

# Small, Medium & Large Business PCs & Devices Market Overview and Opportunity Assessment

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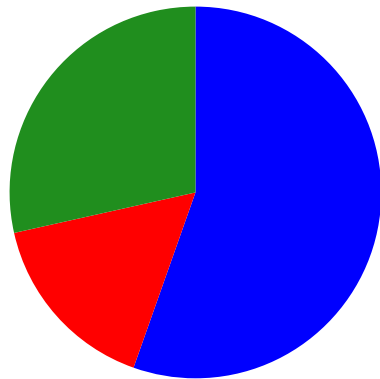
# Background, Objectives



# Study Background and Objectives

## Background

### SMLB PC & Mobile Device Spend



- SB = 1-99 Employees
- MB = 100-999 Employees
- LB = 1,000+ Employees

The Global PC Market landscape is rapidly evolving with varying degrees and nuances across different regions within the commercial (business) market segment.

This study has been conducted in leading countries across the Americas, Europe and APAC regions , which drive significant share of PC and Mobile Device spending.

This report focuses on the PC and mobile device usage among small (1-99 empls), medium (100-999 empls) and large (1,000+ empls) enterprises in Germany.

## Objectives

Analyze the SMLB segments to better understand and explore PC and mobile device purchase dynamics and SMLB buyers' needs, mindset, motivation, influencers, triggers and purchase drivers with respect to brands, form factors, solutions and channels.

# Methodology

## Detailed Methodology

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- Prepared a comprehensive questionnaire covering the ICT usage and spending overview of SMLBs as per various sub-parameters, e.g., Firmographics, Business Decisions, IT Infrastructure, Cloud, Mobility, etc.
- Established a national level sample to derive good representation, including quotas for each Employee-Size and Vertical Industry category
- Implemented structured online questionnaire after telephone screening.
- Screened and recruited approximately 4X- 5X to reach target ‘N’ values at a country level. Final output weighted based on National distribution.
- Applied extensive data validity checking process.

