



Sage SMB Survey on Mobile Devices

March 2013

Summary Report



Introduction

The following is an analysis of small and midsize businesses in the U.S. commissioned by Sage, a leading global supplier of business management software and services for small and midsize businesses. This is part of a larger online survey of decision makers and employees of various industries about their use of mobile devices conducted between January 10 and February 1, 2013. Among the findings for this industry:

Laptops (80 percent) and smartphones (81 percent) are the most common devices used remotely by employees to access work-related information when they are not in the office, followed by tablets (57 percent).

Four out of five respondent decision makers, or 85 percent, whose companies use remote devices feel that it has had a positive effect on their company's productivity, while only one percent felt it has a negative effect. When asked about how their businesses carry out various business functions, mobile applications are commonly used for keeping business contacts organized (31 percent), scheduling (26 percent), and keeping a task list and/or assigning tasks to specific employees (23 percent).

When asked about having a "bring your own device" (BYOD) policy, 48 percent responded that they already have this policy in place, while 31 percent have not considered this option. Another 9 percent have considered but decided against a BYOD strategy for their businesses.

What is your primary role at your business?

Answer	Response	%
Owner, President, CEO, Partner, or General Manager	238	49%
Controller, Treasurer or CFO, Accounting Administrator, or Supervisor	67	14%
Accountant/Bookkeeper	30	6%
Office Manager/Administrative Asst./Secretary	34	7%
Operations Manager	17	3%
Information Technology	22	4%
Sales/Marketing	53	11%
Professional	11	2%
Other	18	4%
Total	490	100%

How many of your employees are using the following to access work-related information when they are not in the office?

Question	None	1 or 2	3 to 5	6 to 10	11 to 25	More than 25	Don't Know/Not Sure	Mean
Laptops	19.6%	44.6%	20.5%	8.0%	2.8%	4.6%	0.0%	2.4
Desktops	32.4%	33.9%	16.8%	7.0%	5.5%	3.7%	0.6%	2.3
Tablets	43.4%	34.9%	11.9%	5.2%	1.2%	2.1%	1.2%	2.0
Smartphones	18.7%	37.3%	20.5%	11.0%	5.8%	6.7%	0.0%	2.7

How useful would it be to use mobile devices for the following tasks?

Question	Very Useful	Somewhat Useful	Neutral	Somewhat Not Useful	Not At all Useful	Mean
Viewing your calendar	5.3%	10.5%	10.5%	15.8%	57.9%	4.1
Keeping up with the status of projects and organizing project details	10.5%	5.3%	21.1%	0.0%	63.2%	4.0
Creating customer invoices	10.5%	5.3%	21.1%	5.3%	57.9%	3.9
Keeping your task list and/or assigning tasks to team members	10.5%	5.3%	15.8%	10.5%	57.9%	4.0
Viewing accounting and business reports	5.3%	21.1%	15.8%	5.3%	52.6%	3.8
Tracking time spent on your work	5.3%	15.8%	26.3%	5.3%	47.4%	3.7
Accepting payments	5.3%	5.3%	21.1%	5.3%	63.2%	4.2
Accessing	15.8%	10.5%	15.8%	5.3%	52.6%	3.7

customer information						
Processing customer payments by credit card	5.3%	5.3%	10.5%	5.3%	73.7%	4.4

Are the mobile devices used by your employees supplied by your company? (Check all that apply.)

Answer	Response	%
Supplied by company	213	69%
Supplied by employee (no company reimbursement)	102	33%
Device supplied by employee but service paid for by company	52	17%
Don't know/not sure	7	2%

How much do you believe the use of the following devices for remote access has changed over the past year?

Question	Decreased	Remained the same	Increased	Mean
Laptops	11.4%	46.8%	41.9%	2.3
Desktops	29.9%	51.9%	18.2%	1.9
Tablets	1.3%	27.3%	71.4%	2.7
Smartphones	0.6%	17.2%	82.1%	2.8

What is your company's approach to Windows 8?

Question	Use today	Plan to use within the next six months	Considering	Rejected	Undecided	Mean
Smartphones	4.5%	3.2%	16.6%	30.2%	45.5%	4.1
Tablets	4.2%	4.9%	16.6%	30.2%	44.2%	4.1
Laptops	12.7%	7.5%	25.3%	19.8%	34.7%	3.6
Computers	11.7%	8.4%	23.4%	19.8%	36.7%	3.6

What is your company's approach to supporting the following operating systems for smartphones and tablets?

Question	Use today	Plan to use within the next six months	Considering	Rejected	Undecided	Mean
Android	45.8%	1.3%	9.7%	25.3%	17.9%	2.7
Apple iOS	52.3%	1.0%	10.1%	21.4%	15.3%	2.5
Windows	36.0%	3.2%	15.3%	19.5%	26.0%	3.0

What effect has mobile technology had on your company's productivity?

Answer	Response	%
Positive	263	85%
Negative	5	2%
No effect	40	13%
Total	308	100%

Please indicate how your business currently carries out each of the business functions below: (Check all that apply.)

