

WebSphere. replay

TAKE BACK CONTROL WITH IBM WEBSHERE

SEE WHY IBM WEBSHERE IS THE LEADER IN SOA RUNTIME



[Block]

- HOME
- SUBSCRIPTIONS
- LOG IN
- REGISTER
- RESEARCH
- TOOLS & TRAINING

SEARCH IT BUSINESS EDGE:

JUMP TO RESOURCE CENTER:

- :: PRIORITIES ::**
- [Aligning IT & Business Goals](#)
NEW: 30 | Total: 2003
 - [Integrating the Enterprise](#)
NEW: 25 | Total: 1907
 - [Fortifying Network Security](#)
NEW: 31 | Total: 2088
 - [Leveraging Open Source](#)
NEW: 17 | Total: 1863
 - [Managing Compliance Standards](#)
NEW: 14 | Total: 1817
 - [Maximizing IT Investments](#)
NEW: 93 | Total: 3562
 - [Optimizing Infrastructure](#)
NEW: 46 | Total: 2488
 - [Voice & Data Convergence](#)
NEW: 49 | Total: 3030

Taking the Middle Ground

Source: [IT Business Edge](#) | Priority: [Maximizing IT Investments](#) | Topic: [Spending Trends](#)
Date Published: 7/19/2005

With Jon Plot, co-founder and CEO of Impact Innovations Group [www.iig1.com], which provides IT optimization, outsourcing and staffing services to large and mid-market companies. With fellow Impact principal John Baschab, he is the author of "The Executive's Guide to Information Technology" and "The Professional Services Firm Bible."

Question: Let's start with a three-way definition. How do you define small businesses, mid-market firms and large enterprises, in terms of their size and/or technology needs?
Piot: We define small business as under \$50 million in revenue. We define mid-market at \$50 million to \$800 million in revenue and large enterprises as \$800 million-plus in revenue. You can also look at the technology needs. Small businesses will typically have no more than 70 employees/desktop computers and one or two servers. Mid-market firms will have 70 to 1,000 employees and two to 20 servers, and large enterprises will have 1,000-plus employees and 20 to 400 or more servers.

Question: What are some of the key ways that the technology needs of mid-market firms differ from those of the other two categories?
Piot: Mid-market firms have more complex needs than small businesses because they have to manage more complicated applications (e.g., accounting, manufacturing, inventory, etc.), which translates into more servers and network devices. Additionally, mid-market firms have more employees and cross the threshold to professional management of the IT function due to budget size and complexity. Lastly, mid-market firms may grow geographically and thus have more locations to support than the one or two that a small business may support. Compared to large enterprises, mid-market firms do not have the luxury of having large in-house staffs to handle IT. Additionally, large enterprises typically have systems that they've been using for five to 20 years. These applications and systems are well-known quantities for large enterprises and they typically have dedicated staff managing them. Mid-market firms must determine what applications they want to install and use as they grow; they typically don't have the internal staff to handle the demand, and they do not have much experience or a long track record managing those applications. Mid-market firms, most of the time, do not have the "compliance" and audit requirements that are required of large enterprises.

Question: Vendors often appear to focus on the needs of large enterprises or small businesses, which leaves a dearth of technology solutions for mid-market companies. What are some strategies that mid-market firms can use to cope?
Piot: There are several strategies mid-market firms can use:
1) Get professional help. Technology in the mid-market is more complex, and the number-one mistake mid-market firms make is diving into new systems without the appropriate team and leader who has "done it before."
2) Do not use hardware or software vendors to "manage" a project, make key IT decisions or otherwise steer the direction of IT. Their motivation is to sell you more of their products, so you will end up with more equipment and software than you need or can implement.
3) Read books on IT management.
4) There are service providers that focus on mid-market, you just have to find them and check references.



VOIP Business Case Resource Kit

Learn the Background
Run the numbers

:: MORE INSIGHTS ON THIS ISSUE ::

- [Microsoft, Sage Not Worried About Oracle SMB Move](#) | 6/29/2007 :: Source: eWEEK
- [Resellers Can Access Oracle SMB Software Contract For Free](#) | 6/27/2007 :: Source: CRN
- [Store Hours Adjusted for iPhone Launch](#) | 6/21/2007 :: Source: PCWorld.com
- [Yahoo to Battle It Out with Google, Yang Says](#) | 6/19/2007 :: Source: Bloomberg
- [Calling eBay's Bluff](#) | 6/14/2007 :: Source: ITWire

MORE

:: IT BUSINESS EDGE ALSO RECOMMENDS ::

:: SUBSCRIBE TO OUR WEEKLY REPORTS ::

1. Select your IT Priorities:

- Aligning IT & Business Goals
- Managing Compliance Standards
- Optimizing Infrastructure
- Voice & Data Convergence
- Maximizing IT Investments
- Integrating the Enterprise
- Fortifying Network Security
- Leveraging Open Source

2. Your E-mail Address:

[Learn More About Our Weekly Reports](#)

▼ s p o n s o r

:: HOT WHITE PAPER ::

Using SUSE Linux Enterprise Desktop with Microsoft Active Directory Infrastructure

[DOWNLOAD NOW](#)

Learn more about Novell's SUSE® Linux Enterprise Desktop 10, the only Enterprise-class Linux desktop operating system designed to allow direct integration with Windows domains.

:: FIND IT CONTRACTORS ::

- [Business Alignment Contractors](#)
- [Business Case Consultants](#)
- [Business Architecture](#)
- [Business Intelligence](#)
- [Enterprise Change Management](#)
- [Interim CIO/CTO](#)

Search entire [Contractors Database](#)

powered by **hot gigs**

▼ s p o n s o r

ITIL Resource Center

Sponsor **TeamQuest** Explore insights from across the Web and download white papers like [An Introduction to ITIL](#).

Data Security Resource Center

Sponsor **RSA SECURITY** Explore insights from across the web and download white papers like [RSA Database Manager](#).

Multi-core Processors Resource Center

Sponsor **hp** Explore insights from across the web and the latest developments in Multi-core Processors.

Master Data Management Resource Center

Explore insights from across the web and white papers like [Combining Process and Technology for Business Success](#).

Sponsor **ramco**

Best Practices on How to Prepare, Deploy and Manage Virtual Systems

FREE WEBINAR

New for 2007!