

Asia/Pacific Digital Small and Medium Businesses

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Asia/Pacific Digital Small and Medium Businesses* service analyzes the major trends impacting growth and ICT buying behavior of small and medium-sized businesses (SMBs) in the Asia/Pacific region. This service provides insight into the evolution of SMBs toward a digitalize stage (future/digital SMB), the journey to get there, and the opportunity presented by digital technologies (cloud computing, mobility, analytics, IoT, security, etc.) to allow SMBs to amplify their capabilities and become competitive in the marketplace.

A digital SMB is an ecosystem- and technology-first organization that is able to amplify its presence and capabilities to drive sustainable business growth, productivity, and competitiveness. It is data-driven, customer-centric, highly automated and takes an experiment-learn-iterate approach to deliver breakthrough solutions and create new markets.

Markets and Subjects Analyzed

- Current and future trends shaping SMB ICT spending in Asia/Pacific
- Maturity assessment of SMBs' digitalization across industries and Asia/Pacific countries
- End-user buying behavior trends and expectations
- The role of SMBs in the Asia/Pacific economy
- Leader SMB case studies
- SMB readiness for digital and emerging technologies
- Impact of SMB digitalization on software markets ERP, CRM, analytics, commerce, social/collaboration, analytics, and HR/talent management
- Impact of SMB digitalization on services and infrastructure
- Competitive landscape and ecosystems
- Levels of IT sophistication among SMBs
- IT supplier recommendation to reach SMBs

Core Research

- Future SMB: The Time to Digitalize Is Now
- Tech Start-Ups Case Studies
- Tech Start-Ups ICT Buying Behavior
- Future SMB Digital Maturity Framework
- Asia/Pacific Future SMB Digital Maturity Survey Results
- SMB Case Studies — Traditional SMBs Starting to Digitalize/Automate
- SMB Case Studies — Traditional SMB That Have Made a Big Leap Digitalizing/"Transformers"
- SMB Technology Buying Behavior Journey

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: [Asia/Pacific Digital Small and Medium Businesses](#).

Key Questions Answered

1. How mature are Asia/Pacific SMBs in their digitalization journeys?
2. What are the stages of digital maturity for SMBs?
3. What are the major challenges SMBs face in their digitalization journeys?
4. Which SMB types/clusters are more technology inclined?
5. What are the key SMB market trends — priorities, challenges, and opportunities in Asia/Pacific?
6. Which technologies SMBs are currently adopting?
7. Which technologies are SMBs in Asia/Pacific planning to adopt?
8. Which SMBs are leading in the Asia/Pacific market and why?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the small and medium-sized businesses market, including:

Acer, Acronis, Adobe, Alibaba, Alibaba, Anaplan, Aruba, ASUS, Autodesk, AWS, Canon, Cisco, Citrix, Cognizant, Dell, Deskera, Epicor, Epson, F5, Facebook, Fuji Xerox, Google, HP Inc., Hewlett Packard Enterprise, Huawei, IBM, Infor, Infosys, Inspur, Intuit, Korea Telecom, Kyocera, Lenovo, Linksys, Micro Focus, Microsoft, MYOB, NetApp,

NETGEAR, OpenText, Optus, Oracle, Palo Alto, Qlik, Ramco, Ricoh, Sage, Samsung, SAP, SAS, Satyam, Singtel, Tableau, TCS, Telstra, Trend Micro, Unit4, Veeam, Veritas, Wipro, Xero, Yonyou, Zendesk, and Zoho.