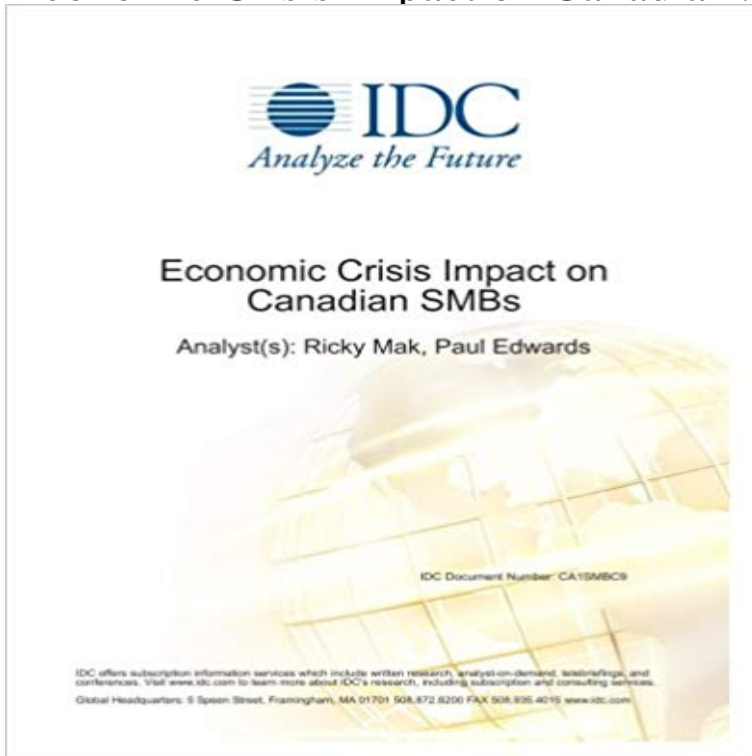


Economic Crisis Impact on Canadian SMBs



This IDC study examines the impact of the global financial crisis on the Canadian small and medium-sized business market, including company perceptions on current economic conditions. It also reviews the effect of the downturn on ICT spending across hardware, software, and services. The timing for Canadian economic recovery is unclear, creating challenging times for small and medium-sized businesses and ICT vendors alike. Still, opportunities are out there and vendors need to refocus efforts in identifying them through deeper segmentation strategies, among other tools. - Ricky Mak, analyst, SMB and Channels Strategies, IDC Canada
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