

## Small Business IT Turning to Social for Renovation over Innovation

### IT Connection Blog by Brad Shimmin

#### Summary Bullets:

- Like their big business brethren, small businesses are flocking to enterprise social networking solutions as a means of cutting travel costs and improving productivity.
- As our research has revealed, when the rubber hits the road, however, IT buyers prioritize the improvement of existing collaboration tools such as e-mail over pie-in-the-sky ideals such as business transformation.

As an industry analyst, I find it very tempting to look for that next big thing, the innovation just over the horizon, which promises to sweep away our obviously outmoded notions of what it means to build a productive, innovative business. We analysts are not mistaken in looking to the future and imagining "what if." But as [our recent survey of 600 SMB IT buyers](#) has revealed, the future can actually improve the past. What if ideas like social analytics, event streams and rich profiles had been around when e-mail first found its footing in the mid-1980s? What if early messaging products like cc:Mail had the ability to recommend people and documents contextually, based upon the message being viewed?

Read more of this post at <http://bit.ly/PQeq3S>

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