SMB Tech Buying Trends 2022
Top Organizational Strategic Objectives

- Hiring skilled workers to drive strategic goals: 39% in 2022, 25% in 2021
- Innovating and implementing new ideas: 38% in 2022, 26% in 2021
- Implementing new efficiencies: 38% in 2022, 35% in 2021
- Identifying new segments/markets: 38% in 2022, 37% in 2021
- Successfully launching new products or services: 38% in 2022, 38% in 2021
- Renewing/maintaining key customer accounts: 44% in 2022, 45% in 2021
- Executing a new branding/marketing campaign: 26% in 2022, 20% in 2021
- Diversifying revenue with new products: 25% in 2022, 20% in 2021
- Hiring a more diverse workforce: 25% in 2022, 13% in 2021
- Defending business against competition: 32% in 2022, 22% in 2021
- Managing regulatory complexity: 22% in 2022, 22% in 2021
- Recouping losses from Covid impact: 21% in 2022, 19% in 2021
Health of Small/Medium-sized Businesses

- **Thriving**: 30% (2022), 22% (2021)
- **Holding steady**: 51% (2022), 48% (2021)
- **Struggling slightly**: 17% (2022), 25% (2021)
- **Struggling majorly**: 2% (2022), 4% (2021)

Comparing the health status of small/medium-sized businesses from 2022 to 2021.
Impact of World Events on Profitability

- Somewhat Negative: 39%
- Very Negative: 6%
- No Impact: 22%
- Somewhat Positive: 12%
- Very Positive: 21%
Looking Ahead 12 Months

**Industry in general**
- Very Optimistic: 30%
- Somewhat Optimistic: 29%
- About in the Middle: 23%
- Somewhat Pessimistic: 6%
- Very Pessimistic: 12%

**Specific organization**
- Very Optimistic: 32%
- Somewhat Optimistic: 24%
- About in the Middle: 10%
- Somewhat Pessimistic: 5%
- Very Pessimistic: 28%
Business Concerns in the Next 12 Months

- Continued inflation: 57%
- Possible economic recession: 53%
- Supply chain and other logistics issues: 44%
- Difficulty finding workers with right skills: 34%
- World events: 30%
- Cybersecurity breaches/attacks: 25%
- Cash flow for capital expenditures: 22%
- Increased complexity of technology: 22%
Role of Technology in Reaching Strategic Objectives

- **Primary factor**: 62%
- **Secondary factor**: 31%
- **Non-factor**: 5%
- **Don’t know**: 2%

CompTIA
Organizational Ratings of Technology Areas

<table>
<thead>
<tr>
<th>Category</th>
<th>Lots of Room for Improvement</th>
<th>Proficient</th>
<th>Exceling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing operations</td>
<td>20%</td>
<td>53%</td>
<td>27%</td>
</tr>
<tr>
<td>Execution and implementation</td>
<td>20%</td>
<td>59%</td>
<td>21%</td>
</tr>
<tr>
<td>Vision and strategy</td>
<td>22%</td>
<td>62%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Lots of Room for Improvement  Proficient  Exceling
Organizational Areas of Concern

<table>
<thead>
<tr>
<th>Area</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiring workers with new technology skills</td>
<td>39%</td>
</tr>
<tr>
<td>Managing/using data</td>
<td>37%</td>
</tr>
<tr>
<td>Cybersecurity/data security</td>
<td>35%</td>
</tr>
<tr>
<td>Integrating applications and data sources</td>
<td>35%</td>
</tr>
<tr>
<td>Managing increasingly complex technology</td>
<td>31%</td>
</tr>
<tr>
<td>Modernizing equipment/software</td>
<td>30%</td>
</tr>
<tr>
<td>Getting higher ROI from tech investments</td>
<td>30%</td>
</tr>
<tr>
<td>Next-gen customer engagement</td>
<td>28%</td>
</tr>
<tr>
<td>Understanding or deciding among extensive choices</td>
<td>27%</td>
</tr>
<tr>
<td>E-commerce/mobile</td>
<td>24%</td>
</tr>
</tbody>
</table>
Technology Spending

- Much too low: 7% (2022), 9% (2021)
- Slightly too low: 18% (2022), 22% (2021)
- About right: 52% (2022), 49% (2021)
- Slightly too high: 17% (2022), 13% (2021)
- Much too high: 4% (2022), 5% (2021)
- Don’t know: 1% (2022), 2% (2021)
Focus Areas for Increasing Tech Budgets

- **Hiring more tech staff**: 16% (2022), 13% (2021)
- **Staff hardware upgrades**: 17% (2022), 22% (2021)
- **Upgrades to videoconferencing and collaboration tools**: 11% (2022), 21% (2021)
- **Website, e-commerce, mobile upgrades**: 17% (2022), 20% (2021)
- **Investing in innovations**: 28% (2022), 19% (2021)
- **Training/certification of staff**: 11% (2022), 5% (2021)
Technology Satisfaction Rating

- Mostly satisfied: 49%
- Somewhat satisfied/dissatisfied: 23%
- Mostly dissatisfied: 6%
- Completely satisfied: 21%
- Completely dissatisfied: 1%

(Chart source: CompTIA)
Technology Purchases in Past 2 Years

- Industry sector-specific purchases: 31%
- Core infrastructure purchases: 24%
- Newer, emerging technologies: 19%
- Combination of two or three: 15%
- Tech and business consulting: 10%
## Ranking Priority Spending for Next 12 Months

