



# Capabilities Brief: Small & Medium Business

*The Science of Technology Marketing*<sup>®</sup>

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***About EQUUS Group Inc.:***

*EQUUS Group Inc. is the premiere marketing research and strategy development firm for technology products and services. Our specialization areas include nationwide and international (Europe, Asia/Pacific and China) research for clients in Enterprise Computing, Computer Hardware and Software, Communications, Wireless, Semiconductor, and Consumer Electronics and Software.*

*Our Science of Technology Marketing® based programs combine powerful and innovative online and offline qualitative and quantitative methodologies for: New Product Testing and Development, Market Segmentation and Analysis, Vertical Segmentation and Market Development, Competitor Intelligence, Application Profiling, Usage Scenario Development, Customer Acquisition and Retention Strategies, Brand Equity Testing, Channel Development, Sales Objection Mapping, Win/Loss Analysis, Business Model Validation, Value Proposition Testing and Technology Roadmap Development.*



For our technology clients the SMB sector represents a very lucrative, yet elusive market segment. According to the U.S. Small Business Administration this sector produces over 50% of the private GDP and creates the bulk of new jobs in the US, representing significant upside potential for technology products and services. While Large Enterprise decision making can be mapped with relative ease, once hard-to-reach decision makers are accessed and interviewed, SMB decision making is more complex with a large variety of decision influence maps ranging from small business owners who are completely responsible for evaluation, architecture and deployment to medium enterprises with significant interplay between IT managers, line of business managers and C-level executives. These complexities are compounded by external influences exerted by systems integrators and other solutions and services providers.

EQUUS Group Inc. has made significant strides in detailing the needs of this business segment and assimilating the knowledge required to make our clients successful and profitable. We have conducted numerous assignments with methodologies ranging from focus groups and one-on-one interviews to site visit drill-downs with SMB decision makers. We have created influence maps for medium businesses and “mind of the business owner” topologies. We have also mapped critical success factors for influencing systems integrator and solution builder attitudes towards our clients’ offerings, enabling our clients to successfully position their products at the top of the recommended solution chain.

EQUUS Group Inc. has developed well-tuned processes to disseminate intelligence from projects to clients in real time. A portal is created for every client engagement. On-going real time information is posted on the portal throughout the project cycle. This method of interactive collaboration with our clients is aligned to the speed with which they need to move and execute.



EQUUS approach to analysis is one that focuses on strategic insights and recommendations on the data, enabling our clients to understand what is most actionable and then easily incorporate customer requirements and preferences into their decision making.

EQUUS Group Inc. has conducted extensive research in this sector for clients including for Microsoft, Acer and Bank of America-Interactive Division. Strategy development assignments have included product positioning, customer segmentation, vertical needs analysis, decision mapping and channel strategies development.

*For more information on how our Small & Medium Business capabilities can work for you please contact us at [info@equsgroup.com](mailto:info@equsgroup.com)*

### ***Our Core Values***

*We believe, above all, in total commitment to our clients, their projects and the delivery of superior, timely output on every project we undertake.*

*We hold the highest regard for all individuals who contribute to our vision and recognize that our most valuable asset is the intellect, imagination, hard work and dedication of our people.*

*We are committed to constantly improving and innovating our processes and methodologies. Every client project is an opportunity to surpass ourselves.*

*We are thankful for the opportunity to demonstrate our talents and abilities and make such a vital contribution to the businesses we engage with.*

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*"EQUUS Group Inc. conducted a thorough and complete analysis of our distribution channel lead management process and identified many areas of improvement. The folks at EQUUS Group Inc. were very committed to this process and learned a lot about our complex business in order to be able to add significant value to our project. Their report-out and recommendations was spot on. We will definitely use them again in the future."*

*Channel Marketing Manager  
Microsoft Corporation*

*"EQUUS Group Inc. surprised and impressed us with their in-depth knowledge of our (PLD) business. As a result, their strategic analysis was both insightful and actionable. With any other firm in the country we would have spent an inordinate amount of time bringing them up to speed."*

*Robert Sandler  
IP Product Marketing  
Altera, San Jose, CA*

*"Bringing EQUUS Group Inc. in when we did helped us to hone in on the correct messaging and target market for our product. All the recommendations that they made were incorporated."*

*Deborah Hearth  
Director of Marketing Communications  
BrandVia, Redwood City, CA*