Small/Medium Business (SMB) Cloud Study:
Summary of Hong Kong Study Results

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Small to Mid-Size Business Cloud Computing Study conducted by comScore

Hong Kong study Results

Background
Microsoft’s Trustworthy Computing Division conducted research among small and midsize businesses (SMBs), defined as companies with between 100 and 250 PCs in the U.S., India, Hong Kong, Malaysia and Singapore. The goal of the study was to gather data to better understand the cloud’s benefits relating to IT costs, improved security and better time management. For the purpose of this research, cloud users were defined as companies that used a cloud service via a subscription model.

This document summarizes the key findings from the research conducted in Hong Kong. For more information, including research findings in the other countries in which research was conducted, go to http://www.microsoft.com/en-us/news/presskits/security.

Hong Kong Summary

Benefits
- On average SMBs that use the cloud spend 23 hours per week managing security — nearly half what they used to spend before transitioning to the cloud. Almost one-half of cloud-using SMBs said that higher levels of security and IT cost savings were primary benefits to cloud usage.
- Among cloud-using SMBs:
  - Fifty-one percent saw improved security.
  - Forty-seven percent said they spent less time worrying about their company’s susceptibility to cyberattacks.
  - Forty-three percent said it was easier to integrate systems.
  - Thirty-six percent said they spent less time managing security.
  - Twenty-eight percent are more confident in their organization’s compliance with regulations.
- In addition to realizing better levels of security and cost savings, cloud-using SMBs are able to:
  - More easily scale business to new markets (43 percent)
  - Invest in more product development or innovation (43 percent)
  - Focus more internal resources on core business (40 percent)
  - Employ more staff in roles that directly benefit sales or growth (36 percent)

Savings
- SMBs using the cloud said they are saving 26 percent of their IT budget due to using the cloud.
- The research indicates that areas where cloud-using SMBs are saving money are related to:
  - Requiring fewer specialized skills among IT staff (63 percent)
  - Being able to increase and decrease IT capacity when needed (54 percent)
  - Requiring fewer internal IT resources (37 percent)

Impact
- Thirty-six percent of cloud users felt that their cloud service provider was entirely responsible for information security, and 53 percent felt they shared responsibility with their cloud provider. This trend suggests that education is needed to raise awareness of the need for SMBs to manage
elements of IT security (e.g., client security).
- Cloud-using SMBs in Hong Kong are somewhat positive about the benefits of cloud services:
  - Twenty-six percent of cloud users said that cloud usage results in greater ability to generate revenue.
  - Twenty-one percent of cloud users said that the cloud saves them money.
  - Nineteen percent of cloud users said that using the cloud enabled them to add new software products and services quickly and securely.

**Hong Kong SMBs’ Comments**

When asked, Hong Kong SMBs provided a number of reasons for their adoption of cloud services:

“Cheap, good service, easy to back up.”
   - Hong Kong cloud user in retail

“Easy on maintenance.”
   - Hong Kong cloud user in IT consulting and software development

“Flexibility, more storage, easy to get and store.”
   - Hong Kong cloud user in financial services

“Connect with others without any interruption.”
   - Hong Kong cloud user in education

“To decrease the cost.”
   - Hong Kong cloud user in construction

**Note:** With pure probability samples of 47 (Hong Kong cloud), one could say with a 95 percent probability that the overall results for Hong Kong cloud users would have a sampling error of +/- 14.3 percentage points. Besides sampling error, all sample studies and polls may be subject to several additional sources of error that cannot be calculated, including, but not limited to, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-study weighting and adjustments. It should be noted that the sample used in this study is based on those who initially self-selected for participation, therefore no complete estimate of sampling error can be calculated. comScore found it difficult to get complete numbers in all of the Asian markets, with the exception of India, especially with noncloud user quotas. This was particularly true in Hong Kong, where it ran out of sample trying to get as many Hong Kong noncloud users as they could. It ended up with only 12 study completes, which is far too low to report.