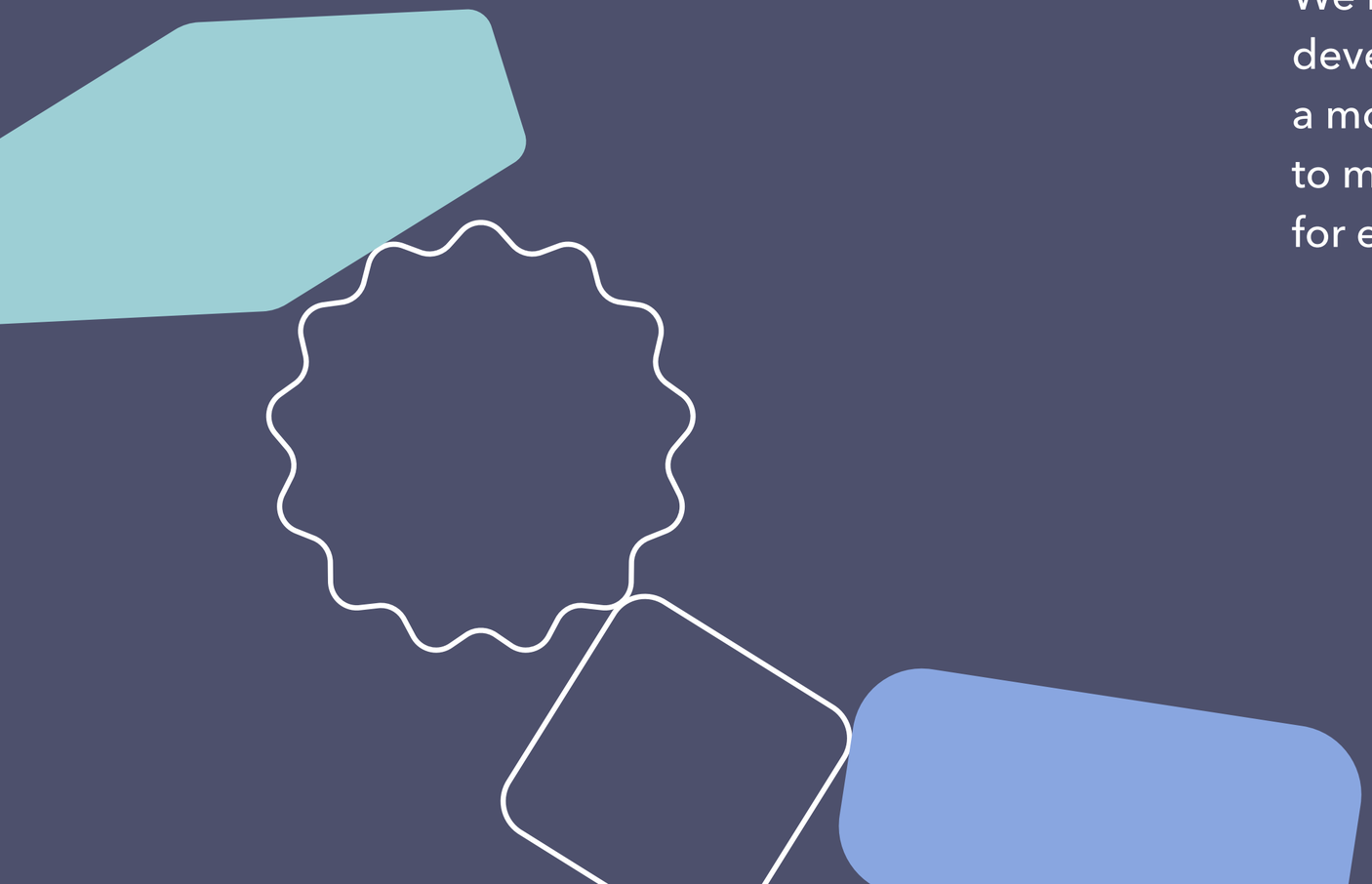
Setapp

SMALL & MEDIUM ENTERPRISE (SME) TOOLS REPORT 2021

Intro to SME Tools Report

The enterprise software market has been growing rapidly, shaped by COVID-19. This report looks at how the employees of small and medium-size businesses in the US and UK use enterprise software – how they access it, which apps are on their go-to list, and whether they are happy with them.

We hope this report will provide useful insights for developers who want to create better software for a modern workplace, and for managers who want to make effective decisions choosing software for employees.



