

SOHO 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 SOHO Business Market (firms with fewer than 5 employees) and provides a complete view of this market's telecom, IT and networking requirements. Customers can expect to receive detailed market forecasts on SOHO 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, such as new CI Market Intelligence introductions targeting these customers, throughout the calendar year. Market data and insights are provided for the entire SOHO 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." Topical areas include SOHO solutions, IT spending, telecom spending, network spending, and more.

For more information, contact Kneko Burney at kneko@compassintelligence.com or (830)584-0229

Key Topical Areas Include:

Dynamics/Insights in IT Spend	Application Spend
IT Spend by Vertical	Computer Hardware Spend
Network Hardware Spend by Vertical	IT Spend by Category
Business Telecom Spend by Vertical	IT Spend
Wireline Data Spend by Vertical	Number of Firms
Preferred Providers by Size of Business	Network Hardware Spend
Wireless Data Spend	Outsourcing Spend
Wireless Equipment Spend	Telecom Spend
Monthly ICT Spend	Wireless Voice Spend
Trends/Insights in Telecom Spend	Wireless Voice Spend by Vertical
Dynamics/Insights in Network Spend	IT Personnel Spend
Primary Research in Telecom	Telecom Spend in Detail
Key 3 rd Party Services of Interest	Number of Employees