

SMB Trends & Direction 2011

It's Time to Restart Your Engines



AMI-Partners

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Agenda

1

ICT Market Trends

2

Top Challenges & Opportunities for SMBs

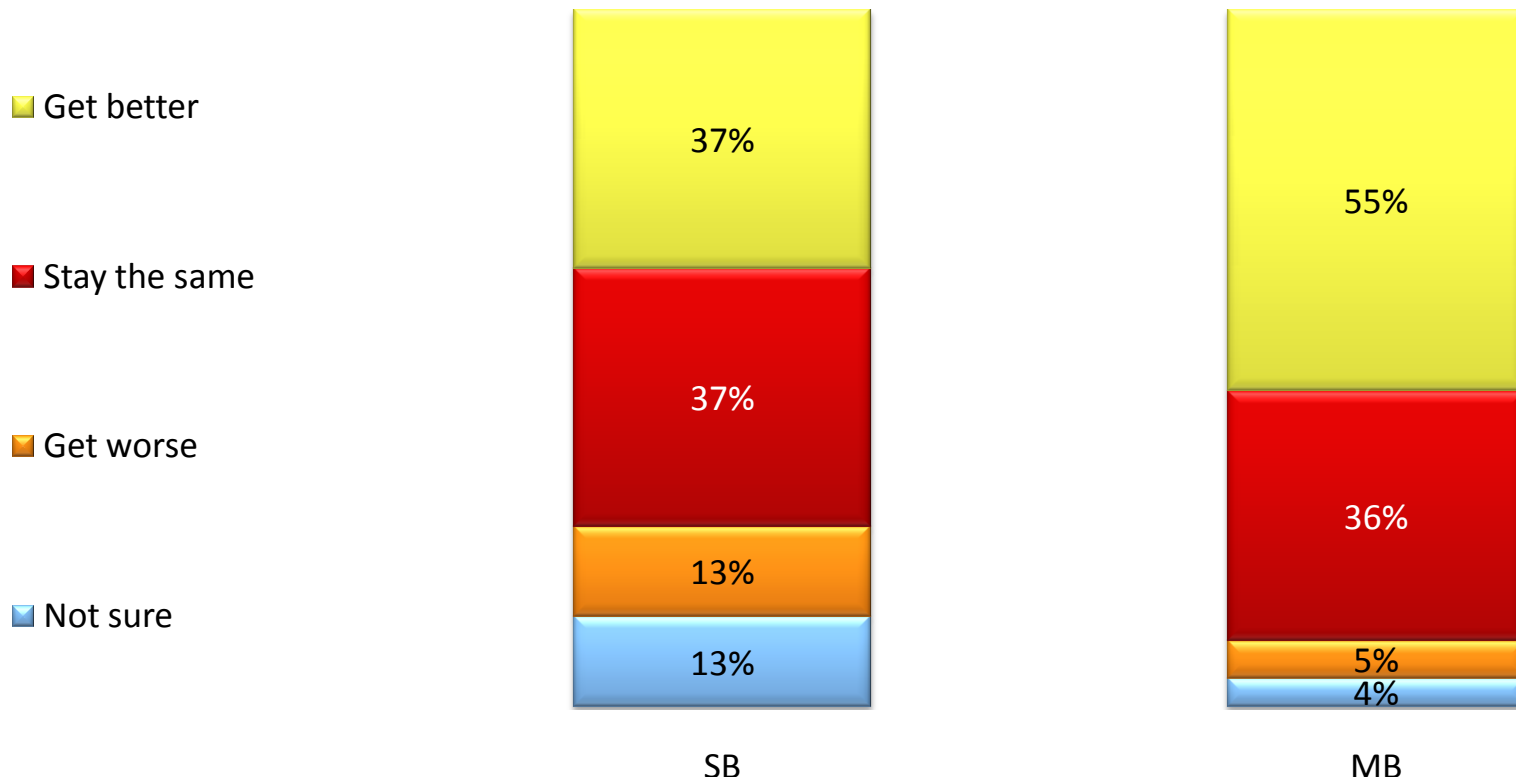
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SMB Drivers & Trends

