



**Strategies for Selling More to SMEs:
analysis of demand for broadband managed services
and service bundles**

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10. Definition of terms used in the report
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12. SME take-up of broadband access is already high across much of Western Europe
13. The number of new customers for broadband access is set to fall year on year
14. Competition has been driving down the price of, and therefore expenditure on, broadband access
15. Growth of SME spend on broadband access will slow, then spend will decline
16. A sizable proportion of SMEs already have high-speed broadband access at one or more of their company sites
17. Nonetheless, many SMEs expect to upgrade their broadband access in the next two years

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18. The survey also suggested that many SMEs would be prepared to pay a premium for service level upgrades
19. The market for broadband upgrades will represent around 16% of total SME broadband spend in 2011
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22. Broadband providers are already looking for ways to sustain the growth of SME broadband spend
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34. The Italian SME market for broadband managed services is expected to grow at the fastest rate
35. Much of the value of the SME market for broadband managed services is already tied up in contracts
36. The size of the SME market for broadband managed services is already considerable and broadband providers cannot afford to ignore it
37. Many SMEs prefer to purchase from a provider of fully managed services rather than from a reseller
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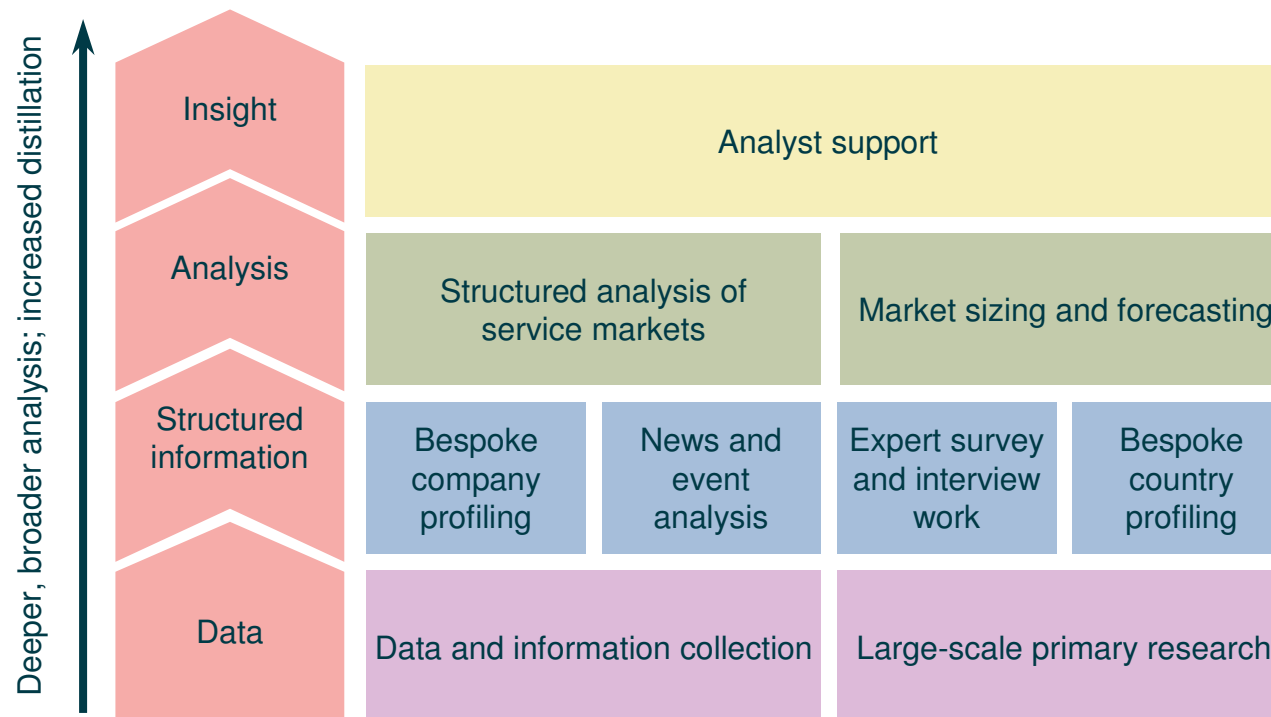
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¹ Among the top five communications industry consultants in *Management Consultancy: top 75 consultancies 2005*.