Key Takeaways

65% of the SME employees in the US and 75% of employees in the UK use a Windows computer at work

39% of the respondents both in the US and UK indicated they choose apps for work from the company's “internal app store”

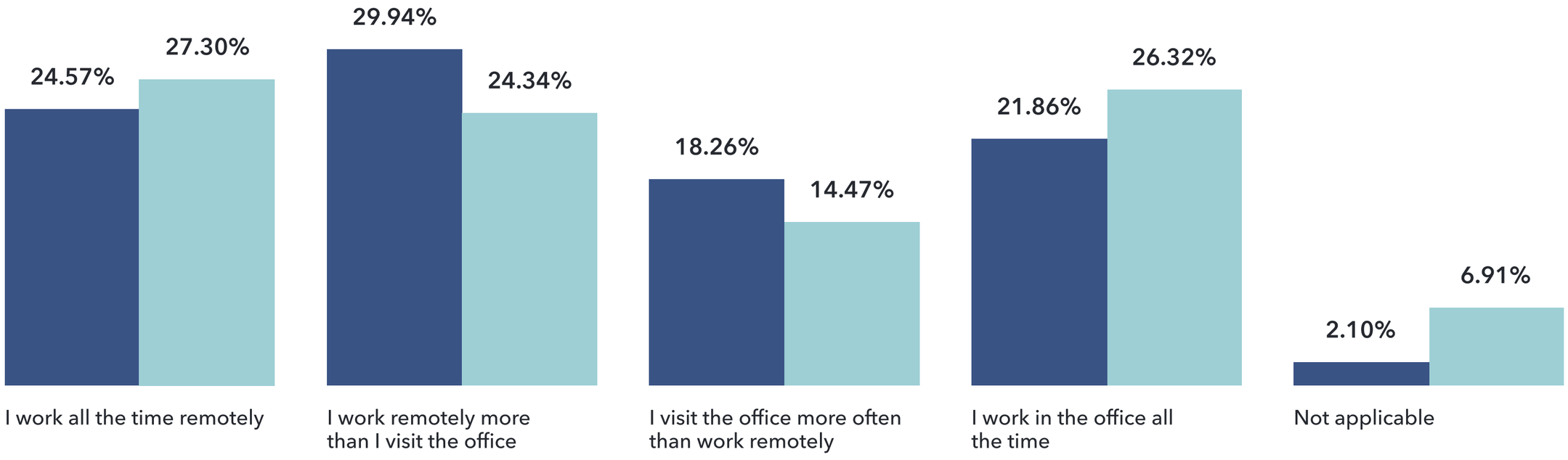
More than 60% of the respondents use up to 6 apps on their work desktop/laptop daily

50% of small and medium enterprises in the US and UK use Microsoft apps for team communication/collaboration

25% of the SME employees on both continents feel overwhelmed by the number of apps

Hybrid work is the new normal

? Which statement describes your current working arrangement the best?

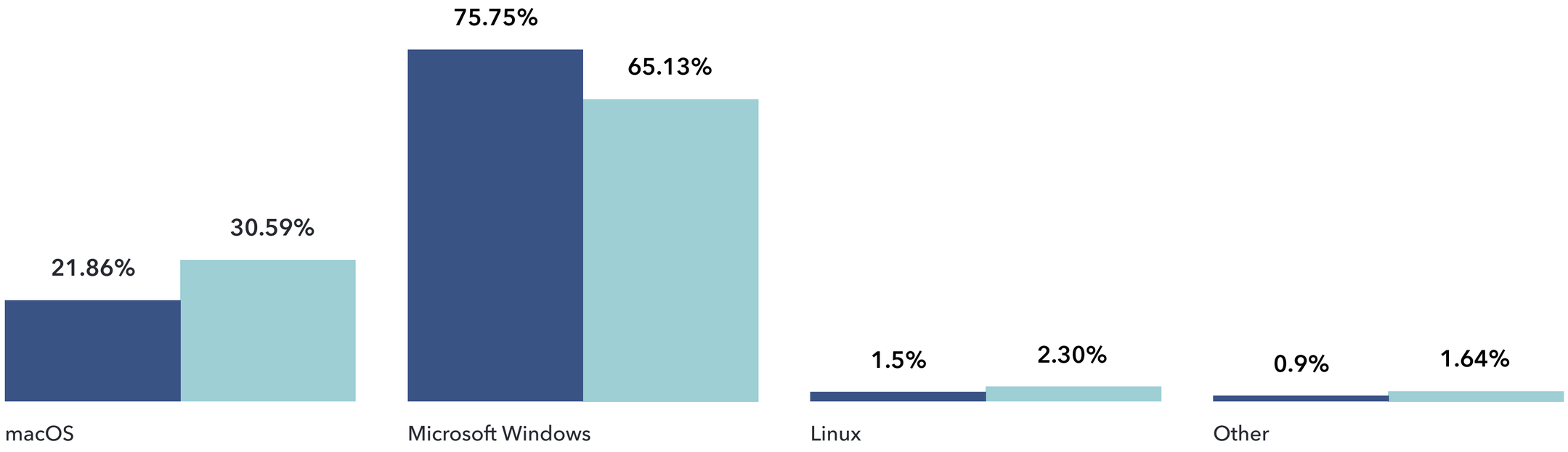


39% of the employees in the US and 48% in the UK are enrolled in the hybrid model that combines both in-office and remote work. About 27% of the employees on both continents work remotely all the time while a little over 20% work strictly from the office.

Windows dominates workstations across the globe

65% of the employees in the US and 75% in the UK use a Windows computer at work, while 31% and 22% respectively work on Macs.

