

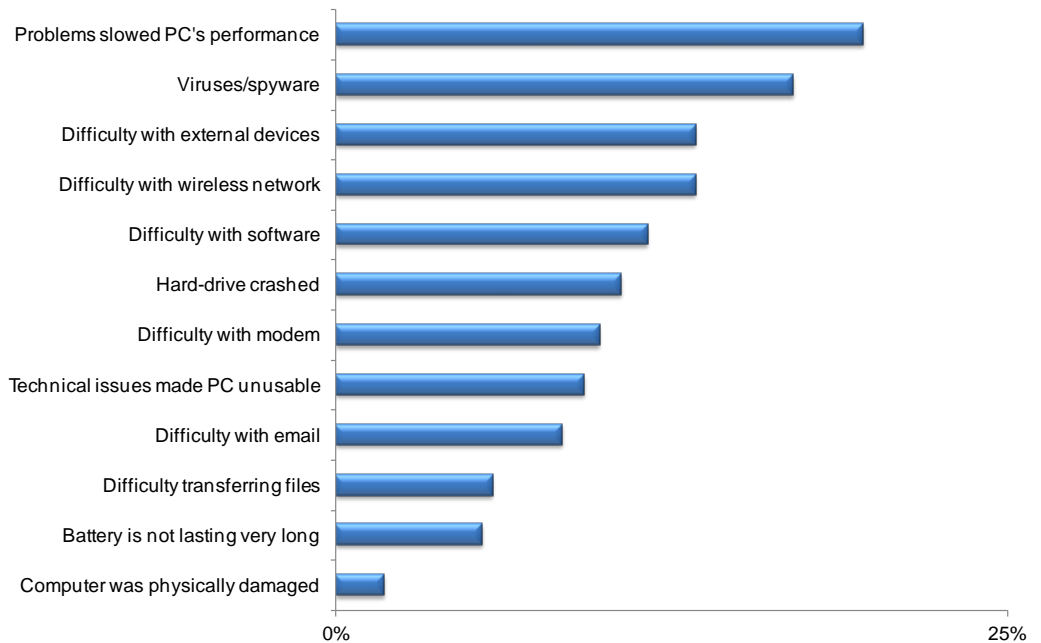
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

**SYNOPSIS**

*SMBs: Tech Support Opportunities* tracks SMBs' willingness to pay for premium tech support and provides the market size for premium support services and product warranties.

The study, featuring a survey of 500 U.S. SMBs, examines potential revenue opportunities for other support services, such as installation support, troubleshooting, and extended service plans.

**SMB Computer Problems over past 12 Months**  
(U.S. Small/Medium Businesses)



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**ANALYST INSIGHT**

“Despite increased use of tablets and smartphones, SMBs of all sizes remain reliant on desktop and laptop computers, and both devices regularly cause problems for their owners. That creates an opportunity for tech support. Providers should offer bundled services to achieve broadest uptake among SMBs of all sizes.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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**Small/Medium Business: Tech Support Opportunities**

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