



HOW IS UNIFIED COMMUNICATIONS DRIVING GROWTH AMONG SMBs?

Small and medium-sized businesses (SMBs) represent a massive and ever-growing market, but still face challenges when dealing with a mobile workforce, multiple locations and limited IT support. In a recent study of 270 SMBs commissioned by Intermedia and conducted by Techaisle, we took a deeper look at what SMBs look like today, how they are adopting communication and collaboration solutions throughout various stages of growth, and what factors are top of mind in making purchasing decisions.

For the purpose of this survey, a small or medium-sized business is defined as an organization with anywhere between 10 to 99 employees.

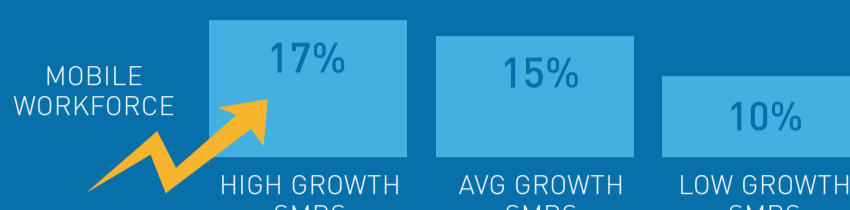
Mobility

SMBs are investing in mobility for cost savings and increased market reach, with respondents stating that "improved productivity" is connected to being able to establish "better ways of working"



91%
OF SMBs HAVE MOBILE EMPLOYEES

17% OF SMBs THAT ARE EXPERIENCING HIGH GROWTH HAVE A MOBILE WORKFORCE, the highest compared to those that have average growth (15%) and declining growth (10%)



Distributed workforce

SMBs today make up a very distributed workforce so collaboration across offices is a need to have. And it's not just for larger SMBs:



IT Support

SMBs most commonly have part-time and outsourced IT that's project and task based – leaving SMBs on their own to figure out what they need.



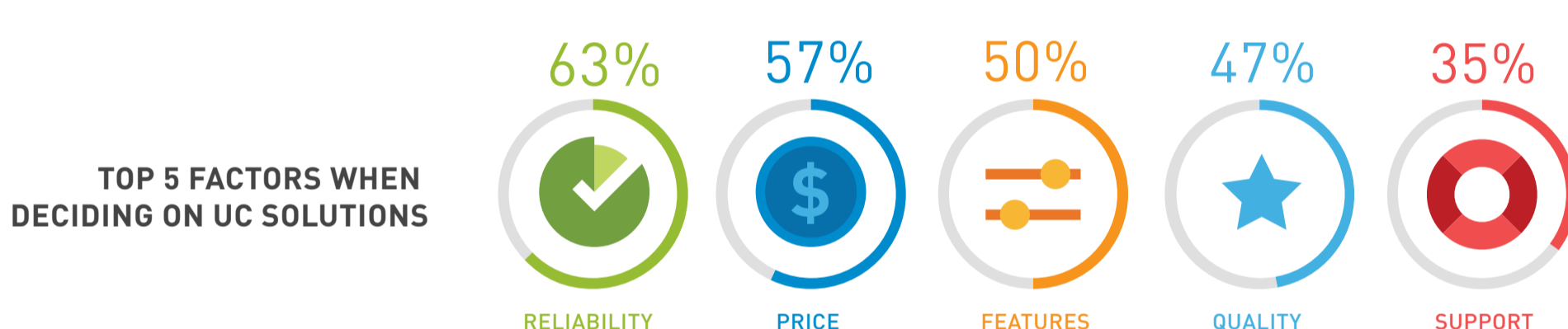
44%
LESS THAN HALF (44%) OF SMBs HAVE FULL-TIME, INTERNAL, DEDICATED IT STAFF



38%
OF SMBs WITH MORE THAN 2 LOCATIONS DON'T HAVE FULL-TIME, INTERNAL, DEDICATED IT STAFF, MAKING IT HARDER TO MANAGE EMPLOYEE NEEDS

Without full-time IT support, SMBs are looking for solution providers that can serve as trusted advisors to manage their IT needs remotely.

What is driving purchasing decisions?