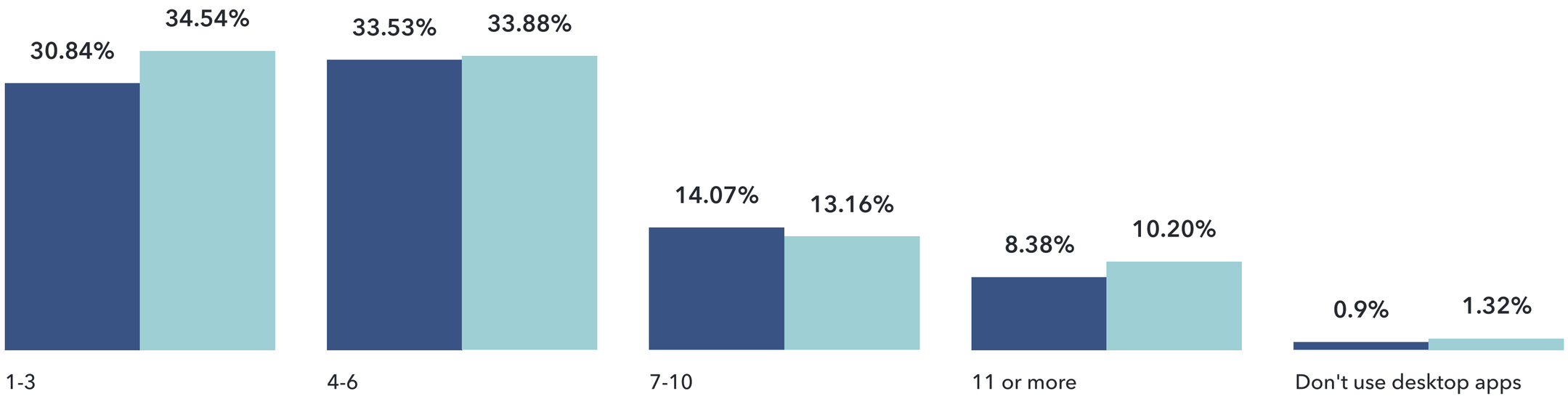
? Which desktop operating system do you use at work?



SME worker's app arsenal

? How many desktop applications on your work desktop computer/laptop do you use daily on average? Screen reader support enabled.

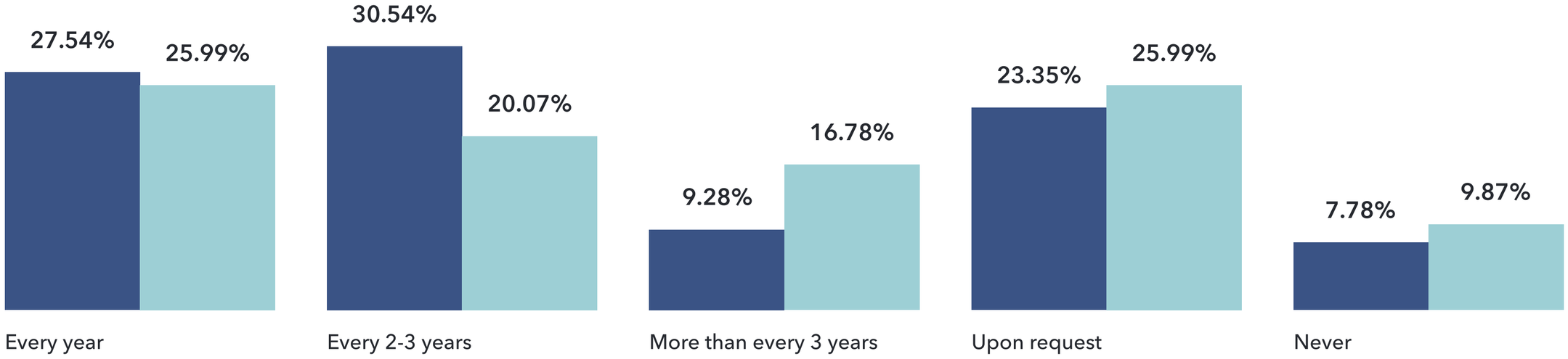
More than 60% of the respondents use up to 6 apps on their work desktop/laptop daily while about 10% use more than 10 apps.



SME tools are not set in stone

? How often does the set of desktop applications on your work computer refresh?

