Small Business Tech Support: Small Target, Big Market

By Jim O'Neill, Research Analyst 4Q 2012

Synopsis

This report looks at the opportunities for technical support in businesses ranging in size from SOHO to 99 employees. Demand for sophisticated tech support solutions is expanding as small businesses adopt new and complex technologies, such as cloud services. This report looks at the opportunities presented in areas such as help desks, virus protection, security, hardware and software proactive monitoring, and new Tier Zero support. It also includes forecasts for tech support revenue trends through 2017.

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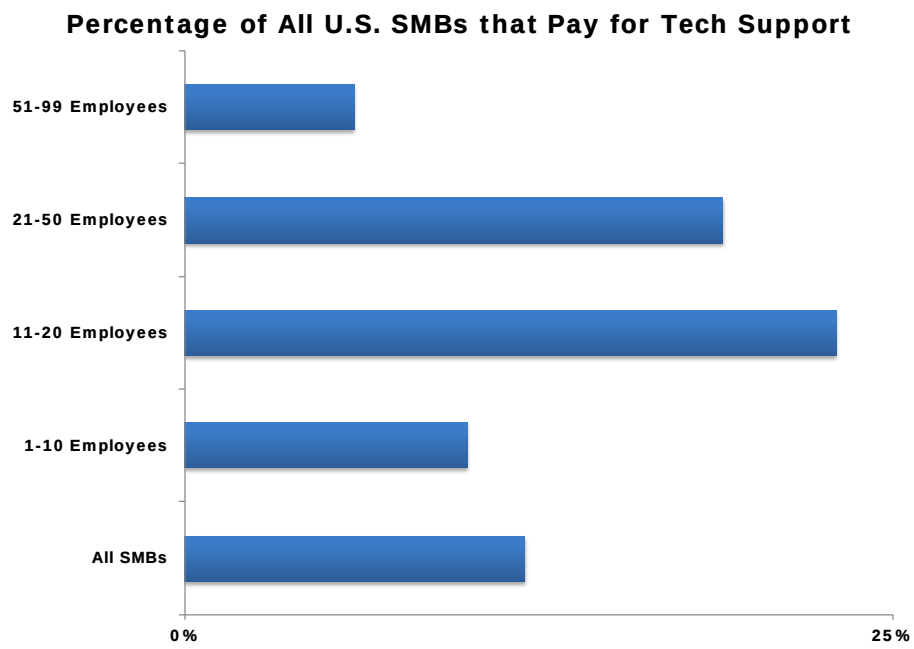
SMBs that Pay for Tech Support



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"Businesses of all sizes have been relentless in their adoption of new technologies," said Jim O'Neill, a research analyst at Parks Associates. "They have acquired new hardware and often allow the use of employees' own devices, creating a complex environment of support needs. Throw the cloud and its various services into the mix, as well as the need of SMBs to curtail their expenses, and you have a perfect storm of opportunity for companies that can provide 24/7 help desks, remote software and hardware support, and the occasional site visit. Tech support, especially for very small businesses, is approaching a boom phase."

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Comcast Signature Support Plan
Forecast Methodology
SMBs Likely to Buy Computer, Software Installation in the next year
Key Assumptions: Computer Set-Up
Percentage of All SMBs that Paid for Tech Support
Key Assumptions: Computer Support
SMBs Interested in a Support Subscription
Key Assumptions: Support Subscriptions
SMBs with Servers
Key Assumptions: Server Support
SMBs Using Hosted Backup Services
Key Assumptions: Hosted Backup Services
SMB Tech Support Services, Annual Revenue

Attributes

Parks Associates
15950 N Dallas Expy,
Suite 575
Dallas TX 75248

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Jim O'Neill
Executive Editor: Tricia Parks
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