

# A Perceptions Survey

## Issues facing ICT SMEs in trading with larger ICT companies

### Executive summary

This survey collates and presents the results of interviews a telephone survey on the issues facing ICT SMEs in trading with large ICT companies. It is based on interviews with 14 senior people in the industry in companies ranging from the very large to the very small. The collated results of the interviews form a remarkably consistent whole. Therefore no attempt has been made to draw a separate conclusion. These people's views stand on their own feet as a view of the industry.

### The results

About 35 separate topics were identified, falling into 5 main categories:-

1. Large organization bidding process & behavior (3)
2. Public sector (7)
3. Relationship with big ICT companies (16)
4. Running your company (4)
5. Finding support (5)

The results are presented at two levels:

#### 1. The contents page

- Lists all 35 topics
- Doubles as a check list for any SME.

#### 2. The report contents

- Collated from the interviewees and retained as far as possible in their words.
- Outlining each issue and often with observations on solutions or "work in progress".

### Acknowledgement

Our very grateful thanks are due to the 14 interviewees, who responded in such an open and helpful way that was well beyond the call of duty. Thank you all.



John W Beeston

For information about price and availability of the complete survey contact:  
[john@themarketingworkspace.co.uk](mailto:john@themarketingworkspace.co.uk)