

# Small Business Tech Support: Small Target, Big Market 4Q 2012

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## Abstracts

This report looks at the opportunities for technical support in businesses ranging in size from SOHO to 99 employees. Demand for sophisticated tech support solutions is expanding as small businesses adopt new and complex technologies, such as cloud services. This report looks at the opportunities presented in areas such as help desks, virus protection, security, hardware and software proactive monitoring, and new Tier Zero support. It also includes forecasts for tech support revenue trends through 2017.

“Businesses of all sizes have been relentless in their adoption of new technologies,” said Jim O’Neill, a research analyst at Parks Associates. “They have acquired new hardware and often allow the use of employees’ own devices, creating a complex environment of support needs. Throw the cloud and its various services into the mix, as well as the need of SMBs to curtail their expenses, and you have a perfect storm of opportunity for companies that can provide 24/7 help desks, remote software and hardware support, and the occasional site visit. Tech support, especially for very small businesses, is approaching a boom phase.”

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