

China Small and Medium-Sized, and Digital Native Businesses (Chinese Version)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *China Small and Medium-Sized, and Digital Native Businesses (Chinese Version)* strategy focuses on key market dynamics impacting ICT buying behavior of those companies in China. This program provides rich insight into the digitalization state of small and medium-sized businesses (SMBs) and digital-native businesses (DNBs) in the China market, as well as their needs and buying behavior. This program provides an expert understanding of SMB or DNB technology procurement processes and benchmarks across key technology categories including hardware, security, cloud adoption, and business applications adoption.

Markets and Subjects Analyzed

- Understanding who are the SMBs and DNBs in China
- Segmentation
- The technology opportunities of SMBs and DNBs
- Effective SMB and DNB marketing strategies
- Benchmarking of product purchase

Core Research

- China Small and Medium Business Market Scanning and Perspective, 2023
- China SMB Software and SaaS Market Development, 2023
- IDC Survey Spotlight: SMB Main Skills in Cloud Use, 2023
- SMB Digital Transformation Scenario and Case Study (SaaS and Service), 2023
- China DNB Market Scanning and Perspective, 2023
- China SMB Market Profile Updated, 2023
- FutureScope: China SMB Prediction — China Implication, 2024
- How to Bring the AI Capabilities to SMB, 2023
- How Do DNBs Leverage the Power of GenAI, 2023

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [China Small and Medium-Sized, and Digital Native Businesses \(Chinese Version\)](#).

Key Questions Answered

1. Who are the SMBs and DNBs in China? How do you segment the SMB and DNB market, how is it evolving, and how does it vary by industry, geography, size of company, and digital maturity?
2. Segmentation (SMB and DNB) — How do they differ, and how do you engage effectively with both?
3. The technology opportunities of SMBs and DNBs — How is digital transformation shaping the way SMBs and DNBs do business, how mature are they, and how will the market evolve over the next 12 months? What is their buying behavior, and what are their technology preferences across different segments? What opportunities can technology unlock for SMBs or DNBs?
4. Effective SMB or DNB strategies — How can we define the go-to-market strategies that address key obstacles facing SMBs or DNBs and leverage the channel to effectively engage this segment?
5. Benchmarking of product purchase — How do they choose the brand and product? How does brand performance impact the market effect?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the China SMB and DNB market, including:

Acer, Acronis, Adobe, Alibaba, Anaplan, Apple, Aruba, ASUS, Autodesk, AWS, Baidu, Canon, Cisco, Citrix, Cognizant, Dell, Epson, Fuji Xerox, Google, H3C, HP Inc., Huawei, IBM, Inspur, Intuit, JD, Kingdee, Kingsoft, Lenovo, Microsoft, Oracle/NetSuite, Samsung, SAP, Tencent Cloud, and Zendesk.

Additional coverage includes advanced business resources: ERP, CRM, and sales force automation (SFA); notebook PCs, smartphones, and tablets as part of mobile worker enablement; desktop PC and workstation ownership and purchase plans