



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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CABA RELEASES MICRO & SMALL BUSINESS NEEDS ASSESSMENT STUDY

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The Continental Automated Buildings Association (CABA), through its Internet Home Alliance Research Council, has completed a needs assessment study on managed services for micro and small business.

The study assesses the current state of the managed services market and identifies areas for further development.

The report finds that the most popular managed services for micro and small businesses consist of Web hosting, email and messaging services, servers, routers and LAN installation and maintenance, data backup, storage, security and other related services.

The report also determines that target customers prefer to work with local specialty service providers, or alternately, with manufacturers directly and that small businesses have a distinct interest in annual contracts provided there are clear, substantial cost-savings compared to a pay-as-you go arrangement.

"In general, micro and small businesses do not have dedicated information technology or telecom support personnel," states Ronald J. Zimmer, CABA President & CEO. "Instead, this report shows that they have staff with other primary responsibilities that manage these products or services. This needs assessment helps service providers obtain a more complete sketch of the needs of micro and small businesses in order to improve their marketing and product development efforts."

The report was completed with the guidance and financial support of AT&T, Cisco Systems, Costco Wholesale, Hewlett-Packard, Level Platforms and SupportSoft through CABA's collaborative research model.

"We are extremely pleased to have led industry participation in this research project," says Jeff Dean, Senior Manager, Service Provider Internet Business Solutions Group at Cisco Systems, Inc. "This research report will allow Cisco and other participating companies to make more informed decisions in terms of existing and prospective customers."

The report "Microbusiness & Small Business Managed Services Needs Assessment Study" is currently available to Internet Home Alliance Research Council members. It will be available for sale through CABA's eStore at www.caba.org/estore. The report was prepared for CABA by Zanthus.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at www.caba.org.

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