

Mid-Sized Business Subscription



Subscription Description: This subscription service is one of five symmetric market services covering the US Business market from the Size of Business perspective. This service focuses on the Mid-sized Business Market (firms with 100 to 999 employees) and provides a complete view of this market's telecom, IT and networking requirements. Customers can expect to receive detailed market forecasts on Mid-sized Business telecom, IT and network hardware expenditures, market analysis and commentary on this segment's business requirements in each area, insights on provider strategies targeting this market segment and related primary research. Clients can also expect to receive commentary on industry events that are directly related to this market throughout the calendar year. Market data and insights are provided for the entire Mid-sized Business market. Clients seeking vertical market insights for this segment can add vertical market coverage to this subscription through one or more "Directional Add-ons."

PRICE: US \$20,000 for 12-month Corporate-wide Access

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Key Topical Areas Include:

- Dynamics/Insights in IT Spend
- Trends/Insights in Telecom Spend
- Dynamics/Insights in Network Spend
- Primary Research in Telecom
- Key 3rd Party Services of Interest
- Applications/Mobile Application Drivers
- AT&T/Avaya Partnership on Networking
- Application Spend
- Computer Hardware Spend
- IT Spend by Category
- IT Spend
- Network Hardware Spend
- Outsourcing Spend
- Telecom Spend
- Wireless Voice Spend
- Wireless Voice Spend By Vertical
- IT Personnel Spend

- Telecom Spend in Detail
- Number of Employees
- Number of Firms
- IT Spend By vertical
- Network Hardware Spend By Vert.
- Business Telecom Spend By Vert.
- Wireline Data Spend By Vert.
- Preferred Wireless Providers
- Next Gen CDMA
- Preferred Vendors in Mid Biz
- SMB Marketing/Sales Leaders
- SMB Strategies that Work
- Key Facts & Insights for Mid Biz
- Marketing to SMBs
- SMB Managed Services Trends
- The EU and SMEs
- The US and SMBs