Question	Paper	Desktop spreadsheet software	Desktop software (other than spreadsheet)	Mobile application	Web-based application	Outside service	Other	Don't do this
Scheduling	15.3%	26.0%	39.9%	26.3%	23.1%	1.6%	3.9%	8.1%
Keeping up with the status of projects and organizing project details	15.3%	28.6%	42.9%	16.2%	17.2%	1.6%	3.2%	10.1%
Creating customer invoices	7.8%	11.7%	68.5%	6.5%	7.1%	1.3%	2.6%	8.4%
Keeping a task list and/or assigning tasks to specific employees	16.2%	20.8%	44.2%	23.1%	14.6%	0.3%	3.2%	14.6%
Managing business' accounting	5.5%	15.6%	77.9%	3.9%	5.2%	2.9%	3.2%	1.3%
Tracking time spent on specific projects	8.1%	16.9%	37.0%	11.0%	10.1%	0.3%	1.6%	34.7%
Keeping all contacts organized	3.9%	14.0%	69.8%	30.5%	18.8%	0.0%	2.9%	2.3%

Do you personally use a device (such as a desktop, laptop, tablet computer, or smartphone) to access work-related information remotely (when away from the office or your main computer)?

Answer	Response	%
Yes	396	84%
No	75	16%
Total	471	100%

What types of devices do you use to access work-related information remotely? (Check as many as apply.)

Answer	Response	%
Desktop	158	40%
Laptop	310	78%
Smartphone	285	72%
Tablet	189	48%
Other (specify)	12	3%

What is your personal approach to Windows 8?

Question	Use today	Plan to use within the next six months	Considering	Rejected	Undecided	Mean
Smartphones	8.3%	3.8%	14.6%	28.3%	44.9%	4.0
Tablets	6.3%	6.1%	17.7%	25.5%	44.4%	4.0
Laptops	16.4%	8.1%	23.2%	14.1%	38.1%	3.5
Computers	15.2%	8.6%	20.7%	16.2%	39.4%	3.6

What is your company's approach to BYOD (Bring Your Own Devices) to work?

Answer	Response	%
We already have this company policy, which lets employees bring and use their devices	190	48%
We are considering this policy to let employees bring and use their devices	24	6%
We have not considered this policy	122	31%
We have considered this policy and decide to NOT permit employees to bring and use them	37	9%
Other	23	6%
Total	396	100%

For the desktop device that you use, what percentage do you use for work versus personal? (Move the slider to indicate percent.)

#	Answer	Min. Value	Max. Value	Average Value	Standard Deviation	Responses
1	Desktop	1.00	100.00	73.70	29.34	158

For the laptop that you use, what percentage do you use for work versus personal? (Move the slider to indicate percent.)

Answer	Min. Value	Max. Value	Average Value	Standard Deviation	Responses
Laptop	1.00	100.00	70.66	26.17	302

For the smartphone that you use, what percentage do you use for work versus personal? (Move the slider to indicate percent.)

Answer	Min. Value	Max. Value	Average Value	Standard Deviation	Responses
Smartphone	0.00	100.00	58.65	26.39	285

For the tablet that you use, what percentage do you use for work versus personal? (Move the slider to indicate percent.)

Answer	Min. Value	Max. Value	Average Value	Standard Deviation	Responses
Tablet	1.00	100.00	46.26	28.38	189

What type of work-related information or applications do you personally access remotely on a mobile device? (Select all that apply.)



Answer	Response	%
Accounting/ERP	90	23%
Banking	197	50%
Contacts	284	72%
Schedule	252	64%
Documents (Word, Excel)	205	52%
Email	371	94%
Field Service	27	7%
File Storage	88	22%
Online Meetings	55	14%
Operations	41	10%
Sales	106	27%
Marketing	74	19%
Social Media	145	37%
Text Messaging	251	63%
Time Management	84	21%
Other (specify)	16	4%

How many employees work in your establishment?

Answer	Response	%
None	10	2%
1-4	176	36%
5-9	92	19%
10-19	67	14%
20-49	67	14%
50-99	37	8%
100-249	15	3%
250-499	10	2%
500-999	6	1%
1000 or more	7	1%
Don't know/not sure	3	1%
Total	490	100%

What industry is your company's primary activity?

Answer	Response	%
Forestry, fishing, hunting, or agriculture support	9	2%
Mining, professional, scientific, or technical services	16	3%
Construction	51	10%
Manufacturing	61	12%
Wholesale trade	38	8%
Retail trade	27	6%
Transportation or warehousing	9	2%
Real estate or rental and leasing	29	6%
Finance or insurance	51	10%
Utilities management of companies or enterprises	2	0%
Admin, support, waste management, or remediation services	5	1%
Educational services	9	2%
Health care or social assistance	30	6%

Arts, entertainment, or recreation		7	1%
Accommodation or food services		1	0%
Information		22	4%
Unclassified establishments		9	2%
Other services (except public administration)		114	23%
Total		490	100%

About the Survey

The Sage SMB Survey on Mobile Devices was conducted among 490 respondents and has an error rate of +/- 4.4 percent with a 95 percent confidence level. This is part of a larger online survey of decision makers and employees of various industries about their use of mobile devices conducted between January 10 and February 1, 2013.

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