4

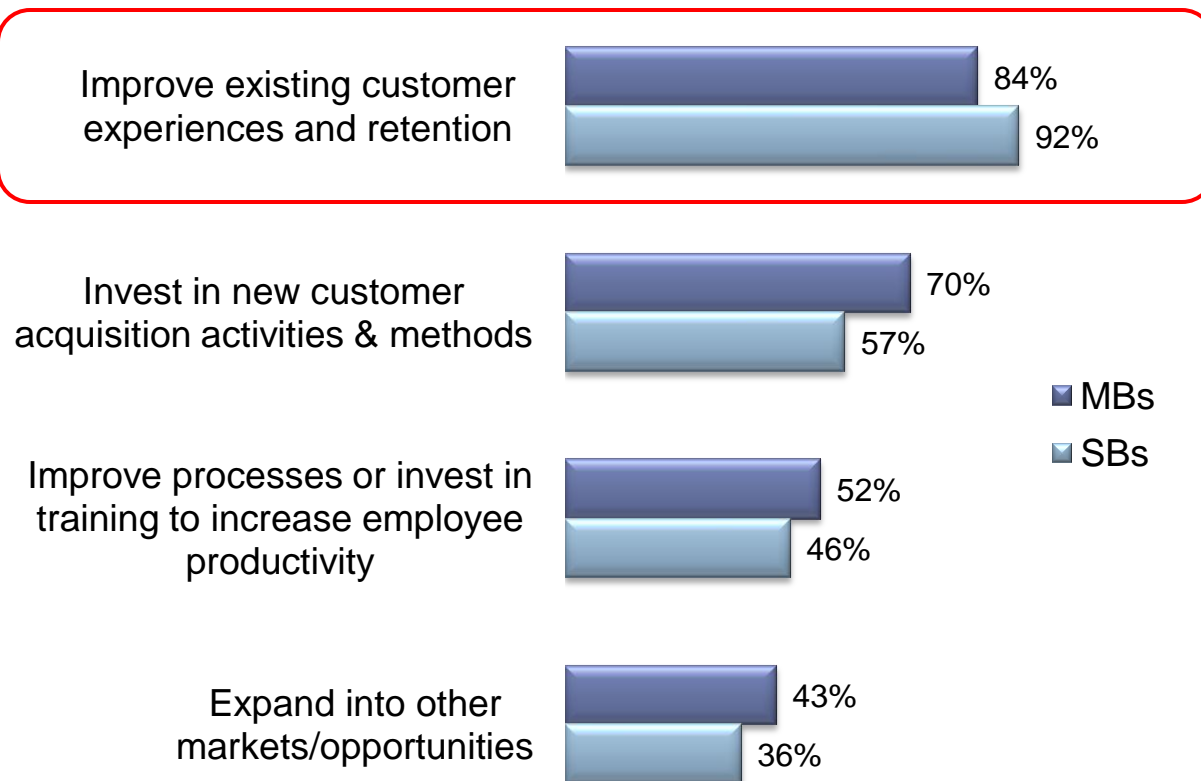
Key Takeaways

SMB Expectations About Upcoming Business Conditions in the Next 3-6 Months



- Market sentiment seems to be stabilizing and SMBs are increasingly optimistic about their prospects for 2011. This optimism is expected to encourage companies to focus on key business drivers like customer acquisition, customer satisfaction, employee efficiency/productivity.


SMB Actions Being Considered to Increase Revenues



• How can specific solutions be positioned to assist SMBs?

- SMBs will be keen to invest in ICT solutions that are closely aligned to the key business drivers above. But companies are also keen to work the right technology and able partner that will ensure that the ICT solution will address the business needs

AMI View of Waves of Adoption By Country Economic Stage

Wave I				Wave II				Wave III			
Building The Basic Infrastructure				Connecting The Enterprise				Extending The Enterprise (Leveraging the Network)			
	MM	NIM	EM		MM	NIM	EM		MM	NIM	EM
Desktop PCs ¹	99%	100%	97%	LAN/Server	38%	19%	10%	Intranet	14%	4%	3%
Notebook PCs	83%	54%	36%	e-Comm Web Site	25%	13%	11%	WAN	10%	7%	3%
High-Speed/ Internet	88%	94%	59%	WLAN	23%	11%	4%	VPN	28%	9%	7%
Anti-Virus	83%	94%	71%	Network Firewall	31%	14%	8%	IP SAN	2%	1%	1%
Basic Web site	60%	31%	36%	Intrusion Detection	10%	4%	2%	Fibre Channel SAN	1%	1%	1%
Productivity Suites ¹	82%	95%	93%	Doc & Content Mgt. ¹	15%	16%	12%	CRM ³	2%	1%	0.5%
Accounting SW ^{1, 2}	54%	42%	25%	Business Intel Apps ¹	15%	32%	6%	ERP/SCM	6%	4%	3%
				Hosted Apps (SaaS)	21%	16%	6%	IP PBX	4%	1%	1%
				Hosted IP Tel/ IP Centrex ¹	2%	1%	0.4%				
Evolving Distribution, Ecosystem Partners, Business Processes, Security and Service/Support Needs (Data Above Shows Penetration Among PC Firms)											
% of PC SMBs 											

1 = Countries included in this calculation are: US ,CA ,FR ,GE
 UK ,RU ,PO ,JP ,AU ,CH ,IN ,KR ,BR ,MX
 2 = Acctg SW = Bkkpg/Acctg SW Pkgs. + Online Svcs.
 3 = "True" CRM

MM (Mature Markets) = US, CA, UK, GE, FR, JP, AU, DE, FI, IT, NZ, NO, SD, Rest of W Europe
 NIM (Newly Industrialized Markets) = HK, TW, SING, MA, KR
 EM (Emerging Markets) = CH, IN, INDO, PH, TH, VT, RU, CZ, PO BR, MX, RO AP, RO EEMEA, RO LATAM

Growth to be Fueled More by Emerging Market Rather than Mature Ones

- Markets (countries/industries) are increasingly looking at ICT solutions as a way to leapfrog the competition.
- ICT Solutions are being considered as a tool to overcome their weakness/limitations
- The border between consumer technology and commercial technology/solutions have vanished

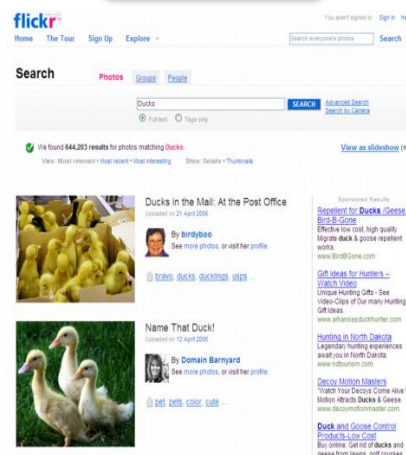
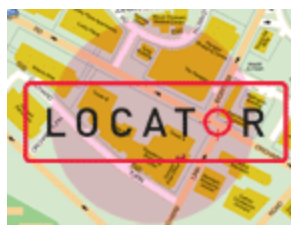
*Communication
collaboration*

