

# 2014 TOP 10 SMB

## Business Issues, IT Priorities, IT Challenges

| Rank | Top 10 SMB Business Issues   | Top 10 SMB IT Priorities  | Top 10 SMB IT Challenges   |
|------|--|---|--|
| 01   |  Attracting & retaining new customers           |  Social Media                              |  Budget constraints                                 |
| 02   |  Increasing business growth                     |  Mobility Solutions                        |  Controlling costs /Justification for IT investment |
| 03   |  Reducing operational costs                    |  Business Intelligence /Analytics         |  Mobile device management                          |
| 04   |  Keeping pace with competition                |  Cloud Computing                         |  Data protection /recovery/business continuity    |
| 05   |  Focusing on new markets                      |  Collaboration                           |  Finding qualified and trained people             |
| 06   |  Improving workforce productivity             |  Managed Services                        |  Mobility solution demands and devices            |
| 07   |  Attracting & retaining employees             |  Virtualization                          |  Excessive data growth                            |
| 08   |  Improving quality of products & processes    |  Modernizing HW/SW/IT                    |  Maintaining current IT infrastructure            |
| 09   |  Improving effectiveness of sales & marketing |  Big Data                                |  Regulatory compliance                            |
| 10   |  Managing inventory effectively               |  Implement new strategic IT applications |  Integrating disparate software applications      |

techaisle

Techaisle is a global SMB ICT Market Research and Industry Analyst organization. Techaisle was founded on the premise that Go-to-Market strategies require insightful research, flexible data, and deeper analysis. Understanding the value of data consistency across markets to inform strategic planning, Techaisle has remained holistic in its approach to Insights and provides globally consistent SMB and Channels analysis across geographies. To achieve its objectives Techaisle conducts surveys with SMBs and channels to understand market trends, opportunities, buying behavior, purchase intent, and IT priorities. Besides covering emerging technologies such as SMB cloud computing, managed services, mobility, social media usage, virtualization, business intelligence, big data, collaboration, networking its channel research coverage provides in-depth understanding of resellers and channel partners globally. Techaisle's insights are built on a strong data-driven foundation and its analysts are conversant with both primary research and industry knowledge, which is a rare combination. Techaisle offers its clients: Syndicated Research, Custom Consulting, Competitive Intelligence, Segmentation, Brand Equity Tracking, Retail Partner Assessment, KPI Measurement and Predictive Analytics services. For more information on Techaisle or its global products/services, please visit [www.techaisle.com](http://www.techaisle.com), and our analysts' blogs at [www.techaisle.com/blog](http://www.techaisle.com/blog)