

Survey Results - SMB Community Survey July 2012

Compiled and presented by Small Biz Thoughts, www.smallbizthoughts.com. These are just the "raw" results as gathered in the survey. For some analysis and commentary on these results, please visit Karl's blog at <http://blog.smallbizthoughts.com>.

Question	Responses	n =	%
1. How surprised were you by Microsoft's announcement to discontinue the SBS Standard product?	1. Not at all Surprised	40	8.1%
	2. Not much	61	12.3%
	3. Somewhere in the Middle	88	17.7%
	4. Somewhat	113	22.8%
	5. Completely Surprised	<u>194</u>	<u>39.1%</u>
	Totals:	496	100%
2. The new Small Business Competency only requires one MCP and costs \$999. Is this a competency you will seek?	1. No Way	148	30.6%
	2. Probably Not	165	34.2%
	3. Maybe	85	17.6%
	4. Probably Will	57	11.8%
	5. Yes Definitely Will	<u>28</u>	<u>5.8%</u>
	Totals:	483	100%
3. How many Small Business Severs (any edition or year) did you install in the last 12 months?	None	36	7.3%
	1-5	233	47.2%
	6-10	124	25.1%
	11-20	66	13.4%
	21 or More	<u>35</u>	<u>7.1%</u>
	Totals:	494	100%

Question	Responses	n =	%
4. How likely are you to sell these services in the next 12 months? > Hosted Exchange Server/Mailboxes	1 - We Will Not	96	19.6%
	2 - Probably Not	92	18.7%
	3 - Probably	86	17.5%
	4 - We Will	39	7.9%
	5 - We Already Are	<u>178</u>	<u>36.3%</u>
	Totals:	491	100%
4. How likely are you to sell these services in the next 12 months? > Hosted Spam Filtering	1 - We Will Not	68	13.9%
	2 - Probably Not	69	14.1%
	3 - Probably	70	14.3%
	4 - We Will	36	7.4%
	5 - We Already Are	<u>246</u>	<u>50.3%</u>
	Totals:	489	100%
4. How likely are you to sell these services in the next 12 months? > Cloud Based Storage	1 - We Will Not	88	18.1%
	2 - Probably Not	113	23.3%
	3 - Probably	122	25.1%
	4 - We Will	45	9.3%
	5 - We Already Are	<u>118</u>	<u>24.3%</u>
	Totals:	486	100%
4. How likely are you to sell these services in the next 12 months? > Cloud Backup	1 - We Will Not	67	13.8%
	2 - Probably Not	69	14.3%
	3 - Probably	93	19.2%
	4 - We Will	53	11.0%
	5 - We Already Are	<u>202</u>	<u>41.7%</u>
	Totals:	484	100%

Question	Responses	n =	%
4. How likely are you to sell these services in the next 12 months? > Cloud DR	1 - We Will Not	94	20.0%
	2 - Probably Not	138	29.3%
	3 - Probably	90	19.1%
	4 - We Will	49	10.4%
	5 - We Already Are	<u>100</u>	<u>21.2%</u>
	Totals:	471	100%
4. How likely are you to sell these services in the next 12 months? > Hosted Content Filtering	1 - We Will Not	93	19.3%
	2 - Probably Not	147	30.5%
	3 - Probably	118	24.5%
	4 - We Will	29	6.0%
	5 - We Already Are	<u>95</u>	<u>19.7%</u>
	Totals:	482	100%
4. How likely are you to sell these services in the next 12 months? > Other Cloud Service(s)	1 - We Will Not	69	14.9%
	2 - Probably Not	112	24.2%
	3 - Probably	130	28.1%
	4 - We Will	47	10.2%
	5 - We Already Are	<u>105</u>	<u>22.7%</u>
	Totals:	463	100%
5. SBS Standard Edition will continue to be available via the OEM channel through December 31, 2013. Is that enough time for you to determine what your revised business model will be?	1. No Way	32	6.5%
	2. Probably Not	67	13.6%
	3. Maybe	110	22.3%
	4. Probably	148	30.0%
	5. Yes Definitely	<u>137</u>	<u>27.2%</u>
	Totals:	494	100%

Question	Responses	n =	%
6. Have you looked at SBS Essentials and Foundation Server to determine where they fit in your business model?	We have looked at SBS Essentials Only	125	25.3%
	We have looked at Foundation Server Only	11	2.2%
	We have looked at both SBS Essentials and Foundation Server	241	48.7%
	We have looked at Neither	<u>118</u>	<u>23.8%</u>
	Totals:	495	100%
7. If you stopped selling SBS tomorrow, do you have a solution package already mapped/planned out to replace it?	No	331	67.0%
	Yes	<u>163</u>	<u>33.0%</u>
	Totals:	494	100%
8. Are you a regular participant in an IT Pro group or SBS User Group?	No	85	17.1%
	Yes	220	44.4%
	Sometimes	<u>191</u>	<u>38.5%</u>
	Totals:	496	100%
9. Are you currently a Microsoft Small Business Specialist (SBSC)?	No	175	35.4%
	Yes	<u>319</u>	<u>64.6%</u>
	Totals:	494	100%
10. Do you believe you will be able to develop a successful cloud-integrated I.T. offering in the next 12 months?	1. No Way	54	10.9%
	2. Probably Not	86	17.3%
	3. Maybe	126	25.4%
	4. Probably	105	21.2%
	5. Yes Definitely	<u>125</u>	<u>25.2%</u>
	Totals:	496	100%

Question	Responses	n =	%
11. Do you anticipate becoming More or Less involved in the SMB I.T. Community in the next 12 months?	1. Definitely Less	32	6.5%
	2. Probably Less	89	18.0%
	3. Not Sure	203	41.0%
	4. Probably More	127	25.7%
	5. Definitely More	<u>44</u>	<u>8.9%</u>
	Totals:	495	100%

Additional Stats and Notes About the Numbers

- A total of 498 people filled out the survey.*
- Twenty-four countries were represented (Australia, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Greenland, Hungary, Ireland, Israel, Italy, Netherlands, New Zealand, Philippines, Puerto Rico, Slovenia, South Africa, Sweden, Switzerland, UK, US).
- 62% of respondents were somewhat surprised or completely surprised by the announcement that that SBS Standard would be discontinued at the end of 2013.
- 65% of respondents identified themselves as Microsoft Small Business Specialists (SBSC).
- 65% of respondents say they definitely will not, or probably will not, seek the new Small Business Competency.
- Of those who identified themselves as SBSC, 58% say they will not, or probably will not, seek the new Small Business Competency.
- Over half (54.5%) of respondents installed between zero and five Small Business Servers in the last year.
- For each of the cloud services that we asked about, 20-50% of respondents are already selling the service.
- When you combine those who probably will, definitely will, and already are selling each of the cloud services we asked about, the totals are in the range 50-70% for each service.
- An amazing 76% of all respondents have looked at either SBS Essentials, Foundation Server, or both.

- While 67% of respondents said that they would not have a solution to replace SBS if it disappeared tomorrow, 58% of them believe they will be able to revise their business model by the end of next year. 46% believe they will have a successful cloud-integrated offering within the next 12 months.
- 83% of respondents participate in IT Pro groups at some level. 35% say they expect to be more involved in the SMB IT Community in the next year while 24% expect to be less involved.
- 204 respondents left comments, totaling more than 10,000 words.

For complete results, including all comments entered on the survey, visit www.smallbizthoughts.com.

* One person submitted a blank form, so there were 499 surveys submitted, but one was empty and removed from calculations.