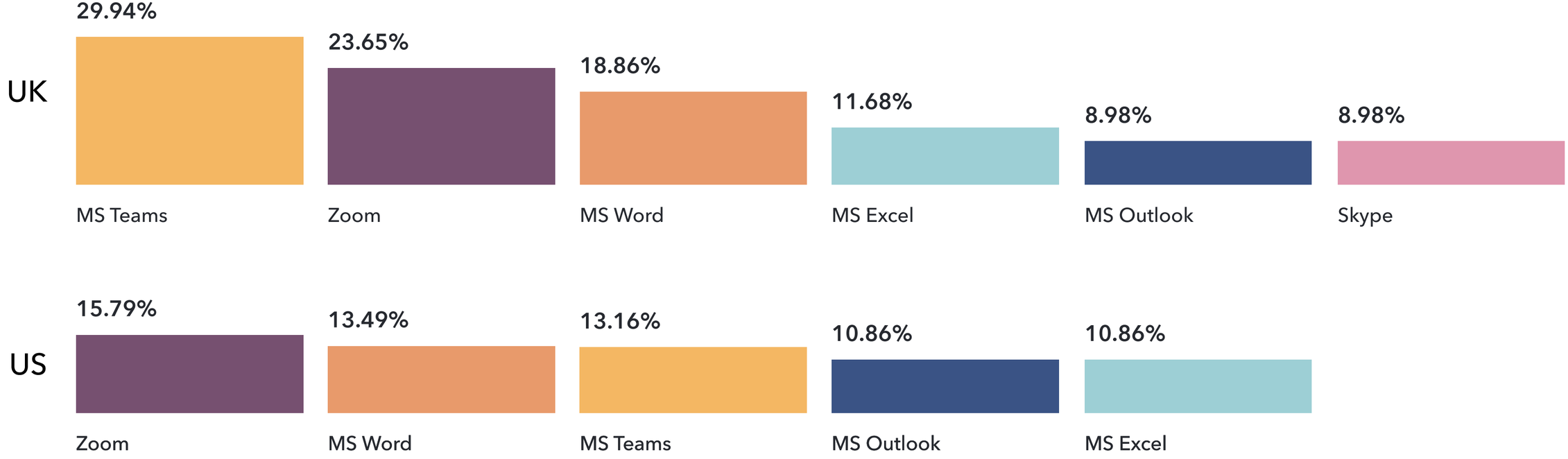
For 27%, their work app toolkit gets updated annually. 9% of the respondents admitted that they use the same apps from year to year.



Microsoft dominates the collaboration market

Microsoft, Zoom, and Skype are the most popular team communication/collaboration software providers, with the former dominating both in the US and UK.

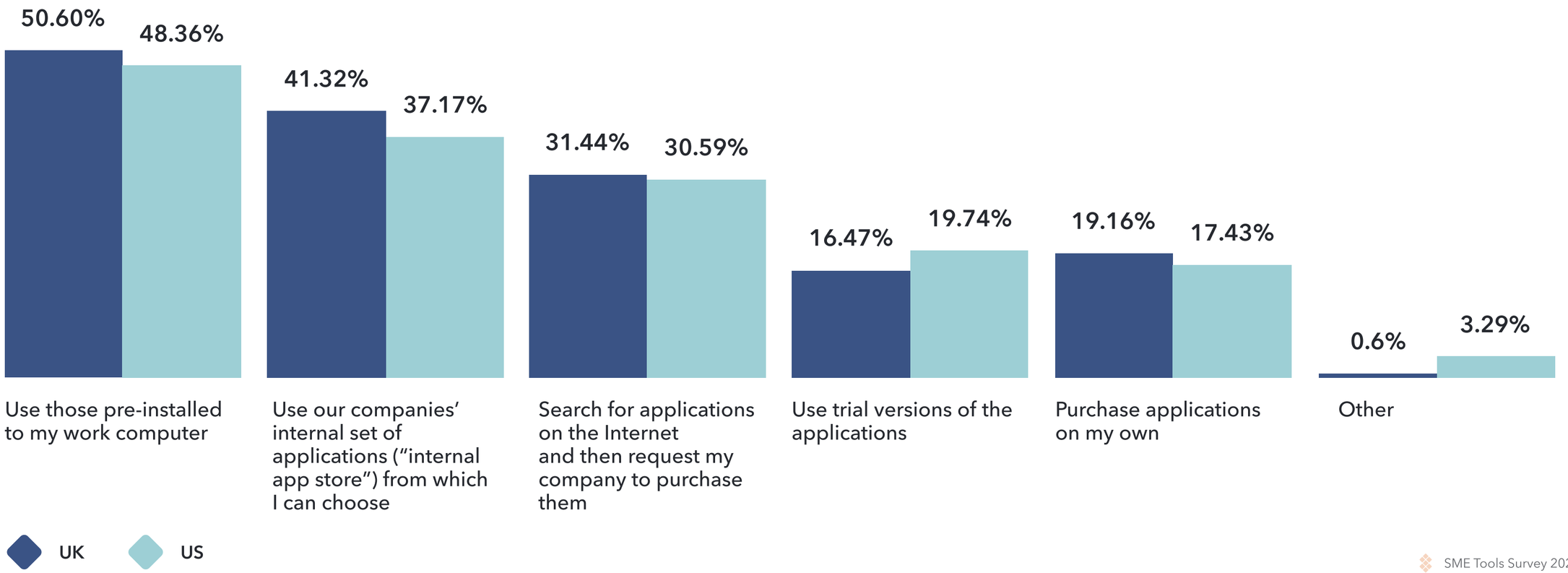
? Please list 2 to 5 desktop apps you have on your work computer and use for team communication/collaboration



Enterprise app stores lead the choice

39% of the respondents indicated the apps they use for work come from the company's “internal app store” while 49% use the apps pre-installed on their work computer. 18% either purchase apps on their own or use trial versions.

