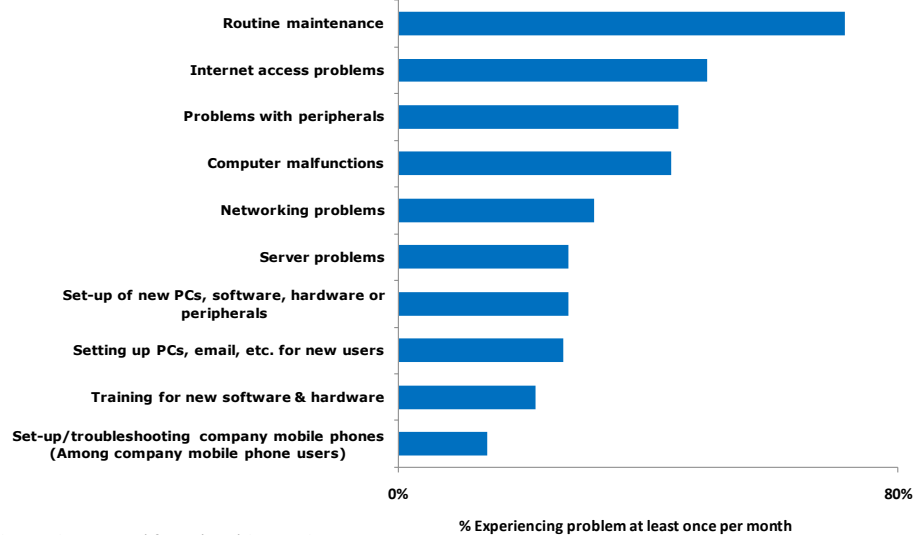


Synopsis **Total Addressable Market for Consumer Tech Support: U.S.**

This report provides an overview of both the demand- and supply-side drivers for technical support services to the small- and medium-sized business markets. It quantifies the technology environment and sheds light into today's current demand for premium technical support offerings.

Percentage of Monthly IT Issues: U.S. Small- and Medium-sized Businesses

(IT decision-makers in U.S. SMBs)



Source: SMB Demand for Technical Support Services
© 2011 Parks Associates

Publish Date: 1Q 11

"Keeping their technology products and services working at an optimal level is critical to the productivity of U.S. small- and medium-sized businesses," said Kurt Scherf, vice president, principal analyst, Parks Associates. "With often very heterogeneous technology environments, the growing use of server technology, critical needs for data backup, and unique needs for IT support and management, the SMB market has significant demand for one-stop premium technical support services."

Contents

- 1.0 Report Summary**
 - 1.1 Purpose and Scope of Report
 - 1.2 Data Sources
 - 1.3 Companies Briefed
- 2.0 Overview of the SMB Market**
 - 2.1 SMB Data
 - 2.1.1 Number of Firms
 - 2.1.2 Employees
 - 2.1.3 Revenues
 - 2.2 The Technology Environment
 - 2.2.1 Computers
 - 2.2.2 Mobile Phone Handsets
 - 2.2.3 Servers
 - 2.2.4 IT Security
 - 2.3 IT Spending Trends
 - 2.3.1 On Equipment
 - 2.3.2 On Services
 - 2.4 Computer Equipment Purchases

- 2.4.1 Purchase Location
- 2.4.2 Computer Equipment Purchased with Additional Services

3.0 Demand-side Analysis SMBs

- 3.1 Where do SMB IT Managers Spend their Time?
- 3.2 Current Use of Professional Tech Support Services
- 3.3 Interest in Tech Support Services
- 3.4 Key Requirements of a Tech Support Service
- 3.5 Preferred Payment Methods for Tech Support Services
- 3.6 Home Networking/Configuration

4.0 Market Sizing

5.0 Conclusions and Recommendations

Attributes

Parks Associates
5310 Harvest Hill Road
Suite 235
Lock Box 162
Dallas TX 75230-5805

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Kurt Scherf
Executive Editor: Tricia Parks
Published by Parks Associates

© February 2011 Parks Associates
Dallas, Texas 75230

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer
Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.