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## SMALL & MEDIUM BUSINESS TECHNOLOGY ALLIANCE

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#### **SMBTANEWS...**

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August 17, 2006

#### **SMBTA: Small Businesses Speak out about the Technology Companies and Resources They Trust Most**

##### **Survey Provides Insight into the Patterns and Preferences of an Important and Significant Segment of Business Technology Consumers**

FOR IMMEDIATE RELEASE – DALLAS, TX – Small businesses have named Microsoft, Intel and Dell as their preferred technology providers, according to a recent survey co-sponsored by the Small and Medium Business Technology Alliance (SMBTA), an organization focused on helping small businesses better utilize technology. The Mobile Professional Survey, which was conducted in May by SMBTA's sister organization, the American Small Business Travelers Alliance (ASBTA), also revealed that small businesses rely most heavily on the Internet to learn about new technologies.

When asked what names they trusted most when choosing a technology product, a majority of survey respondents chose Microsoft in the software manufacturer category,

Intel in the hardware manufacturer category, and Dell in the PC supplier category. In addition, respondents overwhelmingly (74 percent) indicated that they primarily use the Internet to learn about new technologies. In comparison, the next most popular resource (38 percent) was magazines.

“These results come as little surprise to us since each of these three technology companies makes a concerted effort to cater to the specific needs of small businesses,” said Chuck Sharp, SMBTA president. “And considering that all three companies have created excellent small business resource centers on their corporate websites, it is not surprising that small businesses would heavily rely on these and other cyber resources for technology education.”

All three companies have dedicated a portion of their websites to small businesses, including providing specific solutions, information and offers. Unique features among these sites include small business discussion groups on Microsoft’s site, an ROI Small Business Analysis Tool on Intel’s site, and a Point-of-Sale Solutions section on Dell’s site. Outside of cyberspace, both Microsoft and Intel offer free programs and events geared to help small businesses work more effectively with the respective companies, better utilize the technology offered by the companies, and simply improve their businesses independent of specific technology.

Microsoft’s Small Business + Program offers free enrollment for access to free software and business skills training, tips and tools, and more. Intel’s small business Resource Center provides a number of free how-to and training articles on subjects such as “VoIP on your PC,” “How to go Wireless,” and “Debunking Server Myths.” Intel also conducts regular promotions that can be of assistance to small businesses, such as its current “Relax Pack” promotion – a free gift worth \$400 with the purchase of an Intel Centrino Duo mobile technology notebook computer, available now through September 5th.

“Many technology companies do not seem to have taken notice of the fact that small businesses require a different marketing approach than do their larger counterparts, and

that they also comprise a substantial – and fast-growing – segment of the business community, so we applaud the companies that have,” said Sharp. “Clearly, so do the majority of small businesses.”

For more information on the technology companies small businesses trust most, according to the ASBTA/SMBTA survey, visit the following sites:

- Microsoft Small Business Center –  
<http://www.microsoft.com/smallbusiness/hub.mspix>
- Microsoft’s Small Business + Program –  
<http://www.microsoft.com/smallbusiness/small-business-plus/sign-up.aspx>
- Intel Small Business Resources and Products –  
[http://www.intel.com/smallbusiness/index.htm?iid=HMPAGE+RC\\_smallbiz](http://www.intel.com/smallbusiness/index.htm?iid=HMPAGE+RC_smallbiz)
- Intel Small Business Programs and Events –  
[http://www.intel.com/smallbusiness/solutions/programs.htm?iid=smb\\_home+body\\_programs](http://www.intel.com/smallbusiness/solutions/programs.htm?iid=smb_home+body_programs)
- Intel’s “Relax Pack” promotion – [www.intel.com/go/relax](http://www.intel.com/go/relax)
- Dell Small Business –  
<http://www.dell.com/content/default.aspx?c=us&cs=04&l=en&s=bsd>

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**About ASBTA and SMBTA:**

ASBTA is a national organization dedicated to serving and educating small business travelers by providing information regarding travel and mobile technology. The Small and Medium Technology Alliance (SMBTA) is part of ASBTA focused on helping businesses better utilize technology. If you're a small business owner and want to learn more or become a member for free, visit our sites – [www.asbta.com](http://www.asbta.com) and [www.smbta.com](http://www.smbta.com). Members of the media can receive a free copy of survey results by contacting ASBTA by phone at 469-648-0190 or email at [surveys@asbta.com](mailto:surveys@asbta.com).