



Pathways to profitability for CSPs SMB growth

INTERVIEW VIDEO TRANSCRIP

Andy: All right, so we've talked a bit about SMB growth. April, maybe you can share a little bit about what you are seeing with SMBs.

April: Yes, absolutely. So SMBs during and post-COVID have really transformed and they are becoming more digital. They need to offer more remote connectivity solutions both for their customers, as well as for their internal operations. And what this means is that we're seeing an increasing need for certain services for SMBs. And CSPs can be the provider of some of those services. Some of those services that we're seeing increase investment in the 15%, 16%, 17% range are around security, around infrastructure as a service, connected workplace solutions.

Andy: All right, so you've laid out a bunch of opportunities for the CSP with SMBs. What's the next step? How do they go from where they are today to a future state?

April: Absolutely, so CSPs in some ways are starting from a really great spot with SMBs. So the top consumed services from SMBs actually are in the sweet spot of CSPs. It's around devices, connectivity, IT services. But CSPs really need to start to pivot to how they go to market for SMBs. SMBs we know have factors that matter to them that are very different than enterprises, very different than consumer, and they've been kind of lost in this middle ground for a while. Factors that matter to SMBs are around affordability. So CSPs really

need to start thinking about what are the prices of the solutions that we're offering and what is that clear ROI associated with those solutions and products? They care about personalization and so CSPs need to have a specific set of products and services for SMBs. Again, don't put lipstick on your enterprise products and expect SMBs to buy it. They're smart, they're savvy, they're digital. They will move on to different partners. Finally, trust. Trust is huge with SMBs and so CSPs are already

trusted in the eyes of SMBs, more than the hyperscalers. So that's great, that's a great starting point, but you have to continue to capitalize on that trust. SMBs do not want a fling. They want a marriage. CSPs need to be their trusted service provider, their trusted advisor, really care about their businesses and the success of their businesses, and that's what CSPs need to do.

Andy: Thank you

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