<table>
<thead>
<tr>
<th>Category</th>
<th>First</th>
<th>Second</th>
<th>Third</th>
<th>Fourth</th>
<th>Fifth</th>
<th>Sixth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer experience</td>
<td>32%</td>
<td>19%</td>
<td>19%</td>
<td>11%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Worker productivity</td>
<td>30%</td>
<td>18%</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Industry sector</td>
<td>10%</td>
<td>17%</td>
<td>15%</td>
<td>21%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Core infrastructure</td>
<td>13%</td>
<td>19%</td>
<td>18%</td>
<td>19%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Operations</td>
<td>13%</td>
<td>21%</td>
<td>20%</td>
<td>14%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Innovation</td>
<td>10%</td>
<td>13%</td>
<td>15%</td>
<td>17%</td>
<td>19%</td>
<td>25%</td>
</tr>
</tbody>
</table>

*First, Second, Third, Fourth, Fifth, Sixth*
Seeking Support for Technology Objectives

- Increase revenue: 58%
- More productive organization: 49%
- More productive personally: 40%
- Cut organizational costs: 39%
- Automate processes: 36%
- Greater innovation: 31%
- Facilitate remote working: 31%
- Competitive differentiator: 25%
Emerging Technologies

View of market

- Positive: 54%
- Negative: 9%
- Too early to tell: 22%
- No opinion: 13%
- Both positive and negative: 3%

Organization involvement

- Ambitious: 34%
- Cautious: 50%
- Considering adoption plans: 10%
- Don’t know: 4%
- No adoption plans: 2%

No opinion: 3%

Both positive and negative: 3%

Too early to tell: 22%
2022 Budget for Emerging Technology

- Increased moderately: 39%
- Increased significantly: 15%
- Same: 36%
- Decreased significantly: 8%
- Decreased moderately: 2%
Factors in Deciding on Emerging Technologies

- Increase productivity: 62%
- Boost sales: 51%
- Increase innovation: 43%
- Customer demand: 40%
- Advance digitization: 28%
- Competitive differentiator: 26%
- Automate processes: 23%
- Avoid obsolescence: 20%
Challenges in Adopting Emerging Technologies

- Need for technical training: 41%
- Cost of entry: 38%
- Identifying vendors to work with: 38%
- Difficulty hiring skilled staff: 37%
- Need for training: 31%
- Lack of customer education: 22%
- Lack of best practices: 22%
- Unknown ROI: 20%
Channels Utilized for Technology Purchases

- Direct from tech companies: 59%
- Online marketplace: 52%
- Local technology retailer: 44%
- Reseller/VAR: 24%
- Don't know: 4%
Allocation of Technology Spending

- Direct from tech companies: 13%
- Reseller/VAR: 10%
- Online marketplace: 10%
- Local technology retailer: 10%
- Don't know: 7%

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### Outside Services Used in Past 12 Months

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Troubleshooting/repair IT issue</td>
<td>29%</td>
</tr>
<tr>
<td>Cybersecurity related</td>
<td>28%</td>
</tr>
<tr>
<td>Web design/e-commerce</td>
<td>28%</td>
</tr>
<tr>
<td>General IT advisory</td>
<td>28%</td>
</tr>
<tr>
<td>Deployment of IT system</td>
<td>22%</td>
</tr>
<tr>
<td>Mobile app</td>
<td>22%</td>
</tr>
<tr>
<td>Cloud computing/digitization</td>
<td>22%</td>
</tr>
<tr>
<td>Business intelligence</td>
<td>22%</td>
</tr>
<tr>
<td>Workflow automation</td>
<td>21%</td>
</tr>
<tr>
<td>Procurement of hardware/software</td>
<td>18%</td>
</tr>
<tr>
<td>Emerging tech</td>
<td>18%</td>
</tr>
<tr>
<td>Telecom related</td>
<td>16%</td>
</tr>
<tr>
<td>None</td>
<td>6%</td>
</tr>
</tbody>
</table>
Use of Managed IT Services Provider

- Yes: 51%
- No, but considering: 36%
- Don’t know: 3%
- No and not considering: 9%
Amount Spent Annually on Technology

- Less than $5,000: 5%
- $5,000-$9,999: 7%
- $10,000-$24,999: 16%
- $25,000-$49,999: 16%
- $50,000-$99,999: 17%
- $100,000-$249,999: 16%
- $250,000-$499,999: 6%
- $500,000-$749,999: 4%
- $750,000-$999,999: 3%
- $1 million-$2.9 million: 4%
- $3 million-$4.9 million: 2%
Methodology

CompTIA’s SMB Tech Buying Trends Tracker study provides insights around key technology trends in SMB business environments.

The quantitative study within the United States consisted of an online survey fielded to technical and business professionals during August 2022. A total of 650 respondents participated in the survey, yielding an overall margin of sampling error at 95% confidence of +/- 3.9 percentage points. Sampling error is larger for subgroups of the data.

As with any survey, sampling error is only one source of possible error. While non-sampling error cannot be accurately calculated, precautionary steps were taken in all phases of the survey design, collection and processing of the data to minimize its influence.

CompTIA is responsible for all content and analysis. Any questions regarding the study should be directed to CompTIA Research and Market Intelligence staff at research@comptia.org.

CompTIA is a member of the market research industry’s Insights Association and adheres to its internationally respected Code of Standards and Ethics.