

# AppDirect's SMB Cloud Service Adoption Survey

The cloud has given small and medium-sized businesses (SMBs) access to more powerful technology than ever before. But how exactly are today's SMBs using cloud-based services

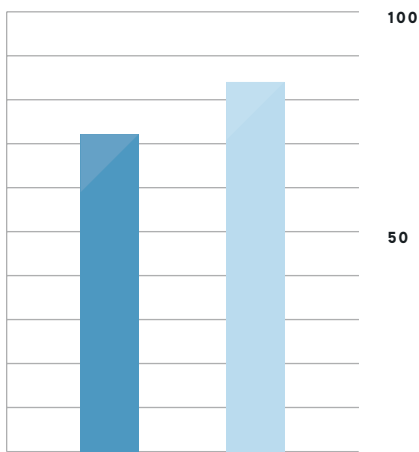
to drive results, and where do they still need help? AppDirect surveyed 500 SMB IT decision makers in the United States. Here are a few of the trends we discovered.

## SMB USE OF CLOUD SERVICES

6.48

is the average number of cloud services used by SMBs.

**61%** of SMBs want to use more, but...



**73%** are overwhelmed by their choices and need help buying.

**85%** want to talk to a real person who can answer their questions about which cloud services are best for their businesses.

## WHERE SMBs GET CLOUD SERVICES



62%

of SMBs say they expect their spending on cloud services to increase in the next year. Where do they buy?



48%

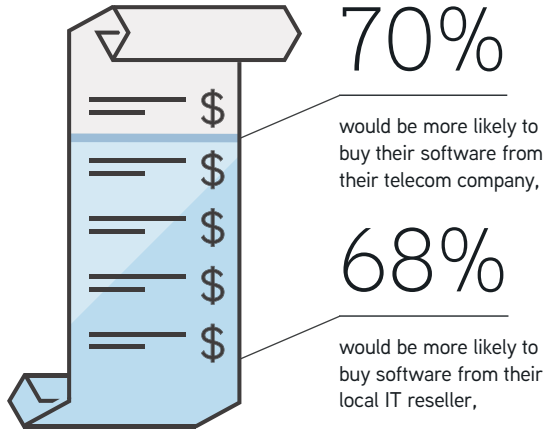
of SMBs buy their cloud-based software from either their internet and/or telecom service providers (**27%**) or a local IT reseller (**21%**).

But, only **20%** of SMBs say they're completely satisfied with their current cloud services. What can fill the gap?



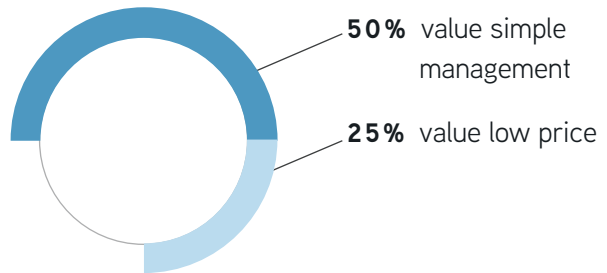
### ONE BILL FOR ALL THEIR SERVICES

If SMBs could consolidate what they pay for services onto one bill,



### EASY MANAGEMENT

What do SMBs value most when it comes to cloud services?



### MORE CHOICES

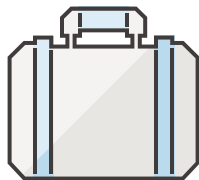
**84%**

of SMBs say they want a greater variety of cloud services to choose from.



**69%**

want variety that includes applications that are specific to their industries.



### PRODUCT BUNDLES

Even though SMBs value simple management, they are on the lookout for valuable product bundles. In fact, to save on price,



**32%**

wish they had an easy way to buy bundle apps together,



**29%**

wish they had an easy way to buy apps bundled with internet service.

For more information about these survey results and methodology, please visit [www.appdirect.com/blog/2017-appdirect-smb-survey](http://www.appdirect.com/blog/2017-appdirect-smb-survey).

### ABOUT APPDIRECT

AppDirect is the cloud service commerce leader, making software and products accessible to businesses globally. The AppDirect cloud service commerce platform unites providers, developers, and business consumers into a single ecosystem for buying, selling and managing cloud services, ultimately helping businesses gain access to the services they need to thrive. AppDirect-powered marketplaces, billing and distribution, and reselling services help providers – including Comcast, ADP, Zendesk, Deutsche Telekom and others – connect more than 30 million businesses to solutions from Microsoft, Google, GoDaddy, and more. AppDirect is headquartered in San Francisco with 13 global offices.

Want to learn more about how to meet SMB demand for cloud services? Visit [www.appdirect.com](http://www.appdirect.com).

650 California Street, 25th Floor  
San Francisco, CA 94108  
(877) 404-2777