Web 2.0

*Value-added
services*

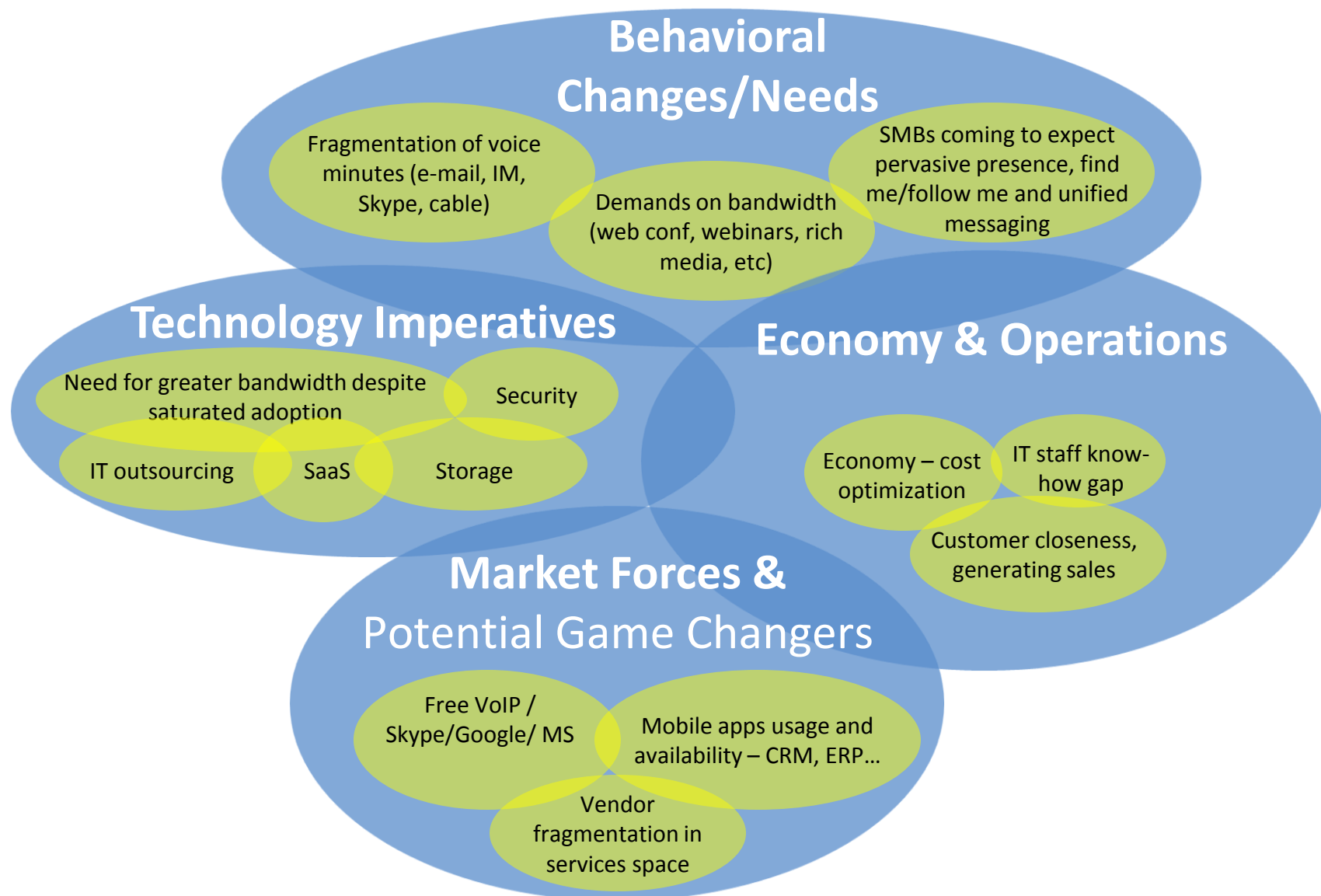
*Mobile
telephony*

*Sales of
Smartphones*



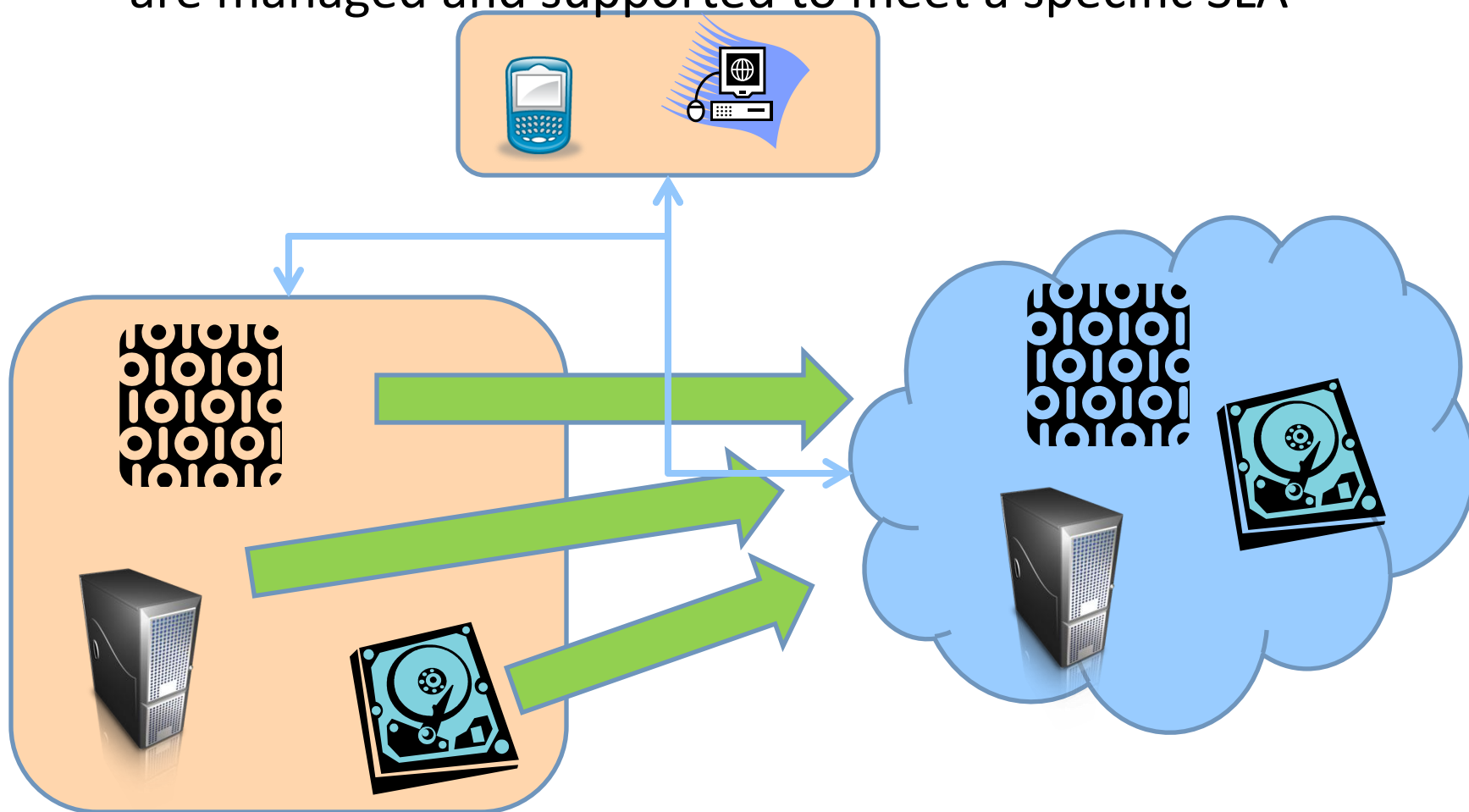
- The borders on location of work are starting to be re-written and companies are forced to constantly look at ICT solutions that will give business benefits

