Opportunities for SMB Technical Support

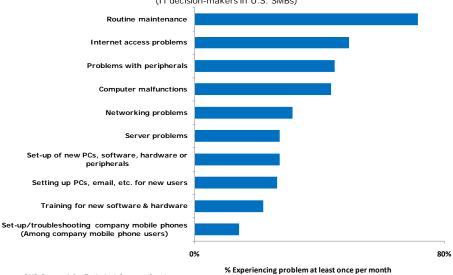By Kurt Scherf, Vice President and Principal Analyst   2Q 2011

Synopsis	Total Addressable Market for Consumer Tech Support: U.S.
This report provides an overview of both the demand- and supply-side drivers for technical support services to the small- and medium-sized business markets. It quantifies the technology environment and sheds light into today's current demand for premium technical support offerings.	**Percentage of Monthly IT Issues: U.S. Small- and Medium-sized Businesses** (IT decision-makers in U.S. SMBs) Source: SMB Demand for Technical Support Services © 2011 Parks Associates

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"Keeping their technology products and services working at an optimal level is critical to the productivity of U.S. small- and medium-sized businesses," said Kurt Scherf, vice president, principal analyst, Parks Associates. "With often very heterogeneous technology environments, the growing use of server technology, critical needs for data backup, and unique needs for IT support and management, the SMB market has significant demand for one-stop premium technical support services."

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