

The SMB Business Environment

October 2014

MARKETING
RESEARCH

EMPLOYEE
ENGAGEMENT

A WORLD OF INSIGHTS

Presented on behalf of:



 **IDG**
Research Services

Key trends in technology investment

Among manufacturers, the top three objectives for technology spend over the past two years:

1 INTEGRATE NEW TECHNOLOGY WITH LEGACY SYSTEMS

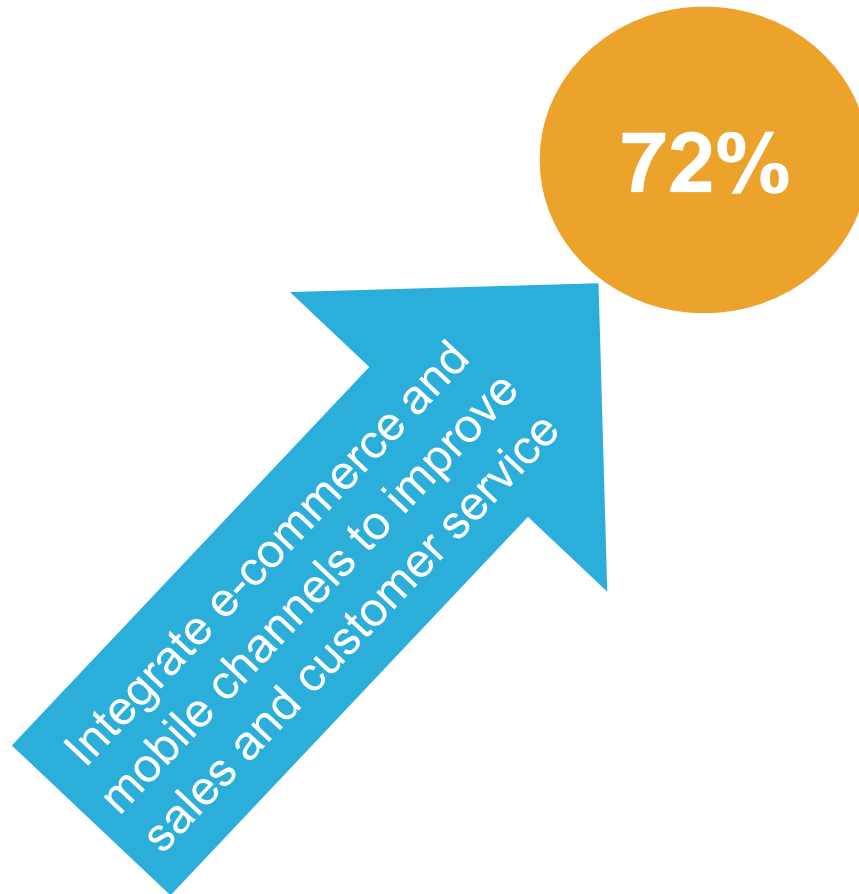
2 AUTOMATE BUSINESS PROCESSES TO BETTER MANAGE CASH FLOW