Forces Shaping the SMB Communications Services Space

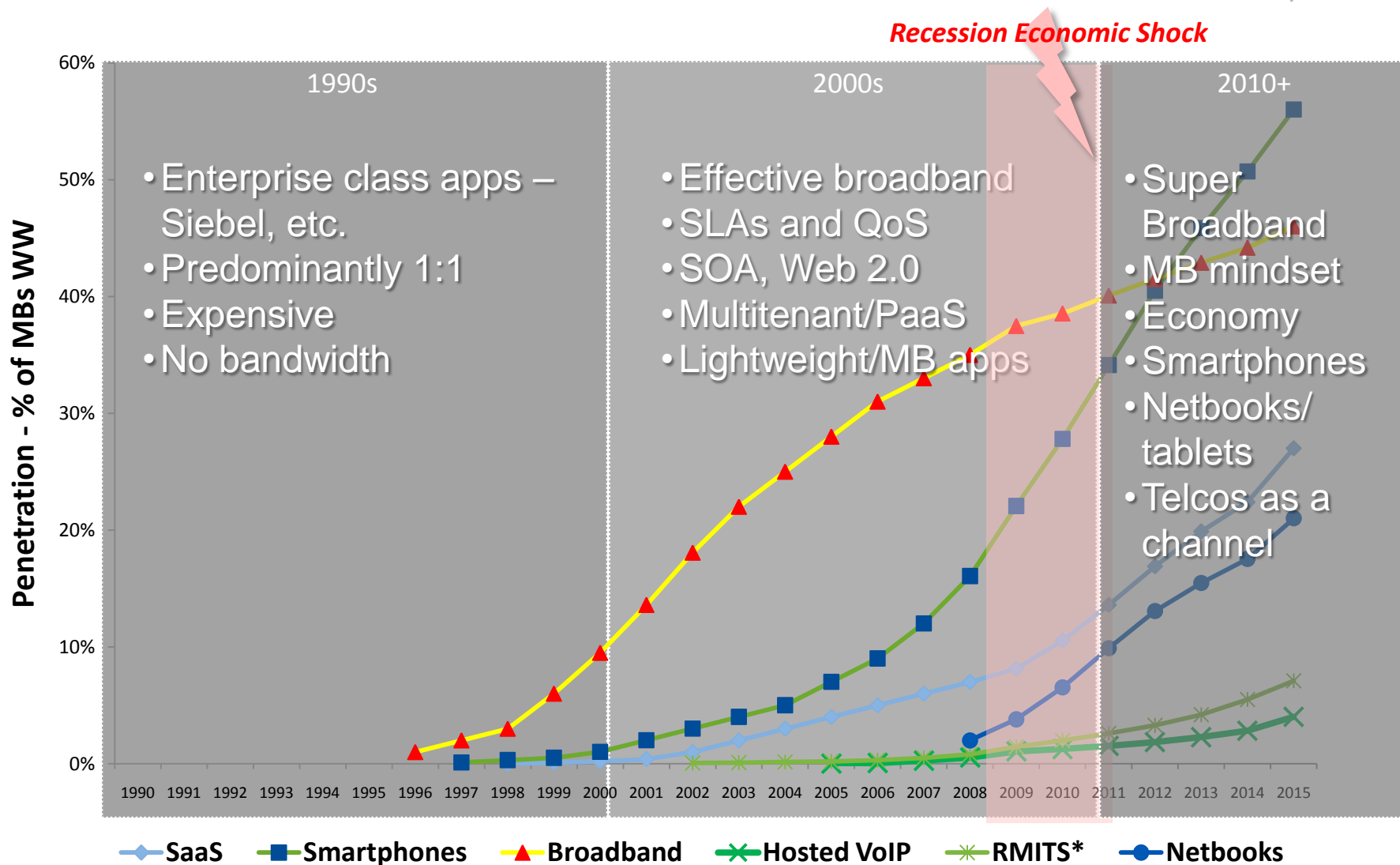


What is Cloud Services?

- Migration of software application, Infrastructure (Servers, Storage, etc.) into a shared/3rd party location where they are managed and supported to meet a specific SLA

