businesses as a solution that contributes to business growth. Conducted by Techaisle, the SMB Cloud Computing Adoption Trend survey shows a significant departure in the views of small businesses from previous years, when reducing cost used to be the overarching objective.

**Isaac M. O'Bannon** • Mar. 28, 2014



New research shows that cloud computing is viewed by 80 percent of U.S. small businesses as a solution that contributes to business growth. Conducted by

[Techaisle](#), the SMB Cloud Computing Adoption Trend survey shows a significant

This new trend of SMBs adopting cloud for business growth creates a "perfect storm" of opportunity for cloud computing. It satisfies the demand for new technology-enabled business capabilities such as mobility, social media, business intelligence/analytics and collaboration by providing a platform for supporting these initiatives. At the same time, as IT continues to struggle with cost control, cloud provides a clear means of reigning in CAPEX and reducing management costs.

Techaisle's survey data shows that while there is broad recognition of the importance of business agility as a cloud benefit, a "mid-SMB" niche exists – stretching from 50-250 employees – in which IT productivity is the overarching cloud objective.

The key reasons for using cloud and benefits realized vary by size of business as well as issues that are of critical concern to SMB organizations. For example, small businesses (1-99 employees) focus tightly on business benefits: increased business agility is the most compelling cloud benefit, followed by obtaining capabilities that would have been cost/time prohibitive, reducing business process-related costs, and improving business staff productivity. Mid-market businesses (100-999 employees) also appreciate these outcomes – but the highest-ranked benefit of cloud is IT related, with "make our IT staff more productive" cited as a compelling cloud benefit by nearly 60 percent of mid-market businesses.

Drilling down into the different sizes of businesses the 1-9 micro-business group also places a high value on using cloud to reduce process costs, which makes a great deal of sense, since these tasks are likely not automated in any fashion today. Respondents in the 250-499 employee size segments prioritize use of cloud to increase business user productivity, while the 500-999 employee segments is focused on cloud delivery benefits such as capabilities/agility and IT productivity. Analyzing the data by BDMs and ITDMs, the study finds that these groups have different perspectives on how cloud delivers value to their companies.

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