Make the Shift

India SMB Study
Overview of study

• Survey was conducted in Aug 2018
• A 30-minute questionnaire was administered to each respondent
• Respondents were IT & Business decision makers
• 2156 completes were achieved – unique SMBs
• Sampling quota was fixed by countries, size of business by no. of employees
• Analysis has been conducted by size of business
  • Small business (1-99 employees)
  • Medium business (100-499 employees)
  • Large business (500-999 employees)

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PCs are at the center of productivity engine for SMBs
• 31% of SMBs surveyed have PCs that are more than 4 years old
• The average PC refresh cycle for SMBs is 4.5 years
• 49% of larger SMBs have older PCs
Older PCs...

- Increase operating costs
- Reduce business profitability
- Reduce employee productivity
- Reduce business growth
- Less secure
Cost of owning a PC older than 4 years
US$1,279/PC (approx. 93.5K Rupees)

A PC which is more than 4 years old is also **2x more likely to have to undergo repairs**, resulting in **productivity loss**.

Costs in this study are calculated based on PC repair costs, upgrade costs and invisible costs, which includes loss of productivity hours that can be translated into revenue.
Reasons for not replacing older PCs

- Applications running on those machines cannot work with newer operating systems: 95%
- Purchased tablets and smartphones instead: 48%
- These PCs are not perceived to be critical to the overall operation of the company: 27%
Deploying a new PC benefits SMBs

- 38% of SMBs with older PCs intend to replace their devices
  - 56% of PCs purchased will be for replacements, and 44% will be additions
  - 54% are more likely to replace PCs due to the impending Windows 7 End of Support, though there is moderate awareness today (67%)

**IMPROVE EFFICIENCY**
- 66% newer PCs cloud & mobility efficiency & experience

**BETTER SECURITY**
- 63% able to better secure & protect data on newer PCs

**REDUCE COSTS**
- 58% newer PCs reduce overall maintenance costs

**EASY MANAGEABILITY**
- 54% managing newer PCs is significantly easier

**IMPROVE PRODUCTIVITY**
- 41% newer PCs make employees more productive
Security is a key concern for SMBs in India

IT matters to business success & security matters to IT success

- IT matters to SMB business success and interruptions in IT is felt clearly and immediately
- IT is business critical infrastructure and IT security has the potential to become a high-value, strategic activity, rather than an “anchor” or cost of doing business
Exposure to Security Risks

- The study found that **43% of SMBs surveyed may have experienced on PC security and data breaches** in the last 12 months.

- The delta between reported (12%) and experienced breaches (43%) highlights the potential risks SMBs are exposed to

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Top PC Security concerns

- Virus or other malware attacks: 65%
- Data theft by employees or others: 41%
- Transaction security: 39%
- Network intrusions: 30%
- Identity theft: 29%
- Computing device being stolen or lost: 17%
In summary

Achieve positive impact on SMB business productivity & IT efficiency:

1. Easy manageability
2. Improve productivity
3. Reduce costs
4. Empower employees
5. Better security
Make the shift to Modern PCs now