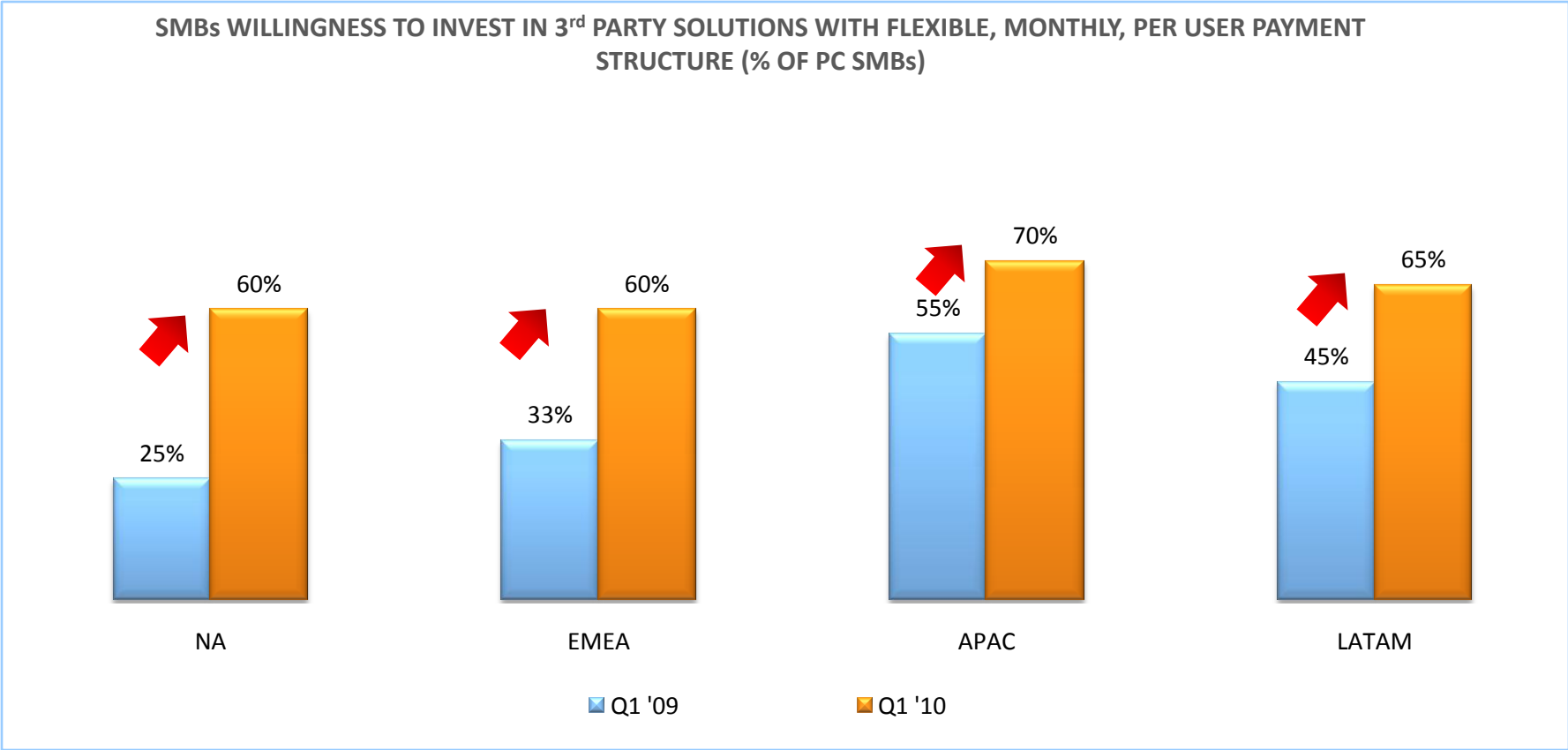


Infrastructure to Support Accelerated Cloud Growth

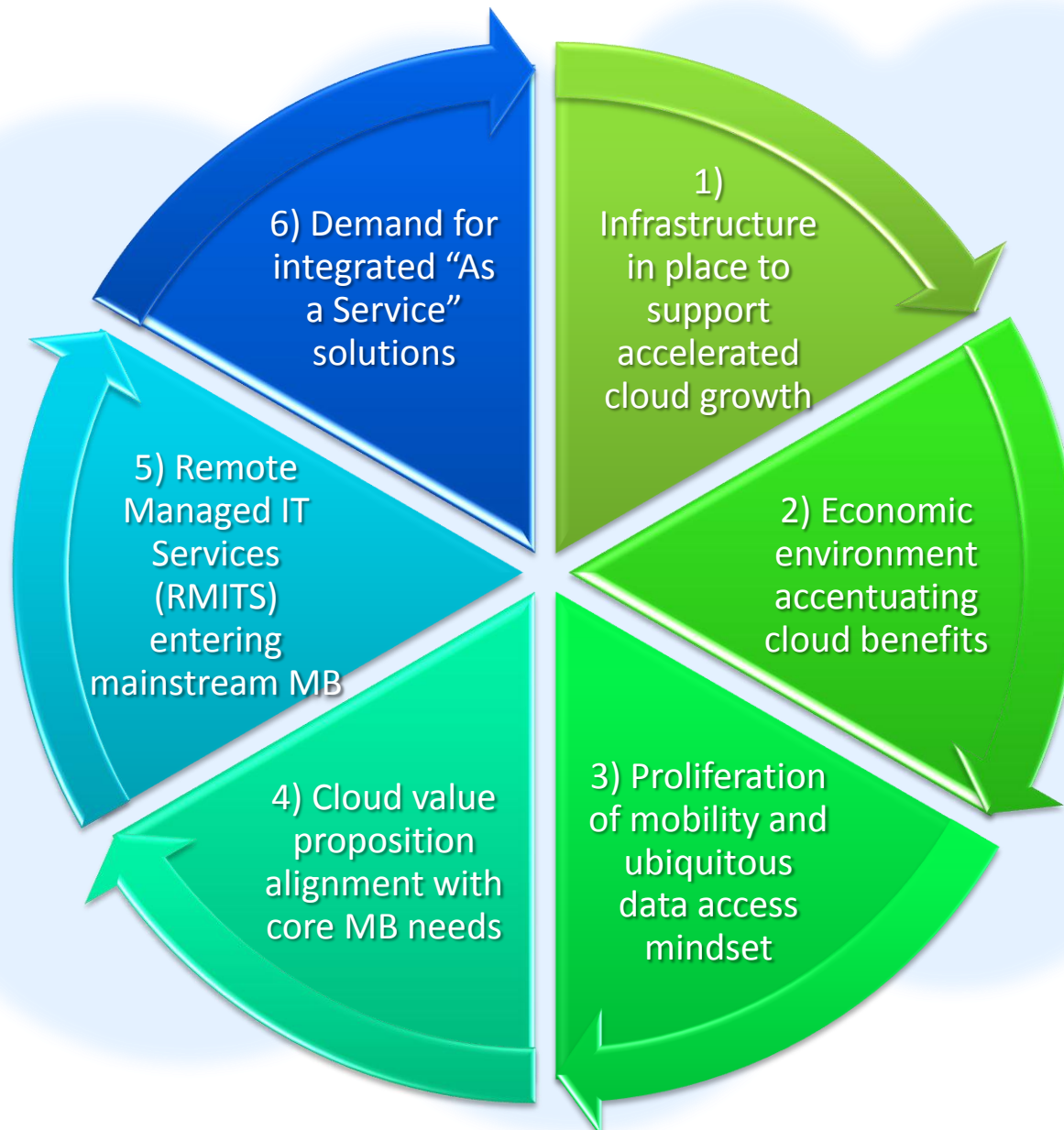


