

Small 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 Small Business Market (firms with 5 to 99 employees) and provides a complete view of this market's telecom, IT and networking requirements. Customers can expect to receive detailed market forecasts on Small 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 Small 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

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

Key Topical Areas Include:

Dynamics/Insights in IT Spend	Number of Employees
Trends/Insights in Telecom Spend	Number of Firms
Dynamics/Insights in Network Spend	IT Spend By vertical
Primary Research in Telecom	Network Hardware Spend By Vert.
Key 3rd Party Services of Interest	Business Telecom Spend By Vert.
Applications/Mobile Application Drivers	Wireline Data Spend By Vert.
Application Spend	Content Solutions
Computer Hardware Spend	Key Facts & Insights for Small Biz
IT Spend by Category	Preferred Vendors in Small Biz
IT Spend	SMB Marketing/Sales Leaders
Network Hardware Spend	SMB Strategies that Work
Outsourcing Spend	Marketing to SMBs
Telecom Spend	SMB Managed Services Trends
Wireless Voice Spend	Monthly ICT Spend
Wireless Voice Spend By Vertical	Small Business 2.0
IT Personnel Spend	The EU and SMEs
Telecom Spend in Detail	The US and SMBs