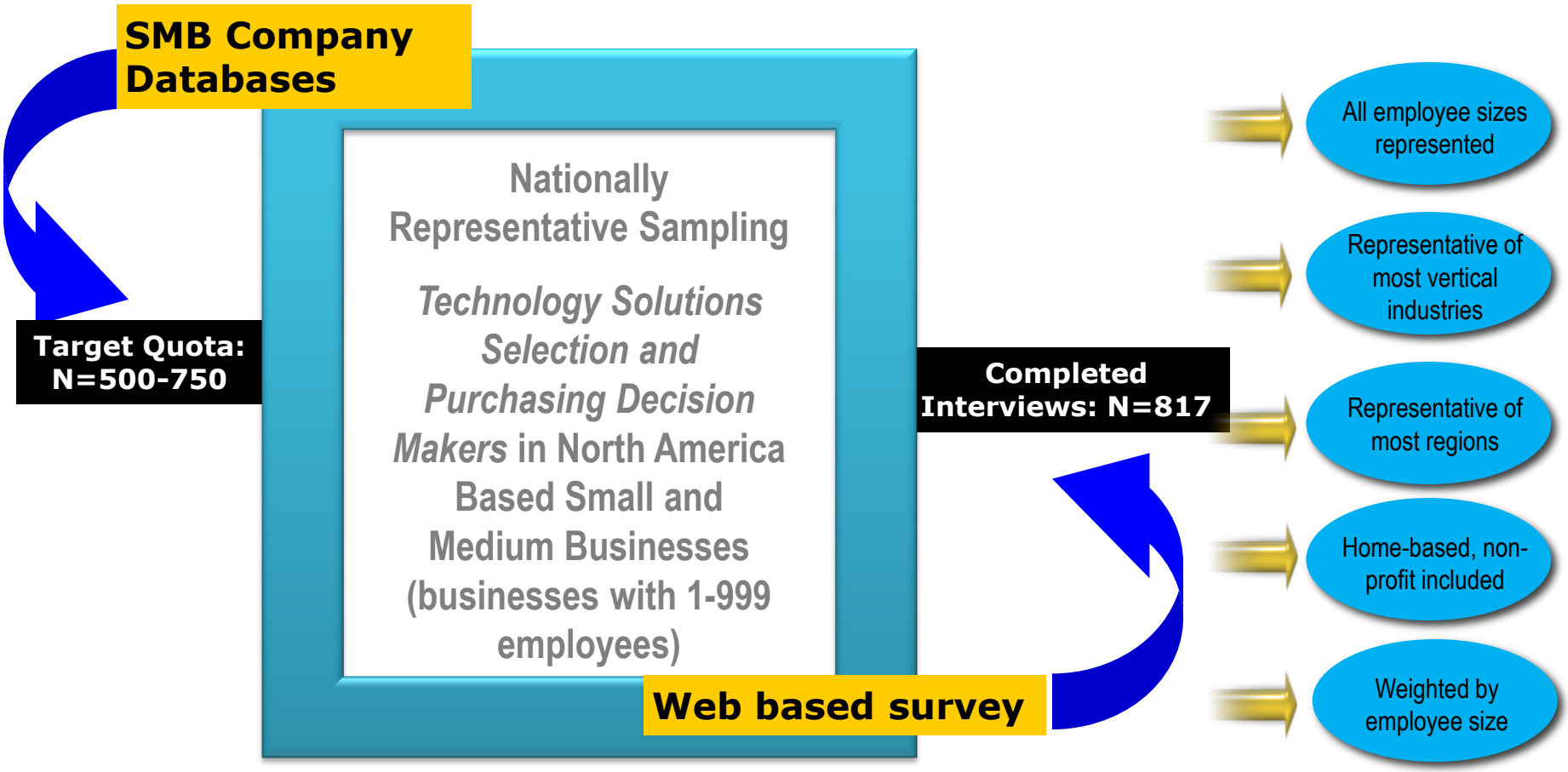
Optional Follow-on Vendor Specific Engagements