*Remotely Managed IT services

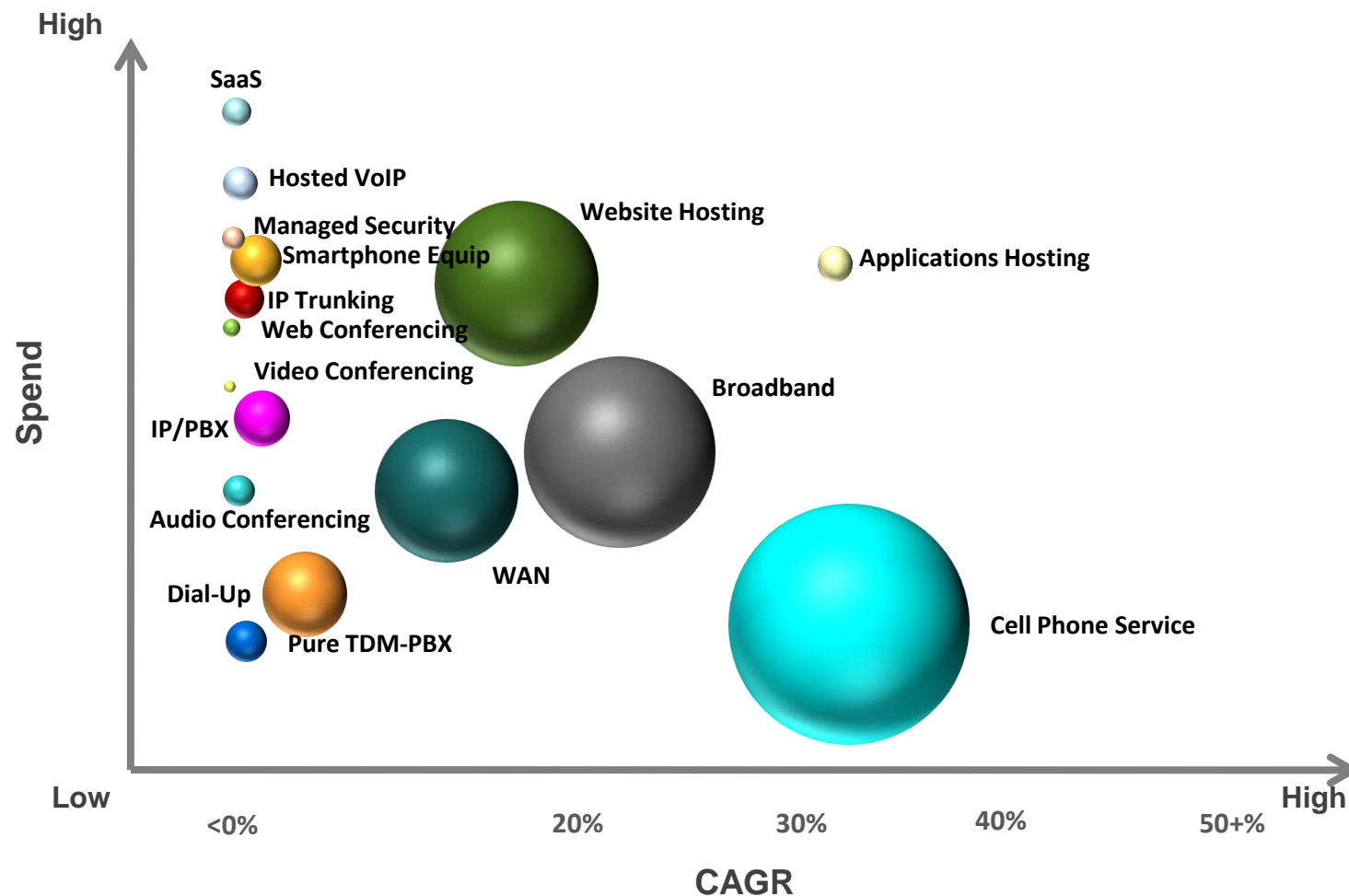
Cloud Has Strong Momentum in the SMB Market



