

SMBs: Tablets and Laptops

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SMBs: Tablets and Laptops

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Abstract

Many of us could not fathom completing work tasks without a computer, smartphone, or Internet access. Today's business world runs on technology and the efficiencies and expediciencies electronic devices and infrastructure provide.

U.S. small and medium businesses (SMBs) employ a variety of devices and technologies to meet their needs. After surveying approximately 400 SMB employees, *iGR* found that laptops and netbooks are the most commonly reported mobile device type in use, followed by smartphones. This is perhaps unsurprising, as laptops have been a fixture in modern business for some time. However, one of the most recent devices to enter the enterprise market is tablets. *iGR* defines a tablet computer as a mobile/portable device running a mobile (smartphone) operating system (OS), with a 7 inch or greater (measured on the diagonal) touch screen, that encourages mobile data consumption.

As tablets are a relatively new player in the business device sphere, but appear to be growing due to their ease of use (i.e., touch based interface design, mobile OS), and portability, *iGR* sought to examine tablet uptake in SMBs, along with the use of laptops. The following report addresses such topics.

Key questions addressed:

- What is a SMB in the U.S.?
- What role does the IT department in a SMB have in terms of device management?
- How many SMBs currently use laptops?
- How many SMB employees and which types of employees, are using laptops?
- Do SMBs plan to purchase laptops in 2012? If so, why?
- How many SMBs currently use tablet devices?
- What tablet operating systems (OSes) are in use across SMBs?
- How many SMB employees and which types of employees, are using tablets?
- Do SMBs plan to purchase tablets in 2012? If so, why?
- What impact, if any, are tablets having on laptops in SMBs?

Who should read this report?

- Mobile operators, particularly those serving U.S. small business markets



- Device OEMs, particularly those serving U.S. small business markets
- Content providers and distributors, particularly those focused on SMBs
- Financial analysts and investors.