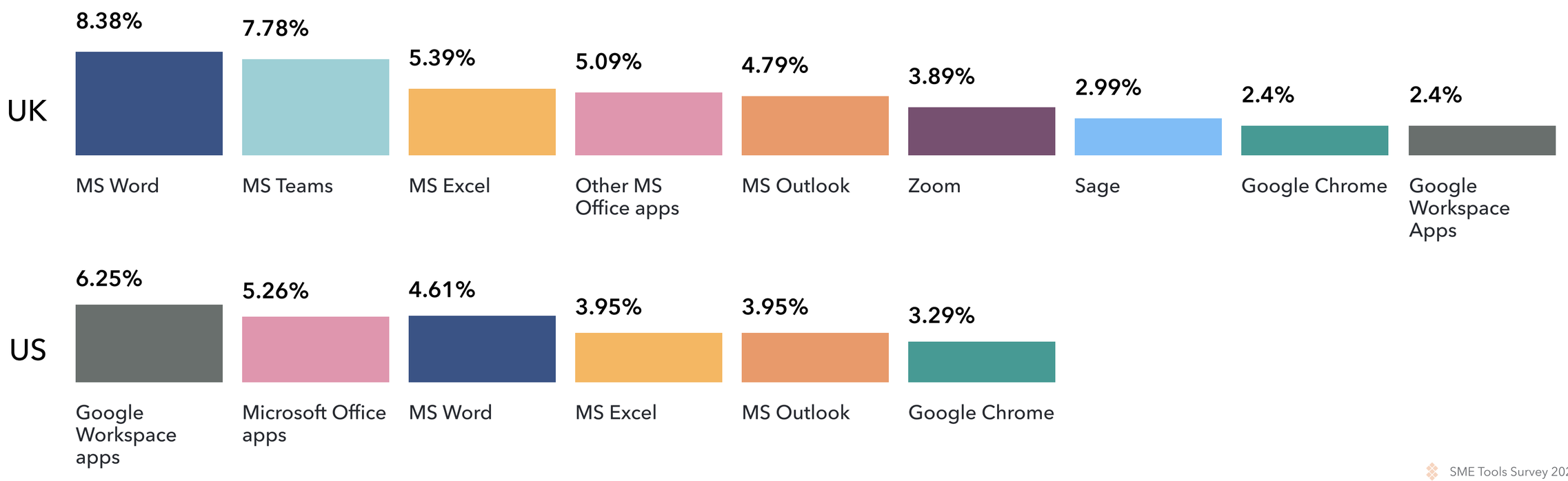
? How often does the set of desktop applications on your work computer refresh?



Microsoft also wins the British hearts

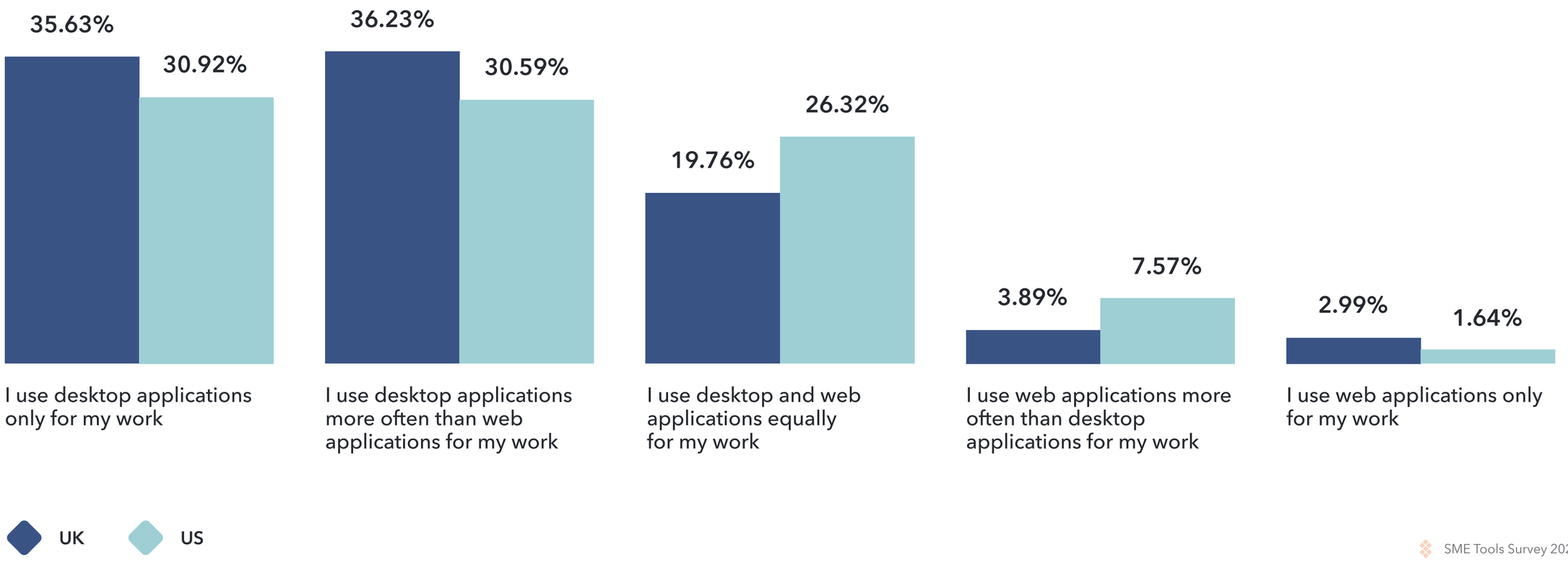
? Which one of the desktop applications you've mentioned you like the most?