Survey Process



2011 SMB Collaboration and Communications Study

August 17, 2011

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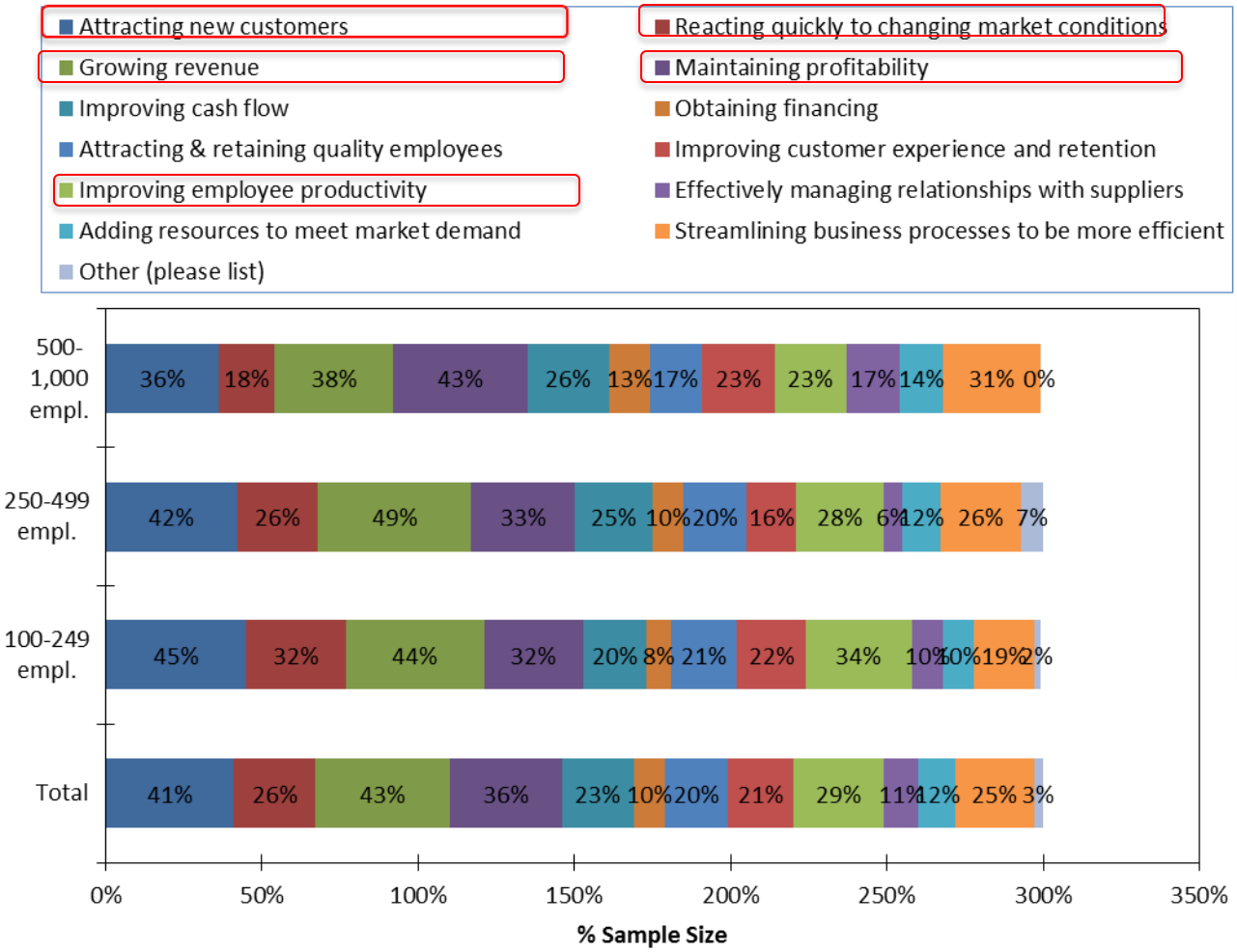
MB Top Business Challenges



