SMB Case for Simplifying IT

40

SMBs want technology to be simplified for ease of use, straight forward implementation, less confusion and quicker decisions



IT Vendors should simplify technology72%Ignoring some technologies even though they may be useful61%Pain Points related to technology have increased in the last 3 years54%Today's technology is more difficult to understand than in the last 3 years44%There are too many IT vendors for each type of technology causing confusion43%Technology pain points have become more than the business pain points39%Spending too much time in understanding which technology to use39%

50

60

70

80

90

100





Cloud computing

10

0

20

30

Business

Small

69%

Medium

Business



SMBs

		Cloud computing	47%	69%	59%	
		Virtualization	57%	55%	56%	
		Business intelligence	57%	47%	51%	
		Managed Services	45%	46%	45%	
		Marketing automation	48%	41%	44%	
		Backup & disaster recovery	37%	41%	41%	
		Big data	42%	34%	38%	
	L L L L L L L L L L L L L L L L L L L	Collaboration	40%	36%	38%	
		Mobility solutions	40%	37%	38%	
		Data centers	33%	39%	36%	
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buzzwords that SMBs are tired of hearing



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