

SMB Communications Trends for 2012

Thanks for accessing this quick survey. It has been designed to take no more than five minutes of your time.

The entire survey is on this page, and we have tried to make all questions easy to answer

The target audience for this survey is small and midsized businesses (SMBs) with 10 to 500 total employees.

1. About how many employees are there in your organization (please enter a numerical value)?

Number of employees:

Number of physical offices/locations:

2. Where is your company headquartered?

☐ US / Canada

☐ UK / Europe

☐ Latin or South America

☐ Asia / Pacific

☐ Other (please specify)

3. How tech-savvy is your company?

Not savvy at all Somewhat savvy but below the average Average Above average Extremely savvy

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We know that the next question looks somewhat daunting, but it really isn't all that tough. And it's the majority of the survey. If you don't know the answer to a question, simply choose "Don't know or N/A".

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4. Please indicate the extent to which you agree with each of the following statements:

	Strongly agree	Agree	Disagree	Don't know or N/A
Our current technology infrastructure is as good as or better than that of our competitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We would like to use more cloud or managed services to minimize capital investments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We need more education concerning the advantages of cloud technology and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using standards-based technology is extremely important to us.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We prefer automatic updates of software so we don't have to worry about them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our current technology infrastructure enables us to deliver superior customer service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our current telephony system is adequately meeting our needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We would like to move to a next-generation telephony and messaging system, but we don't have time/staff to do so.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We prefer building and managing our own IT and networking environment to using third-party services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maximizing working capital and/or cash flow is a major consideration in our technology decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our decision to use IT/network services or build in-house systems is driven by which alternative delivers a lower total cost of operations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We would like to improve our effectiveness at managing e-mail, phone, text message, and social networking communications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cloud technology is overrated and mostly hype.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a technology deployment plan, and it is adequately supporting our business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our current telephony system is keeping pace with the other technology improvements we are developing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have plenty of in-house expertise, time, and budget to keep pace with the latest technology.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We prefer to manage our own hardware and software updates in order to maintain control.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We are very interested in using cloud-based services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's very important to us to be able to offer the features of our office communications system to our employees working from home and on the road.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We believe that we could improve our overall operations if we enhanced or upgraded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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our technology, products and/or services.

We believe we are effective at managing e-mail, phone, text message, and social networking communications in support of our business.

☐☐☐☐

We have no technology deployment plan because we're too busy keeping up with day-to-day operations.

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Great! You're almost finished. In the next two questions, simply choose three options from each list.

5. Please indicate the *THREE MOST IMPORTANT* technology priorities for your business today. (Please choose exactly *THREE*.)

- ☐ Offering the features of our office communications system to employees working from home or on the road
- ☐ Efficient inbound call handling
- ☐ Using cloud technologies and services
- ☐ Using standards-based products and services
- ☐ Efficiently accessing key business information
- ☐ Migrating to/using cloud services designed for our specific vertical industry
- ☐ Adhering to technical standards
- ☐ Minimizing capital investments
- ☐ Migrating to/using cloud services for standard business software (e.g., Salesforce and other general business software)
- ☐ Integrating e-mail, phone, text messaging, and social networking
- ☐ Optimizing total cost of operations
- ☐ Efficiently contacting customers, partners and colleagues
- ☐ Messaging and collaboration (active document sharing)
- ☐ Mobility management and security
- ☐ Software/hardware moves, adds, and changes
- ☐ Scheduling and availability (presence management)
- ☐ Rapid retrieval of customer information (CRM)
- ☐ Effectiveness at managing e-mail, phone, text messaging and social networking communications
- ☐ Migrating to/using cloud services for email (e.g., Gmail versus internal mail servers)

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6. Please indicate *THREE MOST CHALLENGING/DIFFICULT* technology priorities for your business today. (Please choose exactly *THREE*.)

- ☐ Implementing unified communications (UC)
- ☐ Mobility management and security
- ☐ Integrating e-mail, phone, text messaging, and social networking
- ☐ Rapid retrieval of customer information (CRM)
- ☐ Minimizing capital investments
- ☐ Migrating to/using cloud services for standard business software (e.g., Salesforce and other general business software)
- ☐ Adhering to technical standards
- ☐ Offering the features of our office communications system to employees working from home or on the road
- ☐ Migrating to/using cloud services for email (e.g., Gmail versus internal mail servers)
- ☐ Software/hardware moves, adds, and changes
- ☐ Using cloud technologies and services
- ☐ Efficiently contacting customers, partners and colleagues
- ☐ Using standards-based products and services
- ☐ Migrating to/using cloud services designed for our specific vertical industry
- ☐ Effectiveness at managing e-mail, phone, text messaging and social networking communications
- ☐ Scheduling and availability (presence management)
- ☐ Messaging and collaboration (active document sharing)
- ☐ Optimizing total cost of operations
- ☐ Efficient inbound call handling
- ☐ Efficiently accessing key business information

7. Please enter your email address below if you would like to be notified when the respondents-only results summary is available at Webtorials and / or if you would like to enter into the drawing for the Thank You gift. Your address will not be used for any marketing purposes. (Please check all that apply.)

- ☐ I would like to be notified when the respondents-only summary is available at Webtorials.
- ☐ I would like to be entered into the drawing for the Thank You gift. (This offer is void where prohibited. [Click here for the Drawing Rules.](#))

8. Email address:

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When you have finished, please click on "Done." Your results will be stored and you will be redirected to the Webtorials home page.

Thank you!