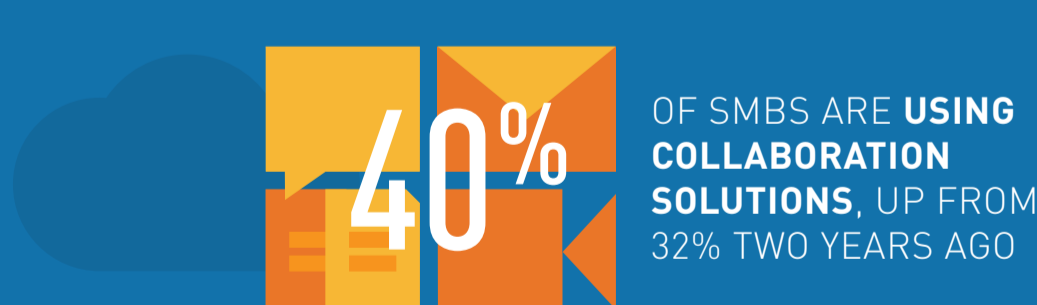
46% CALL QUALITY ISSUES (46%) WAS THE NUMBER ONE REASON FOR SWITCHING HOSTED VOIP PROVIDERS.

LACK OF SUPPORT IS A DRIVING FACTOR IN PURCHASE DECISIONS (35%) AND FOR SWITCHING PROVIDERS (29%).

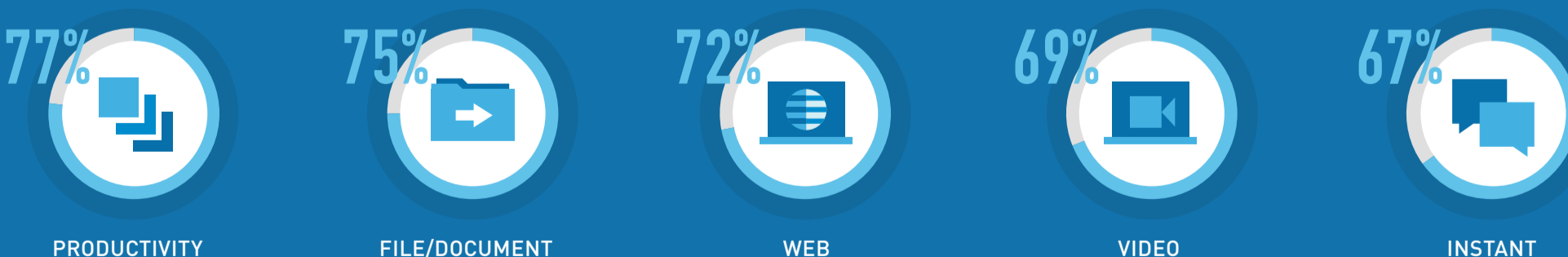


UC adoption rates

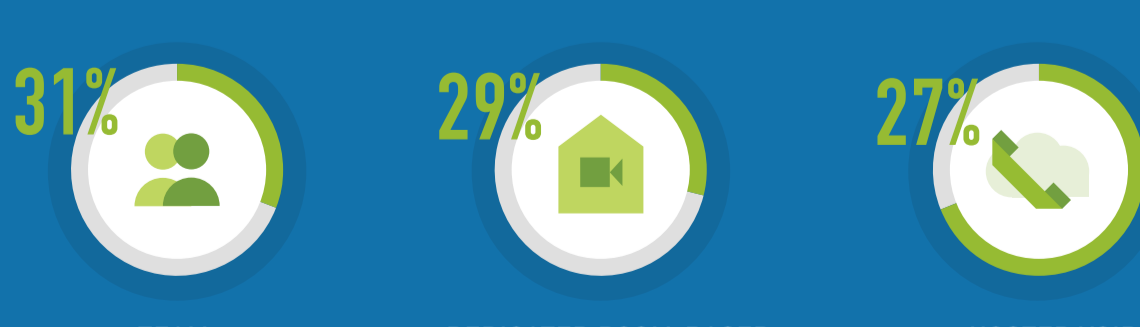
UC adoption is on the rise and helping drive business growth among SMBs



Outside of phone calling, the 5 most commonly used communication and collaboration solutions today include:



Top 3 UC categories SMBs plan to use in 2019 include:



As SMBs grow with remote workers and more offices, they are looking to move their IT and telecom solutions to the cloud for added flexibility and mobility. Paired with the knowledge that most SMBs lack full-time internal IT support, it is imperative that partners recognize this need and offer solutions that best fit their customers' migration journey. That is why Intermedia launched Intermedia Unite™, an easy-to-use, reliable and integrated UCaaS platform designed to help SMBs realize greater productivity and collaboration.



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