

Cloud Computing, SMBs' Secret Weapon

The move to the cloud represents a major opportunity for service providers, and partnering with Microsoft offers the most complete set of [cloud-based solutions](#) to meet SMB needs.



TODAY'S SMBs

They believe in themselves.

76% agree that SMBs are the backbone of the economy.



They are growing.



53% expect sales growth within the next 12-18 months.

They want to have more fun at work.

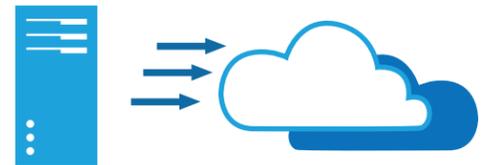
79% believe that technology can make work more enjoyable.



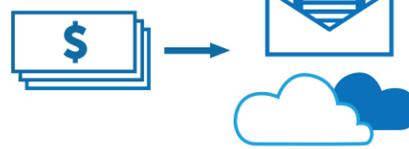
POTENTIAL FOR SUCCESS

They are increasingly moving to the cloud.

The number of very small companies (2-10 employees) using paid cloud services will triple in the next three years.



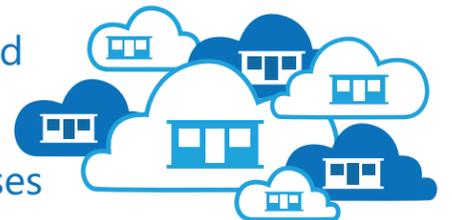
They are growing more comfortable with cloud services.



65% expect to be using cloud email services in the next 2-3 years.

They think the cloud is important.

50% agree that cloud computing is going to become more important for businesses such as theirs.



CLOUD CONCERNS

They see [security](#) as a priority.



70% want to know where their data is located.

30% want it kept in their country.

On-premise versus cloud

Only about 20% believe that data is less secure in the cloud than it is in their on-premise system.



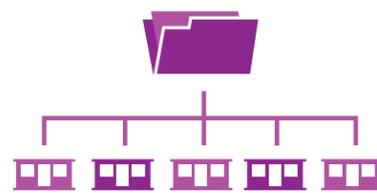
Opportunities for service providers



60% don't have resources to implement new technologies and applications.

MULTIPLE SERVICES, ONE VENDOR

They want one source for services.



56% prefer a single source for their IT, and many want a mix of applications and infrastructure sources.

They plan to use more [cloud services](#).

Current cloud users report purchasing an average of 4 services in the cloud now and expect to use 6 in the future.



They want to be more mobile.



71% require technology that enables their staff to work anywhere at any time.

Microsoft | Operator Channels