

# Small & Medium Enterprises India IT Tracking Study

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## Study Objective

The study focused upon the annual sales and revenue generated from the sales of IT products and services during the economic slowdown. The objective was to analyze the interest of procurement and implementation of cutting edge technologies during the global slowdown.

The study was conducted in small and medium organization for understanding the IT trends in small and medium businesses. Such study aimed at providing an in depth understanding on upcoming cutting edge technologies, penetration of IT applications in small organizations and budget allocation towards IT application & services.

The preferences and purchase structure of these enterprises were studied. It gave insights to our client on which organizations on the kind of products and services that various organization will be inclined to buy.

This study was commissioned to iResearch Services on behalf of the client, wherein iRS initiated with survey programming, fieldwork and reporting of the final insights within four weeks.

## Methodology used & iRS Value Addition

The project was carried out by iResearch Services with a detailed brief from client to the entire team and the project managers. From sample identification and generation to survey programming with live and test links and hosting and management of web based survey within few days of kick off call, iRS was up and running for a live study in no more than three days. The data reporting was done in SPSS with four interim deliverables each at 25%, 50%, 75% and 100%.

100 % call recording and monitoring ensured stringent quality controls, whereas a facility of live bargaining was provided to our client. 100% real time reporting kept the client abreast with the progress of the project.

## Universe

The project demanded the knowledge of professionals who understood the companies IT infrastructure well. The targeted respondents were also responsible for decision making related to IT and were well aware about important statistics such as IT expenditure and budget allocation for IT infrastructure.

## Takeaways

Hosted online applications and various online services were studied in order to understand the existing purchase patterns.

The outcome of this research showed remarkable trends of purchase of these technologies during the slowdown.

Other areas studied in the project were usage and planning of information and communication technology which included methods of IT and Telecom services management and benefits of third party service provider, planning of expansion of IT and telecom infrastructure.

Smartphone's were seen an upcoming technology. The study revealed interesting facts about penetration of Smartphone's in the industry.

## Quota



***n = 500***

**4 Weeks**

**Geography – India**

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