

## Technical Trends Driving SMBs

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By Priyanka Bhattacharya | Jun 17, 2011 05:56 PM

Following the rumours of a second recession, SMBs are trying to find a balance. The recent survey, SMB/Partner Insight Report conducted by Microsoft shows concerns about cost cutting, cash flow and improving performance among SMBs. "SMBs will try to maximize their IT investments by selecting technology solutions which can enhance the utilisation of existing infrastructure that they already own, those that can be deployed quickly, can be scaled up as their business grows, and can be managed centrally," said Srinivas Annapindi, CTO, CSS Corp, an IT solutions company.

### **Cloud Computing**

Cloud Computing enables IT business models to work more effectively. Common computing resources (network, server, storage) allow enterprises to work efficiently. "Collaboration tools, real time communication over the web and the cloud will gain momentum this year", says Rajesh Shetty, VP, Cisco India & SAARC.

### **Productivity as a Base**

Technology now has become a tool to improve productivity. SMBs are looking at solutions that improve collaboration with vendors and partners; and communication with customers. "SMBs now, have a renewed focus on productivity gains associated with social, mobile and virtual capabilities. There will be a demand for converged solutions that would help streamline inbound and outbound interactions across different channels, which will also help in measuring their effectiveness," says Rothin Bhattacharyya, Executive Vice President, HCL Infosystems.

### **Value for Money**

SMBs are now eyeing a better deal, improved business performance and cost effective solutions at a lesser price. "Interestingly, the Microsoft report also revealed that local IT partners expect to take on an increasingly strategic role for SMBs, and SMB customers are especially looking for partners to assist with cost-reduction measures and a "one-stop" experience to align technology with business needs," says Rajeev Mittal, General Manager, Small and Medium Enterprises, Microsoft India.

### **Management made easy**

With the need to focus on their core business, more and more SMBs will look at technology in the form of IT as a Service, and its various versions. The companies will look at outsourcing not just the IT infrastructure but also business process management solutions to ease pressure on the small number of manpower that most of these companies have. Emphasizing this fact, Ravi Datanwala, Regional Manager South, Quest Software, says, "SMBs are getting more choosy about the type of solution they want, and they want somebody to take away the headache of managing the infrastructure so that they can concentrate on their core business. That is why we expect solutions like software as a service, and desktop as a service, to grow in momentum."

Besides the actual infrastructure, many SMBs who are moving into their next phase of growth will also look at solutions that help them manage their data and make sense of it through tools and performance optimization applications.

**Infrastructure**

SMBs are expected to move to cloud and virtualized infrastructure, soon. Market studies show that mobility and mobile technologies will also be very important to the SMB. Social Media has spread to the workplace. Social media and networking has made SMBs to look at ways to integrate enterprise solutions with social networking platforms.

“SMBs this year will look for optimized utilization of space and manpower to accelerate their business. In terms of going to the cloud, there is still a certain level of ambiguity; however all the industry watchers we spoke to, point out this technology as a major driver of growth for SMBs in the coming months,” says Satyan Vyas, Director, Medium Business, CSMB.

Source: [http://bit.ly/channeltimes\\_csscorp](http://bit.ly/channeltimes_csscorp)