3 USE MOBILE TO MAKE SALES AND CUSTOMER SERVICE MORE EFFICIENT



Key trends in technology investment

The big shift in priority over the next two years



Survey Findings

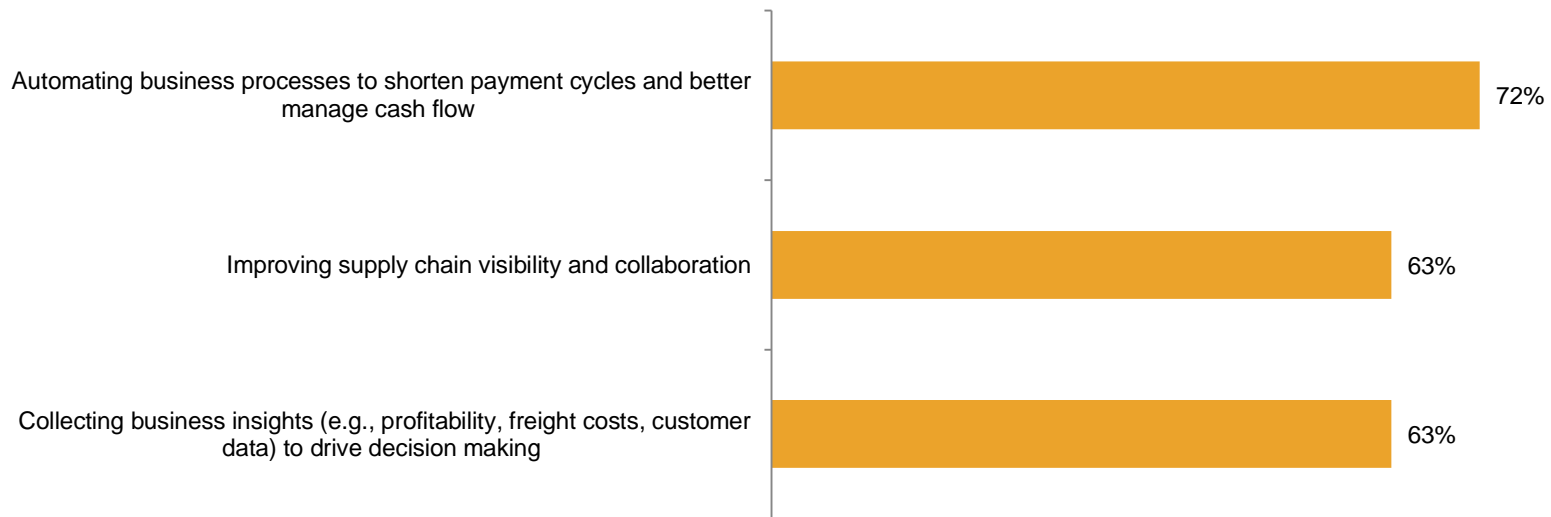


CHALLENGES TO DAILY OPERATION OF BUSINESS (BY INDUSTRY):

To what extent is your company experiencing challenges in the following areas in the daily operation of your business?

(5-point scale where 5 = To a significant extent; 3 = To a moderate extent; 1 = To no extent)

Top 3 Challenges for Manufacturing



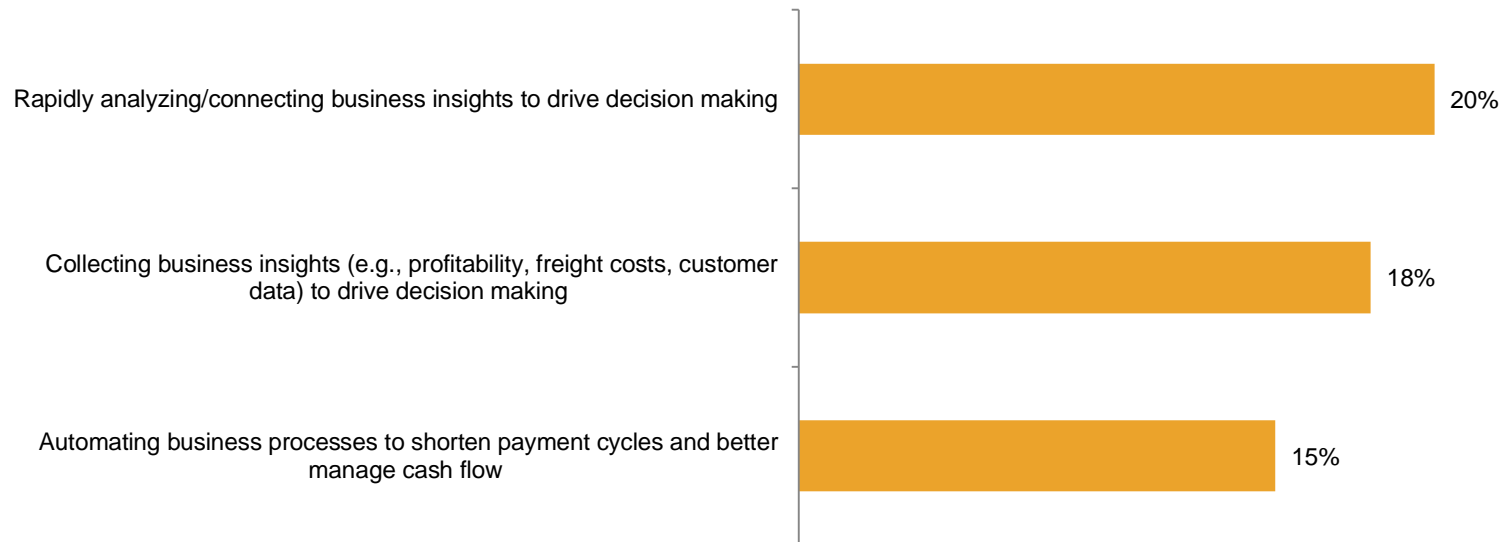
Base: 100



CHALLENGES TO DAILY OPERATION OF BUSINESS MOST LIKE TO FIX:

Of the key business challenges that your company faces today, which one would your organization most like to address or fix?

Top 3 Challenges Most Want To Fix for Manufacturing



Base: 100

INVESTMENTS IN TECHNOLOGY AND IMPROVEMENTS SEEN BY INDUSTRY:

Have you made an investment in technology in the last 1-2 years to address any of the areas below? Did you see an improvement in your business from the investments you made?