44% of the UK SME workers like Microsoft apps the most when talking about the software they enjoy working with. The US employees are more diversified with their choice, with 20% enjoying Microsoft apps, 10% – Google apps, and the rest – many other apps.



Desktop apps dominate global workspace

? Which of the following statements describes your use of applications the best?



62% of the respondents in the US and 72% in the UK prefer to use desktop applications only or more often than web ones at work. Just 7% in the US and 4% in the UK use web applications more often than the desktop ones.

UK

Easy UX is the key for enterprise apps

For the UK respondents, the top three reasons to work with desktop apps are ease of use, accessibility, and speed.

? Why do you prefer using desktop applications over web applications?

3% Equal

8% Hard to answer

7% Quicker

20% Easier to use

3% More efficient

1,5% More affirdable

6% More secure

12% More accessible

1% More personalized

0,3% Company's policy

7% Other

2% Pre-Installed on my PC

4% More reliable

1,5% Apps I need are desktop-based

2% Used to it

US

Easy UX is the key for enterprise apps

For the US respondents, ease of use and security are equally important.

? Why do you prefer using desktop applications over web applications?

6% Easier to use

1% Pre-Installed on my PC

5% More secure

3% Used to it

1% Apps I need are desktop-based

7% More accessible

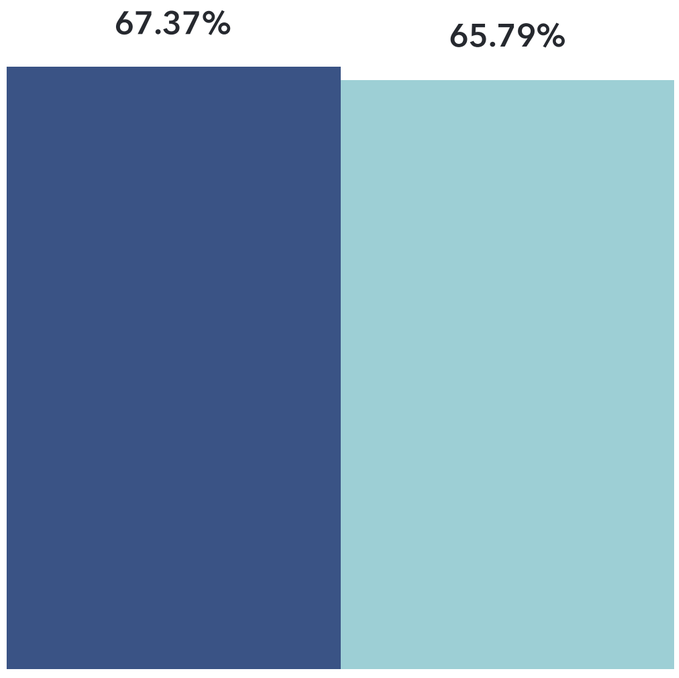
7% Hard to answer

7% Other

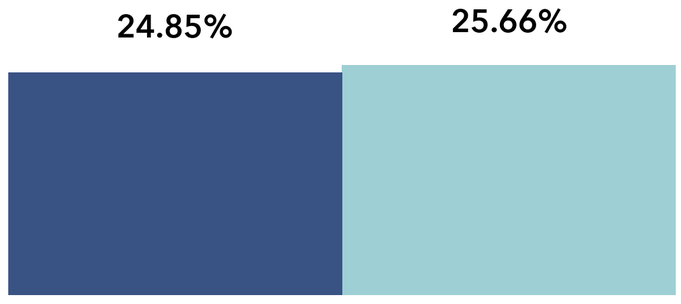
2% Company's policy

App fatigue is real

? How do you assess the number of desktop applications you have installed on your computer?



