

## About the research

Commissioned by Exact Software, independent ICT analyst bureau Pb7 Research has conducted a survey at the end of 2017 among business decision makers, primarily business owners from 1.779 companies across Europe. For Belgium, France, the Netherlands and Spain, companies with 1 – 50 employees were interviewed using a web-based panel survey. For the Netherlands and the United Kingdom, also companies with 50-250 employees were interviewed. Pb7 has used a stratified sample: the interviews were distributed evenly across countries and industries (manufacturing, wholesale, professional services, accountancy, and “other”). In the analysis, Pb7 weighted the data to ensure that the outcome provides a good representation of the country’s SME markets.

### Sample distribution

	Belgium	France	Netherlands (50-250)	UK (50-250)	Spain	Total
<b>Manufacturing</b>	75	X	75 (+50)	(40)	X	150 (+90)
<b>Distribution</b>	75	75	75 (+50)	(21)	75	462 (+71)
<b>Professional services</b>	75	X	75 (+50)	(39)	X	462 (+89)
<b>Accountancy</b>	75	75	75 (+8)	(17)	75	462 (+25)
<b>Other</b>	75	150 (incl. manuf./ prof ss)	75 (+42)	(112)	150 (incl. manuf./ prof ss)	606 (+154)
<b>Total</b>	350	300	375 (+200)	(229)	300	1350(+429)

## About Pb7 Research

Pb7 Research is a Netherlands-based independent research bureau, focused entirely on IT markets. Pb7 provides research and advice, aimed at the successful deployment of new technology in the European market. Key focus areas include cloud, data centers, IT security and new technology such as IoT. Pb7 Research is based on 25 years of local and international IT market research experience. Pb7 helps IT companies identify and analyze opportunities and challenges in the marketplace and the competitive environment and supports business IT users with research-based content for better informed decisions.