

Opportunities for SMB Technical Support 2Q 2011

<https://marketpublishers.com/r/OAB2A996772EN.html>

Date: December 2010

Pages: 73

Price: US\$ 3,500.00 (Single User License)

ID: OAB2A996772EN

Abstracts

This report provides an overview of both the demand- and supply-side drivers for technical support services to the small- and medium-sized business markets. It quantifies the technology environment and sheds light into today's current demand for premium technical support offerings.

"Keeping their technology products and services working at an optimal level is critical to the productivity of U.S. small- and medium-sized businesses," said Kurt Scherf, vice president, principal analyst, Parks Associates. "With often very heterogeneous technology environments, the growing use of server technology, critical needs for data backup, and unique needs for IT support and management, the SMB market has significant demand for one-stop premium technical support services."

Contents

1 REPORT SUMMARY

- 1.1 Purpose and Scope of Report
- 1.2 Data Sources
- 1.3 Companies Briefed

2 OVERVIEW OF THE SMB MARKET

- 2.1 SMB Data
 - 2.1.1 Number of Firms
 - 2.1.2 Employees
 - 2.1.3 Revenues
 - 2.1.4 Number of Locations
- 2.2 The Technology Environment
 - 2.2.1 Computers
 - 2.2.2 Servers
 - 2.2.3 Hosted Backup and Other IT Support & Security Features
 - 2.2.4 Mobile Handsets
- 2.3 IT Spending Trends
 - 2.3.1 Current Spending
 - 2.3.2 Spending Trends
- 2.4 Computer Equipment Purchases
 - 2.4.1 Purchase Location
 - 2.4.2 Computer Equipment Purchased with Support Features

3 DEMAND-SIDE ANALYSIS

- 3.1 Current Use of IT Support Services
 - 3.1.1 Current Use
 - 3.1.2 Frequency of Support
 - 3.1.3 Payments
 - 3.1.4 Influences on Purchase
 - 3.1.5 Satisfaction with Service
- 3.2 Interest in Technical Support Services
 - 3.2.1 Problems that Would Generate Professional Help
- 3.3 Technology Issues
 - 3.3.1 Problems

- 3.3.2 Market Potential
- 3.3.3 Appeal of Different Services
- 3.3.4 Preferred Payment Model
- 3.3.5 Preferred Vendor
- 3.3.6 Mobile Support Features Desired

4 NOTABLE MARKET PLAYERS

5 FORECASTS

- 5.1 Computer Set-up
- 5.2 Technology Support
- 5.3 Technology Support Subscriptions

6 IMPLICATIONS AND RECOMMENDATIONS

- 6.1 Implications
- 6.2 Recommendations

List Of Figures

LIST OF FIGURES

U.S. Small- and Medium-sized Businesses

Number of Employees

Annual Company Revenues

Number of Office Locations

Technology in the SMB Environment

Technology in the SMB Environment

Number of PCs

PCs per Employee

Number of Network Servers

IT Security Products in Use

IT Support Features Used

Interest in IT Support Features

Number of Corporate Liable Wireless Lines

Average Annual Amount Spent on IT Equipment and Services

Spending on Ongoing IT Support

Spending on Ongoing Going Support, by Business Size

Spending on Per Incident IT Support

Annual Spending on As-needed Support

Key Factors Driving Current Tech Support Expenditures

IT Spending/Hiring Trends

IT Increases in Tech Support Spending, Last Year

Expected IT Spending/Hiring Trends

Increases in Tech Support Spending, Future Intentions

IT Equipment Purchase Locations

Features Chosen with Computer Purchase

Features Chosen with Computer Purchase: Comparing SMBs to Consumers

Likelihood of Purchasing Support With New Computer: Comparing SMBs to Consumers

SMBs with Current Professional Tech Support Service

Network Servers & Current Professional Tech Support Service

Use of Professional Tech Support Services

Frequency of Professional IT Support

IT Support Contract Type

Important Features of Support Services

Influences on Purchasing IT Support

Satisfaction with Service

Likely to Use Support Services
Total Number of IT Issues
Percentage of SMBs Experiencing Issues
Time Spent Resolving IT Issues
Hours per Month Addressing Technical Issues: By Number of Computers
Hours per Month Addressing Technical Issues
Hours of Lost Productivity Due to Technical Issues: By Number of Computers
Hours Lost/Spent Resolving IT Issues per Occurrence
Networked PCs vs. Hours Lost Because of IT Issues
Network Servers & IT Issues
Network Servers & Time Spent Resolving IT Issues
Network Servers & Time Lost Because of IT Issues
Network Servers & Time Spent on IT Management
Market Potential vs. SMB Willingness to Pay
SMBs Willing to Pay \$200+ per Month for Support
Current IT Support vs. Willingness to Pay
Professional Support & Willingness to Pay
Preferred Characteristics of IT Support Services
Preferred Payment Plan for IT Support Services
Interest in IT Support from Company Types
Interest in Wireless/Mobile Handset Support Features
Notable SMB Tech Support Offerings
SMBs Likely to Purchase Computers in the Next Year
SMBs Likely to Purchase Software Installation with a New Computer Purchase
Key Assumptions: Computer Set-up
Percentage of SMBs that Paid for Tech Support
Key Assumptions: Computer Support
SMBs Interested in a Support Subscription
Key Assumptions: Support Subscriptions
SMB Tech Support Services, Annual Revenue
Percentage of SMBs Willing to Pay for Additional Services

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