

# SOHO & SME Services Intelligence Service

## Part of the Service Provider Enterprise & Wholesale Service Area Package

Analysis and data to help service providers profit from the SOHO and SME opportunity, with advice on identifying compelling services, developing outcome orientated propositions and exploiting the most appropriate channels to engage different buyer personas that have limited internal IT resources.

“ In the wake of the COVID-19 pandemic, companies must embrace change in their business models and operations. Smaller businesses face key challenges in formulating their digital investment plans, to thrive in a digital world where rich data insights are more important than ever to success. ”

**Hwee Xian, Tan**  
Senior Analyst

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SME buyer behaviour: appetite to invest isn't a problem

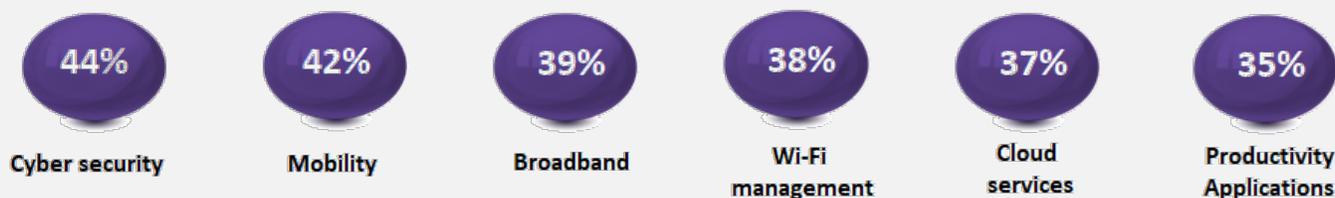
## HOW OMDIA HELPS YOU

- Identify compelling, profitable digital services that help smaller businesses thrive.
- Craft integrated propositions that overcome digital service providers' internal silos.
- Determine the correct blend of physical and virtual channels to engage different buyer personas.
- Bridge the digital skills gap between small and large businesses

## KEY QUESTIONS ADDRESSED

- What innovative service bundles are digital service providers building for small businesses?
- How can digital service providers differentiate services and compete on more than price?
- How do small businesses use technology to re-inventing their business models in the post-pandemic world?
- What are small businesses' digital demands across developed and growth economies?
- What are service providers' successes and key learnings in addressing small business markets?

Global SMEs: Plans to increase digital expenditure



N = 4,048  
Source: 2018/19 Omdia SME Insights Survey

Nine out of 10 SMEs believe their technology investment has positive results. But half of SMEs also say that the lack of digital skills has harmed their business.

## SOHO & SME Services: Our Expert Analysts



**Hwee Xian, Tan**  
Senior Analyst  
SOHO & SME Services



**Camille Mendler**  
Chief Analyst  
Enterprise Services

# SOHO & SME Services: Deliverables



## MARKET DATA

—Annual—

Market sizing and five-year forecasts across SOHO and SME segments, and B2B demographics data.



## MARKET TRACKING

—Biannual—

Global tracking of innovative service provider bundles for SMEs.



## REPORTS

—Ongoing—

Addressing hot topics such as the impact of COVID 19 on the SOHO and SME segment and virtualizing the SME.



## SURVEY REPORTS

—Ongoing—

Market insight on the impact of COVID 19 on SME segment and their approaches to digitalization.



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## ANALYST ACCESS

—Ongoing—

Prompt responses to urgent and unique questions.

# SOHO & SME Services: Market Data and Tracking

## Total Addressable Market for SOHO and SME

Global market sizing and five year forecasts for SOHO and SME segments

**Publication:** Q3, 2020

Forecast report and TAM dataset for global SOHO and SME segments across seven enterprise service product categories: Application services, BPO, Cloud, Infrastructure services, Network, Security services, Workspace and collaboration.

## SME Bundle Tracker (1H 20)

Tracking innovative service provider bundles for SMEs

**Publication:** Q3, 2020

Market tracker and analysis report providing insight into innovative approaches to service bundling and trends by market.

## Global B2B Demographics Tool – 2H19

Comprehensive information about B2B demographics for 67 countries across four continents.

**Publication:** Q1, 2020

Areas covered include the definition of enterprises by size, number of enterprises, enterprise distribution by size, number of employees, employee distribution by size, percentage SME breakdown, employment by occupation (%), GDP/value-added contribution by size, and enterprises and employees by industry.

# SOHO & SME Services: Reports and Surveys

## Topical Reports

Commentary and analysis addressing critical themes impacting SOHO and SME services markets.

- **The market impact of COVID- 19** – assessing the consequences of the crisis on the SOHO and SME segment
- **Virtualizing the SME** – Small businesses are increasingly dependent on the capex light, as-a-service model. We provide pragmatic guidance which match service bundles – such as cloud apps, collaboration tools, security, SD WAN – to the right customer persona.
- **Architecting the B2B channel** – Sales through partner channels are rising, but so is competition to sign up the best partner. We assesses partners and partner programs focusing on the small business universe.

## Survey Reports

Publication: Q4, 2020

These reports will provide detailed snapshots of how the demand for digital services such as apps, mobility, and cybersecurity from micro, small, and medium-sized businesses has been impacted by the COVID-19 pandemic. They reflect a spread of key industries that populate the SoHo and SME universe in two regions and one country market.

- **Asia Pacific SMEs:** digitalization in times of pandemic
- **Europe SMEs:** digitalization in times of pandemic
- **South Africa SMEs:** Digitalization in times of Pandemic

# Related Research: Service Provider Enterprise & Wholesale Service Area Coverage



## Service Area Package: **Service Provider Enterprise & Wholesale**

Digital Enterprise Services  
Intelligence Service

SOHO & SME Services  
Intelligence Service

Enterprise Premises Networks  
Intelligence Service

WAN Services  
Intelligence Service

Private Networks  
Intelligence Service

Unified Comms. and Collaboration  
Intelligence Service

Wholesale Telecoms  
Intelligence Service

Enterprise Mobility  
Intelligence Service

Service Provider Enterprise & Wholesale Viewpoint Service

IT Services Contracts  
Spotlight Service

Enterprise Services TAM  
Spotlight Service

## About Omdia's Service Provider Enterprise and Wholesale Research

Omdia helps service providers establish a coherent strategy while building, running, and scaling a profitable B2B business. As more businesses choose to run more ICT as managed or cloud-based services, so service providers find themselves competing against and partnering with, an ever more complex ecosystem of vendors and platform providers.

Omdia's expert team of analysts provides strategic advice based on a robust foundation of market data to help service providers transform how they build, sell, monetize and support new services, from network to cloud, to the digital workplace.

### Custom solutions

Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. *Contact us* if you have a project that you would like to discuss with a member of the team.



# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

- Make the right decisions
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- Understand more about our methodologies

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**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.