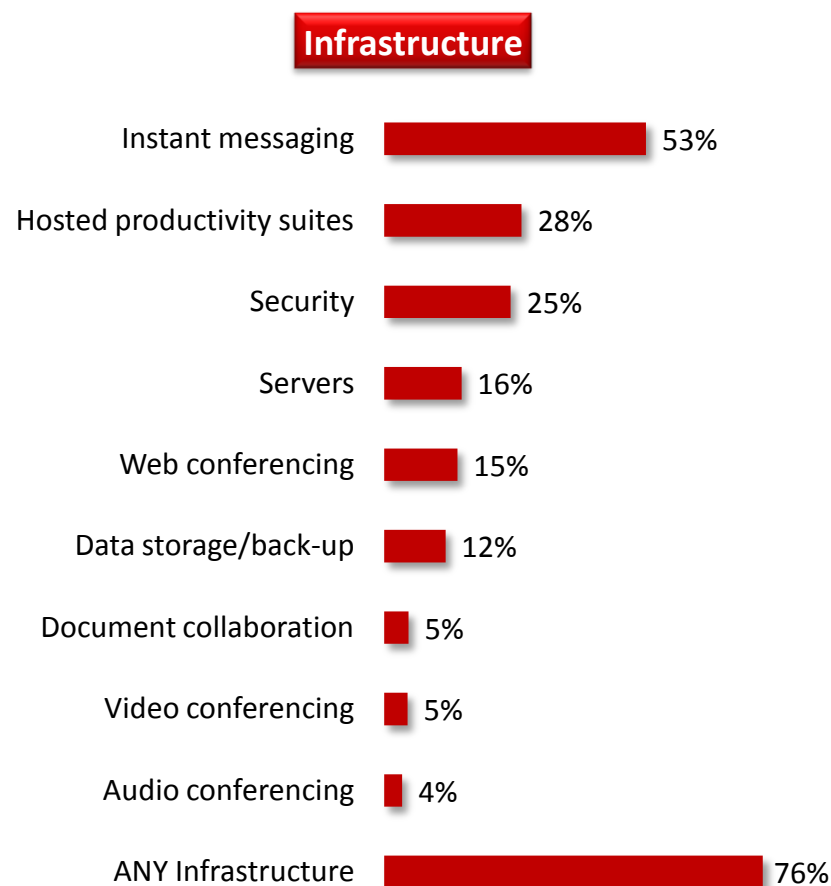
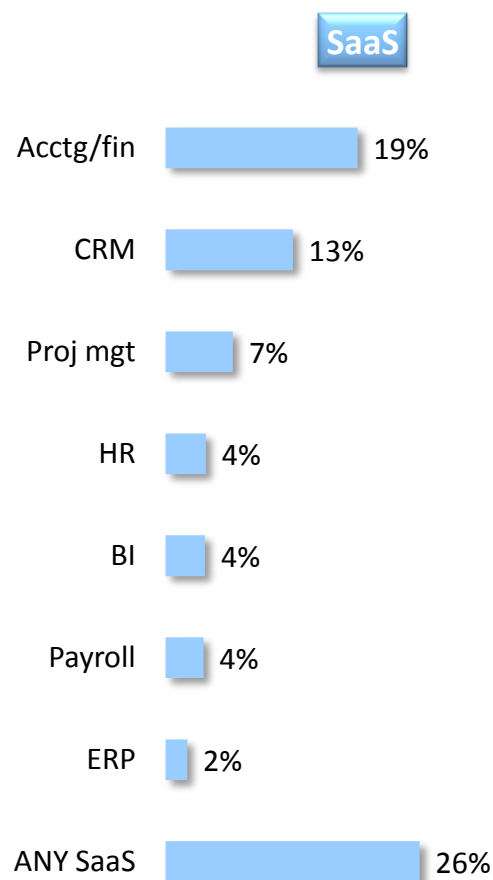
Key SMB Cloud Drivers for 2011