The number of desktop applications I have is fine



There are too many desktop applications, and I wish to use less of them

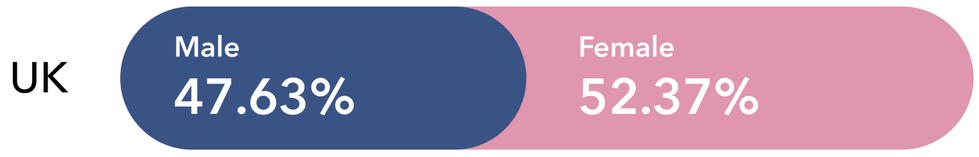
There are too few desktop applications, and I need more to get my work done

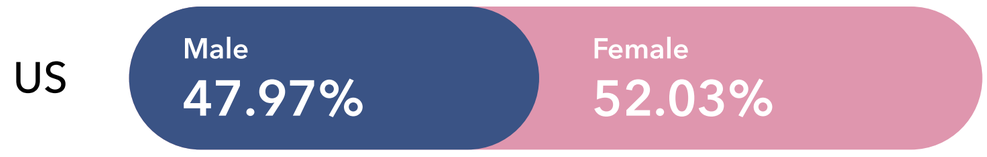
UK US

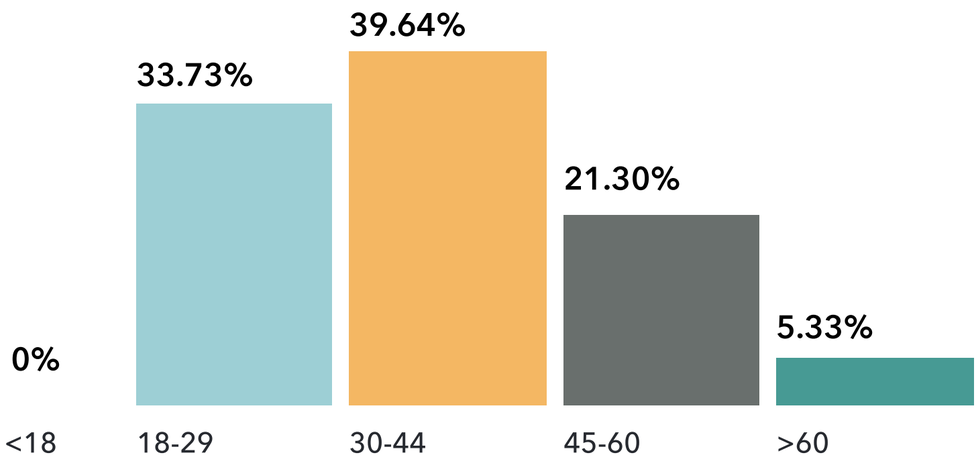
25% of the employees on both continents are overwhelmed with the number of apps. At the same time, 66% of the respondents say they are okay with the number of apps they have to work with.

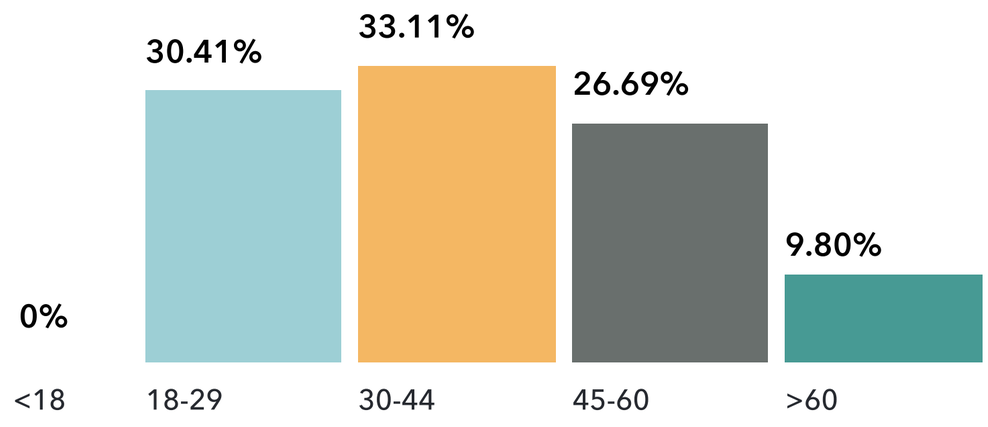
Audience

The survey had 304 participants from the US and 334 participants from the UK, all of which indicated they work for small/medium enterprises, up to 250 employees.





