

To understand the demand for high-speed broadband connections and customer services attributes.

Research Objectives and Overview



- Profile current usage and attitudes of Small and Medium Businesses in Malaysia in broadband business applications.
- Assess interest and willingness-to-pay for quality of service attributes.
- Interviews of ICT decision makers from companies with ≤ 100 employees in informal and formal businesses and across industry verticals were completed in Feb. 2009

Key Findings



- DSL access is dominate, however, 13% of respondents reported they had mobile (datacards) broadband access.
- The most popular uses of broadband for business purposes are email, sending files, and downloading files.
- Nearly half of small and medium businesses (SMBs) report they are using 1 Mbps or higher connection speed, however SMBs are interested in higher speeds, especially without interruption in service.

Considerations for Service Providers

Small and medium businesses are interested in new and improved broadband services as well as improvements in service.

For further explanation on the other improvements that small and medium businesses are looking for with regard to broadband services, please contact your Alcatel-Lucent account executive.