Worldwide Small and Medium Business Markets

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Worldwide Small and Medium Business Markets* program provides an extensive overview of the business priorities, challenges, and technology ecosystems of small and midsize businesses (SMBs) across the United States, supplemented with additional details from select global peer groups for comparison purposes. This program's survey work and forecasts provide rich business and technology insights, identifying and guiding SMB success in today's rapidly changing business environment. Key to these segment insights are the use of IDC's advanced segmentation factors including business and technology personas, investment priorities, industry verticals, and digital transformation (DX) attitudes and maturity.

IDC's *Worldwide Small and Medium Business Markets* program provides benchmarks and practical guidance on SMB business goals, objectives, and outcomes including acquiring new customers, controlling costs, and increasing operating productivity. This program provides an expert understanding of SMB technology procurement processes and benchmarks across key technology categories including security, mobility strategies, cloud adoption, business applications adoption, and infrastructure innovation.

IDC's SMB program aligns and leverages our worldwide digital transformation strategies' thought leadership, models, and methods where appropriate as part of the advanced segmentation insights. This program benchmarks the maturity of transformation efforts and identifies organizational impact, providing effective guidance on successfully reaching small and midsize businesses.

### Markets and Subjects Analyzed
- Key SMB advanced segmentation factors and critical concerns
- DX business impact and maturity by vertical and size segment
- SMB U.S. technology spending update including regional comparisons
- SMB cloud computing and software-as-a-service use/plans
- SMB use cases of emerging technologies
- Enterprise software and key business applications (CRM, ERP, and analytics), including deployment method and mobile access
- Online promotion and ecommerce, including mobile optimization
- IT services, including remote/hosting services, networking services, application services, infrastructure services, and BPO
- Device/peripheral trends, including the changing use of tablets, smartphones, notebook PCs, printers, and related BYOD practices
- Purchase process (channel preferences and information sources)
- Networks, servers, storage, virtualization, and UC capabilities

### Core Research
- U.S. SMB IT Spending Forecasts, 2020–2024
- U.S SMB Business and Technology Priorities
- U.S. SMB Digital Transformation Guidance — Finding Balance for Growing Businesses
- Changing Channel Preferences for IT Solutions
- SMB Use of Different IT Services and IT Support Solutions
- SMB Information Sources and the Changing Role of Social Media
- SMB Ecommerce Trends
- U.S. and Worldwide Mobile Worker Forecast
- SMB Cloud Adoption
- Cluster Analysis: Opportunities by U.S. SMB Attitude Segments

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Worldwide Small and Medium Business Markets](#).

### Key Questions Answered
1. What advanced SMB attributes/demographics are key to better buyer personas when used with employee sizes and revenue?
2. What impact is DX maturity having on business success in the SMB, and which verticals and regions are tying innovation funding to DX success?
3. How are changing SMB technology and business priorities driving changes in hardware, software, and services spending as well as in the deployment method?
4. How are channel preferences changing SMB technology sourcing preferences and the role of service providers, and how are SMBs researching technology investments?
5. How are SMBs relying on different support solutions, including full-time IT staff, to manage their diverse IT environments?
6. When does an SMB become big enough for a given solution, and how is that changing?
7. How fast is the SMB market growing worldwide by company size category, technology category, and region?

### Additional Coverage
Advanced business resources: ERP, CRM, and sales force automation (SFA); notebook PCs, smartphones, and tablets as part of mobile worker enablement; desktop PC and workstation ownership and purchase plans; and critical current and planned internet/online promotion resources