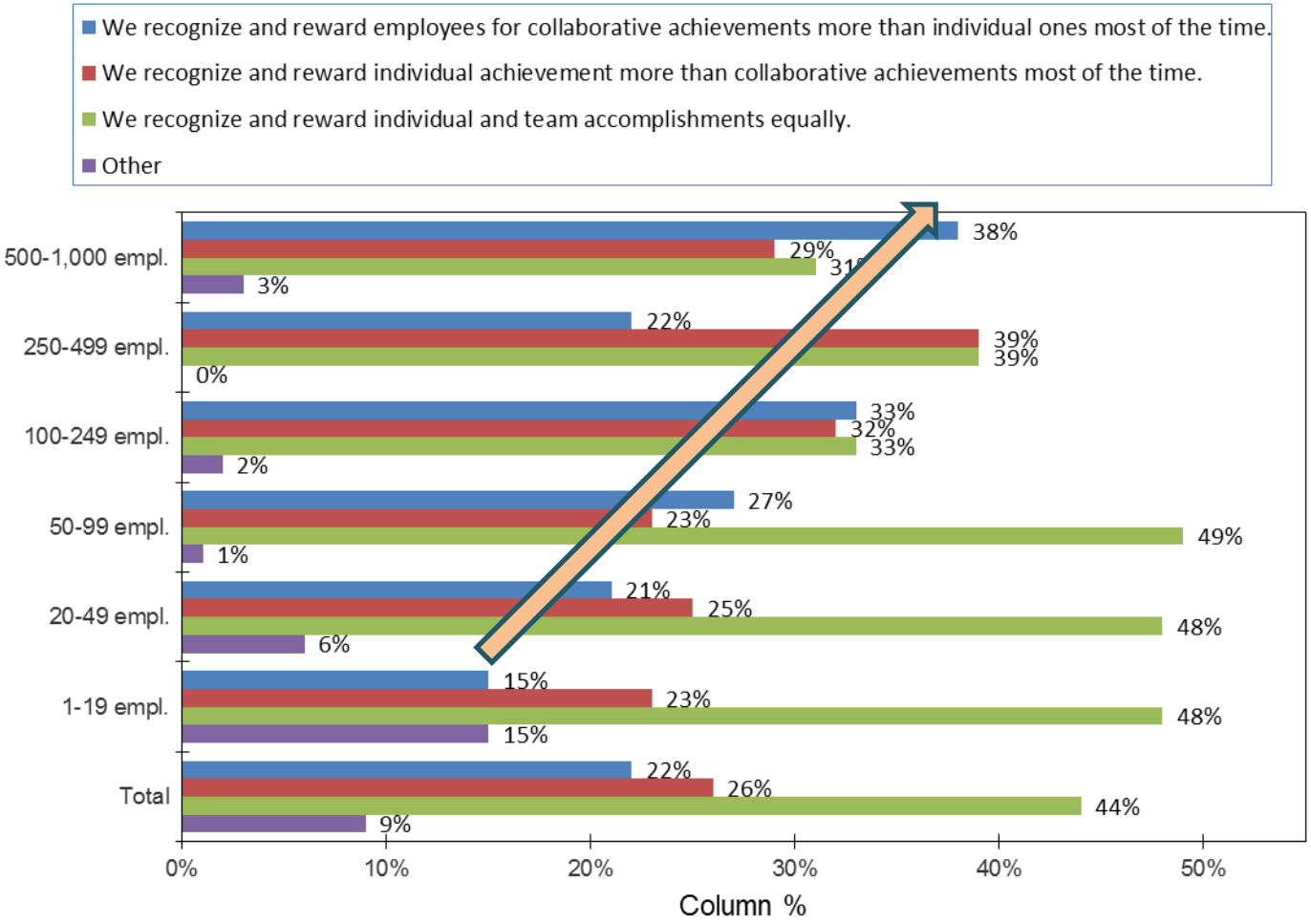
MBs' top challenges are revenue, attracting new customers, profitability, reacting quickly, employee productivity--making it essential to tie collaboration solution value and messaging to these areas.

Sample Size = 249, 100-249 empl.: 103; 250-499 empl.: 69; 500—999 empl: 77

5.) What do you view as the top 3 business challenges for your company in the next 12 months?

