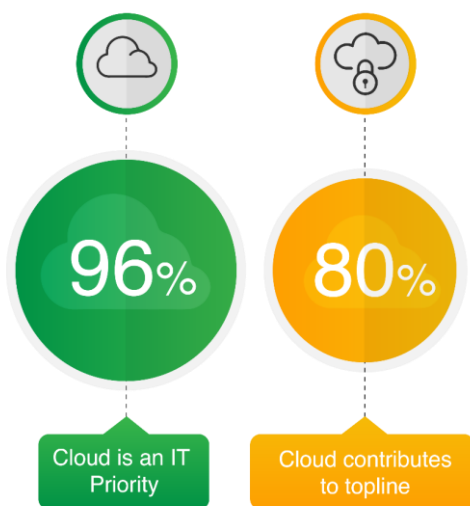




Did you know?

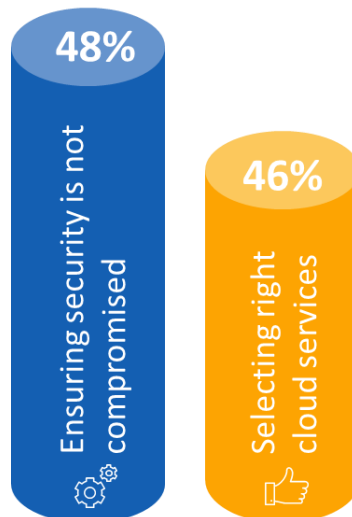
Why Cloud? It is the SMB business infrastructure



Techaisle's survey of over 1,100 US SMBs not only found a strong link between cloud and IT - it also found a strong link between cloud, IT and business success. The research shows that technology is viewed as critical to the success of SMB businesses, and that cloud provides a compelling response to SMB business issues; cloud also addresses constraints within the SMB market, such as the ability to adopt new IT capabilities without adding IT staff. Cloud is not only a near-universal IT priority within US SMBs but also a current IT reality. US SMBs are using cloud today and planning expansion of cloud infrastructure.

SMBs need guidance to overcome cloud challenges

Channel partners should work with buyers to overcome cloud challenges. Two items stand out in particular - security and the inability to select right cloud services. In addition, concern over fragmentation is real, exacerbated by use of multiple types of cloud. Integrity of data and processes is a related issue, and one which many SMBs lack the internal expertise to address. The ability to help customers overcome these issues, to use appropriate marketing vehicles to address information needs, and to position current and new offerings against the strong growth trends in cloud's positioning as critical IT/business infrastructure will differentiate channel partners who exceed market growth, versus those which lag behind.



Techaisle is a global SMB & Channel Partner Research organization founded on the premise that go-to-market strategies require insightful research, flexible data, and deeper analysis. Techaisle conducts surveys with SMBs & channels to understand market trends, opportunities, buying behavior, purchase intent, & IT priorities within cloud, mobility, analytics, security, managed services, virtualization, collaboration & IoT.



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dinCloud Take-Away:

Cloud has provided SMBs access to technology that had previously only been available to enterprises. They now have an opportunity to transform their businesses by utilizing all the operational and technological advantages of cloud computing. With the plethora of Cloud services now widely available, channel partners can guide SMBs in achieving their goals by selecting and consuming the cloud services best suited for their business model.

Want to get more information about selling cloud services? Click below:

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