

Penny Riches: Exploring Monthly Telecom  
Expenditures and Annual ICT Expenditures in the US  
Small and SOHO Business Markets

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This iDRD (Insight-based Data-Rich Deliverable) is part of the Business IT, Business Telecom, SOHO, and Small Business markets and subscriptions. This insight discusses and analyzes monthly telecom expenditures and annual ICT expenditures in the US SOHO and small business markets. Business IT expenditures consist of investments on services, equipment, applications and personnel to develop, manage and support a firm's IT infrastructure and communications. This market consists of six categories: computer hardware, applications, network hardware, telecom, IT personnel and outsourcing & 3rd party services. Business telecom consists of business expenditures on telecom services, such as wireline and wireless voice, data services and VPNs, as well as managed services provided by a telecom operator. Size of business includes SOHO (1-4 employees) and Small Business (5-99 employees). Forecasts are for 2007 and include annual growth rate. The Expert Guide for this DRD is Kneko Burney.

Sources: Compass Intelligence's segment and market forecasts, which include business expenditures, market demographics, and usage and adoption statistics are built using multiple sources, including proprietary Compass Intelligence research. These sources include, but are not limited to, secondary research, government data and statistics (e.g. Department of Commerce, Federal Communication Commission, Bureau of Labor Statistics and US Census Bureau), primary research, vendor-based research and in-depth interviews with key decision-makers, where relevant. Compass Intelligence selects data sources to provide greatest degree of perspective on each market or segment, in addition to the highest level of data accuracy, stability, and consistency over time.

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