

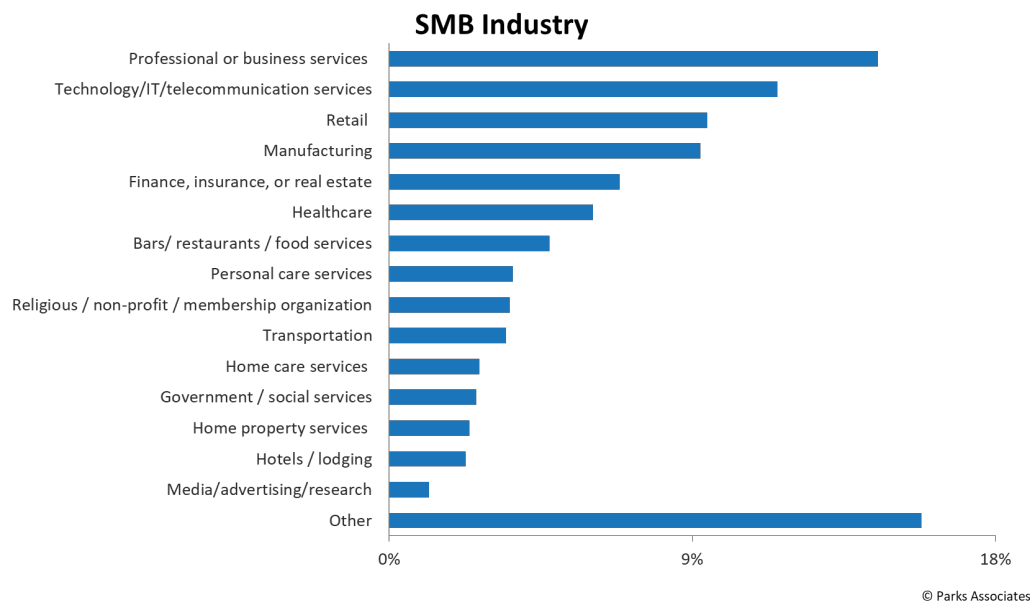
SMBs: Marketplace for Connectivity and IoT

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SYNOPSIS

Small-to-medium businesses (SMBs) have a new and heightened need for access control, energy management, and tools to monitor their staff, inventory, and buildings.

This research provides insight on technology adoption and needs among SMBs with 2 to 100 employees, with a specific focus on connectivity, IoT devices, and services. It examines the changes taking place because of reduced budgets and broad-scale shifts to work from home as well as new reliance on tech solutions in the SMB market.



Key questions:

- How is the current business environment impacting SMB spending on communication, security, entertainment, IT, and energy services?
- What new business services are SMBs most interested in acquiring?
- What is adoption of IoT solutions, and what is driving adoption?
- Who are SMBs' preferred providers of business services and IoT solutions?
- How do remote work and return-to-office trends impact SMB demand for business services, including IT and cyber security solutions?

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Survey Methodology

Executive Summary

- SMB Business Concerns
- SMB Spending on IoT Equipment Over the Last 12 Months
- Top Drivers of SMB Interest in IoT Devices
- Expected Spending Increase on IoT Equipment by Number of Business Locations
- Inhibitors to Using Connected Security Devices
- SMB Spending on Business Services

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- % of SMBs Without Service Likely to Subscribe in Next 12 Months
- Providers Considered for Connected Solutions

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- Role in Company IT Decisions
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- Type of Customers Served
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- Equipment Products/Systems Provided by Property Owners/Management Company, Cont'd
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SMB RESEARCH

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Appendix

ATTRIBUTION

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