Investments and Improvements for Manufacturing

■ Made an investment last 1-2 years ■ Saw improvement as a result of investment



LIKELY TO INVEST IN NEXT 1-2 YEARS BY INDUSTRY:

Is your company likely to invest in technology in the next 1-2 years to address any of the areas below?

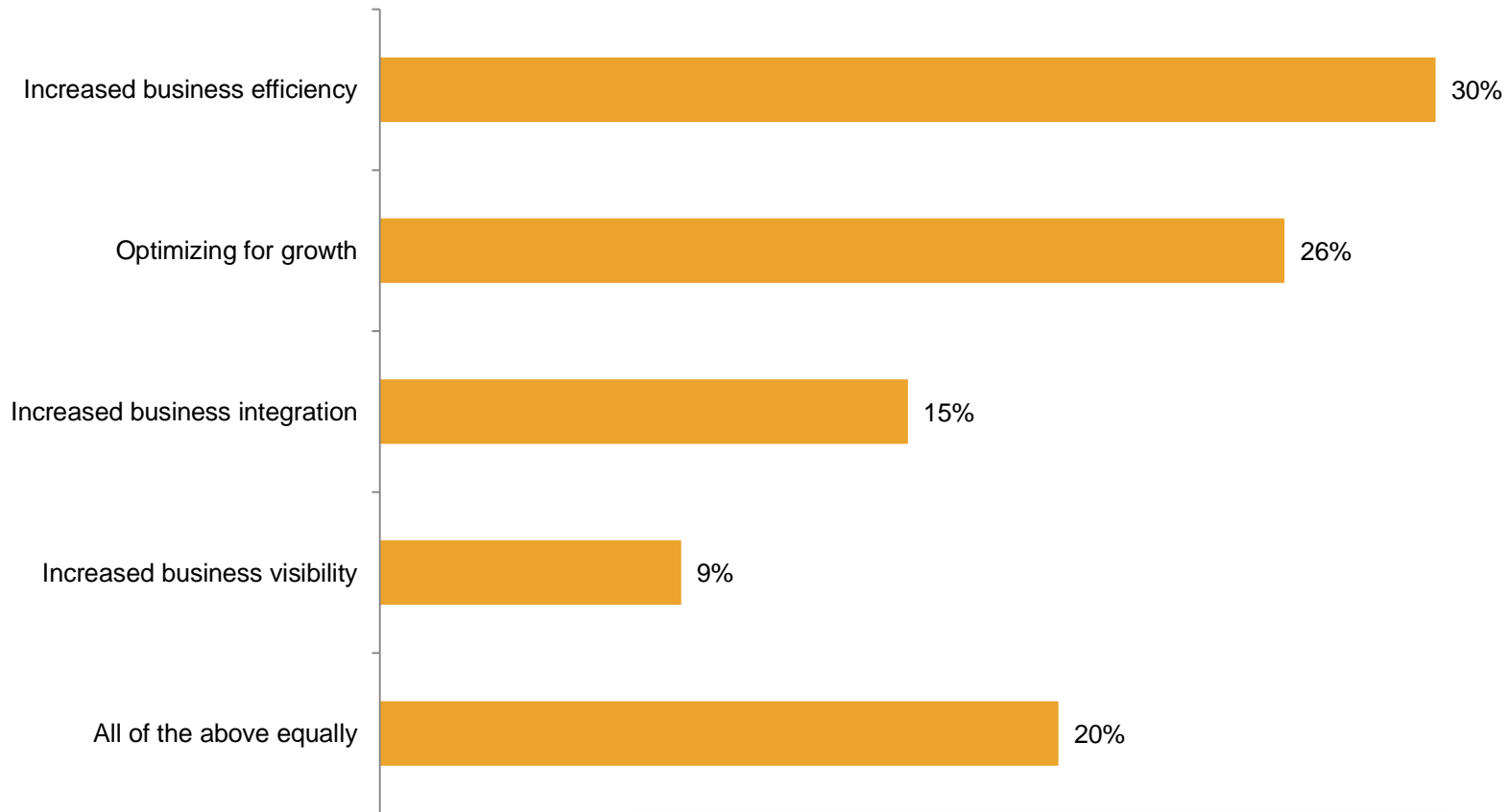
Likely Investments for Manufacturing Over Next 1-2 Years



MOST CRITICAL OUTCOMES OF NEW INVESTMENTS:

When making technology investment decisions to address key business challenges, which of the following outcomes is most critical for your company?

Needed Outcomes for Manufacturing



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