

SMBs: Tablet Usage

Market Brief
Second Quarter, 2012





SMBs: Tablet Usage

A Market Brief

Published Second Quarter, 2012
Version 1.0
Report Number: 2Q2012-05

iGR Inc.
12400 W. Hwy 71
Suite 350 PMB 341
Austin TX 78738

Table of Contents

Abstract	1
Executive Summary	2
Figure A: SMB Tablet Ownership	2
Methodology	4
Defining SMBs	5
Table 1: Employee Size of Surveyed Companies	5
Segmentation based on government data.....	5
Figure 1: Employee Size of <i>iGR</i> 's Surveyed Companies.....	6
Respondent Company "Firmographics"	6
Table 2: Role / Title of Respondents	6
Figure 2: Role / Title of Respondents	7
Table 3: Industries of Surveyed Companies	8
Figure 3: Industries of Surveyed Companies.....	9
Table 4: SMB Revenue	9
Figure 4: SMB Revenue	10
The U.S. Tablet Market	12
Key Tablet Attributes	12
Figure 5: Key Attributes of a Tablet Computer	12
U.S. Tablet Sales and Adoption	13
Tablet Usage Among SMBs	14
Figure 6: SMB Tablet Usage/Ownership	14
Figure 7: Primary Use of SMB Tablets	15
SMB Tablet Brand and OS	15
Figure 8: SMB Tablet Usage by Manufacturer	16
Figure 9: SMB Tablets by OS	17
SMB Tablet Wireless Capability	17
Figure 10: SMB Tablet Wireless Capabilities in Use	18
Figure 11: Difference in SMB Tablet Wireless Capabilities by Primary Use	19
Figure 12: Current Use of Mobile Broadband Plan on 3G/4G SMB Tablets	20
Figure 13: Use of 3G/4G SMB Tablet Services.....	21
SMB Tablet Acquisition & Use Frequency	21
Figure 14: SMB Work Tablet Acquisition Method.....	22
Figure 15: SMB Work Tablet Use Frequency.....	23
Effect of Tablet Use on Laptop Use.....	23
Figure 16: SMB Laptop Usage	24
Figure 17: Impact of Tablet Use on Laptop Use	25
Summary	26
Definitions	27

Quoting information from an *iGillottResearch* publication: external — any *iGillottResearch* information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from *iGillottResearch*. *iGillottResearch* reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from *iGillottResearch*. The use of large portions or the reproduction of any *iGillottResearch* document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2012 *iGillottResearch*, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

General 27
Device Types 27
Services..... 28
Network Technology 29
About iGR33
Disclaimer 33

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company’s internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2012 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Abstract

The U.S. tablet market is growing. Since the introduction of Apple's iPad in 2010, U.S. tablet sales have steadily trended upward. In fact, *iGR* estimates that Apple alone went from 9.8 million iPads sold at the end of 2010, to 28 million sold at the end of 2011. The U.S. tablet market now includes many players (e.g., Asus, Amazon, Motorola, Samsung, etc.) and is only expected to continue to grow.

The enterprise arena, in particular, is one area in which tablets are anticipated to climb. There has been significant press generated by large corporations (e.g., Dupont, Wells Fargo, United Airlines, American Airlines, etc.) who are using tablet devices to improve, augment or replace existing business processes and practices. But what about the corner market or tech start-up? Are small-to medium-sized businesses using tablet devices, as well?

This report provides an overview of tablet usage by employees in small-to medium-sized businesses (SMBs) in the U.S., which *iGR* defines as a company with between 10 to 499 employees. *iGR* conducted said survey in March 2012 to investigate, at least in part, how employees at SMBs use tablets, if at all, and to gather details on the tablet brands and operating systems (OSs) being used.

Key questions addressed:

- What are the characteristics of SMBs?
- What is a tablet?
- What is the current state of the U.S. tablet market?
- What types (brand and OS) of tablets are in use across U.S. SMBs?
- Which SMB employees are using tablets?
- How are SMB employees using tablets?
- What connectivity options are SMB tablet users employing?
- Are SMB tablet users activating (and using) mobile broadband services?
- How, if at all, are tablets influencing laptop use across SMBs?

Who should read this report?

- Mobile operators
- Tablet device OEMs
- Content providers and distributors, particularly those focused on SMBs
- Financial analysts and investors.