SMB Growth Opportunities - Collaborative and IP-based Solutions are Driving the Bulk of Growth

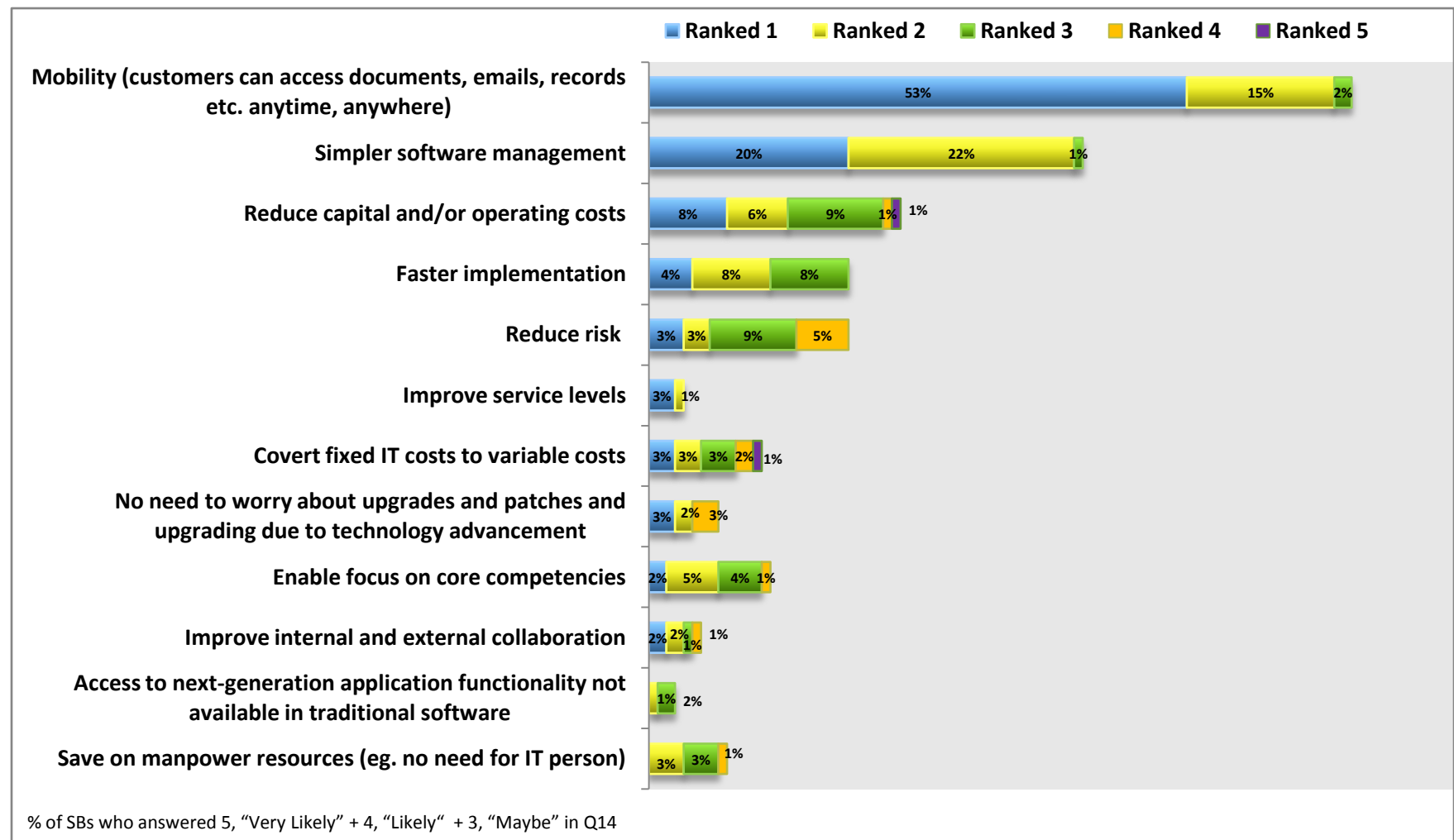


SMB Cloud Services Usage Snapshot (Singapore)



- Applications (Software or Infrastructure) are the key to the adoption of Cloud services. Companies should develop a detailed roadmap to understand which applications are best suited to be moved to the Cloud

Important Factors for Considering or Continuing SaaS



Q15. What are the reasons that would make you consider taking up or continue using online hosted software, i.e. SaaS?
 Q16. For the options you have selected, please rank them in order of priority.

Key Takeaways

- **Technology is enabling SMB mobility and driving need for ubiquitous data access**
- **SMB ICT needs continue to rise, while internal IT support is being downsized**
- **More smart devices, each consuming more in 2011**
- **SMBs are looking for communicated value proposition which has tighter relevancy with their business issues and goals**
- **Mindset is shifting towards managing cash flow via service based models**
 - Hosted VPN, Software as a Service, Hosted infrastructure
- **SMB employees want "Anytime, anywhere, always" functionality from their business applications just like any larger enterprise mobile workers.**
- **Infrastructure for accelerated cloud adoption is in place; Availability of compelling offerings, bundles and pricing options is key to uptake**

Thank You

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