SMB Corporate Culture for Collaboration

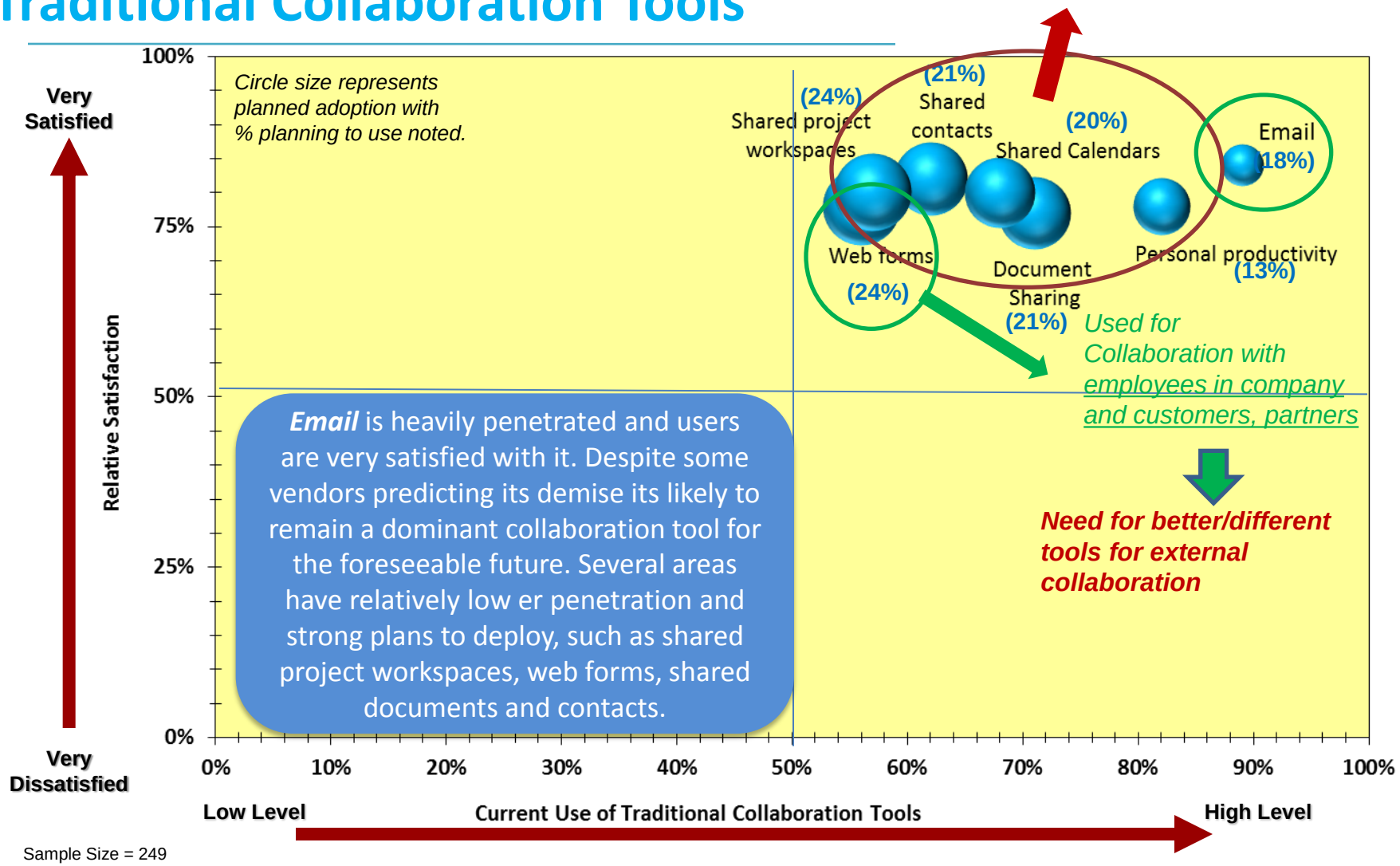
MBs are most likely to view themselves as recognizing individual and team accomplishments equally (34%). But they are more prone to reward individual accomplishments over team achievements (33% vs. 31%). As they grow, teamwork becomes more important and collaborative accomplishments garner more favor.



Sample Size = 817, 1-19 empl.: 413; 20-49 empl.: 80; 50-99 empl: 75, 100-249 empl.: 103; 250-499 empl.: 69; 500—999 empl: 77

8.) Which statement best describes your company's culture when it comes to collaboration?

