

Refining Market Segmentation Through Cluster Analysis: Targeting SMB 2.0s



This IDC study presents the results of IDC Canada's cluster analysis of small and medium-sized businesses, with a specific focus on the SMB 2.0 cluster and its high value as a target market. Five clusters were identified from the analysis, which was based on a survey conducted in September and October 2008 of 75 small (1-99 employees) and 128 medium-sized (100-499 employees) businesses. It is important for vendors to identify prospects that can become higher-yield customers, especially considering the current economic climate. Cluster analysis makes this possible by going beyond standard size and industry segmentations to understanding company attitudes to ICT. - Paul Edwards, director, SMB and Channel Strategies, IDC Canada This book may contain less than 24 pages of technical content.

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