Penetration of and Satisfaction with Traditional Collaboration Tools



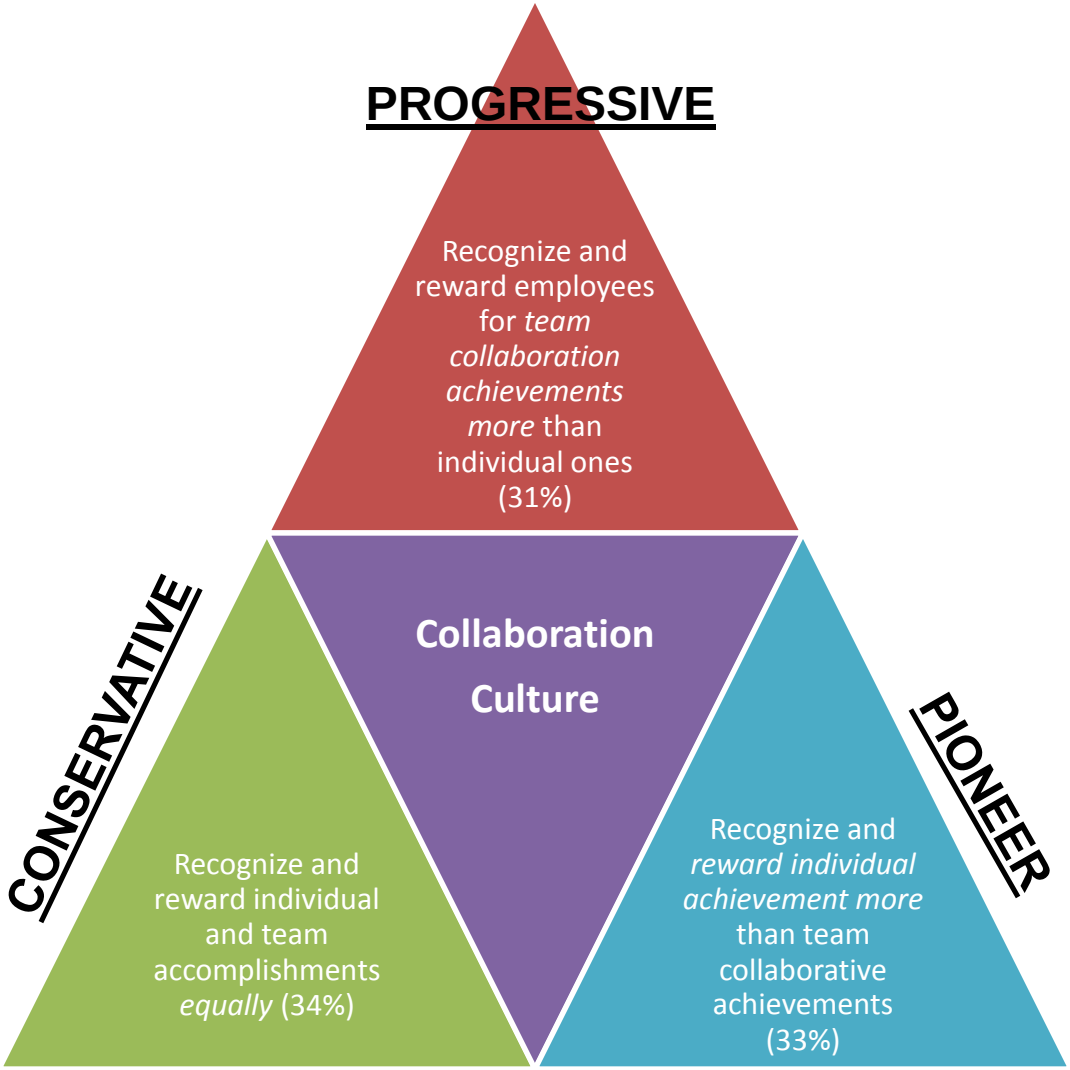
Sample Size = 249

14.) Which of the following traditional collaboration solutions does your company currently use and/or plan to use to collaborate and communicate more effectively?

17.) How satisfied are you with the traditional collaboration capabilities in your company?

MB Segmentation Highlights

Collaboration culture is a key segmentation variable



For Questions or Further Information

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