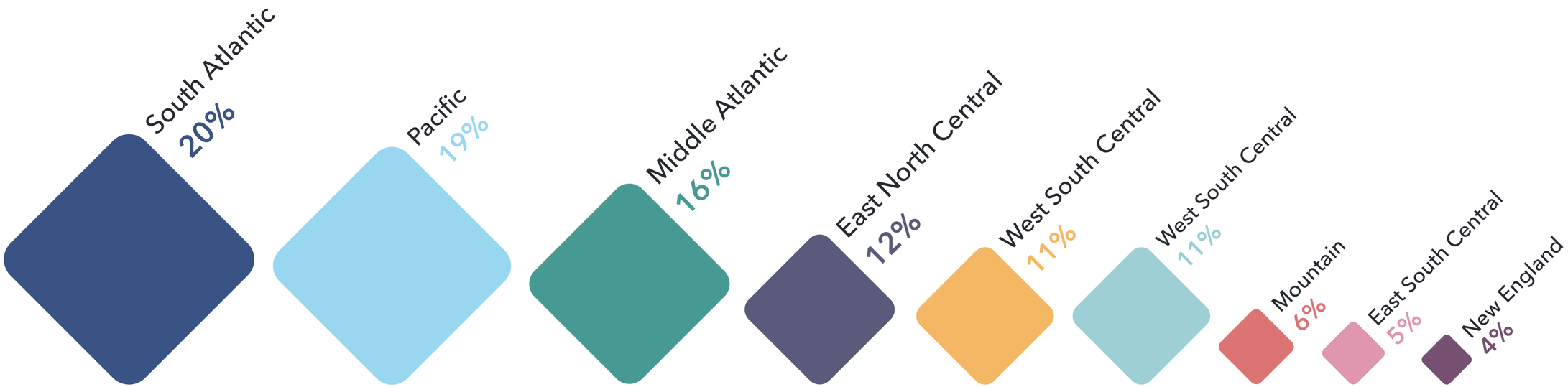




US

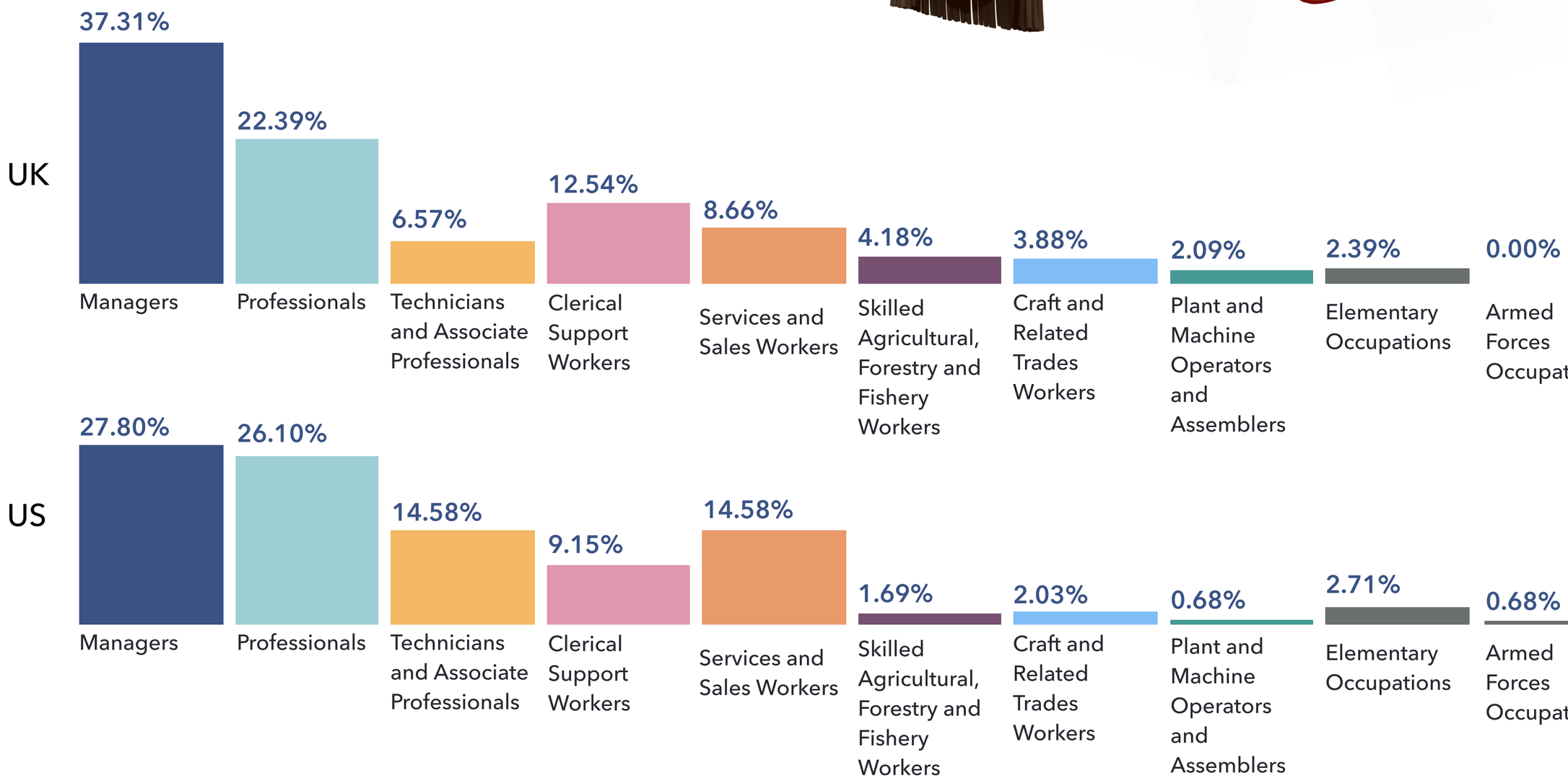
Audience

Region



Audience

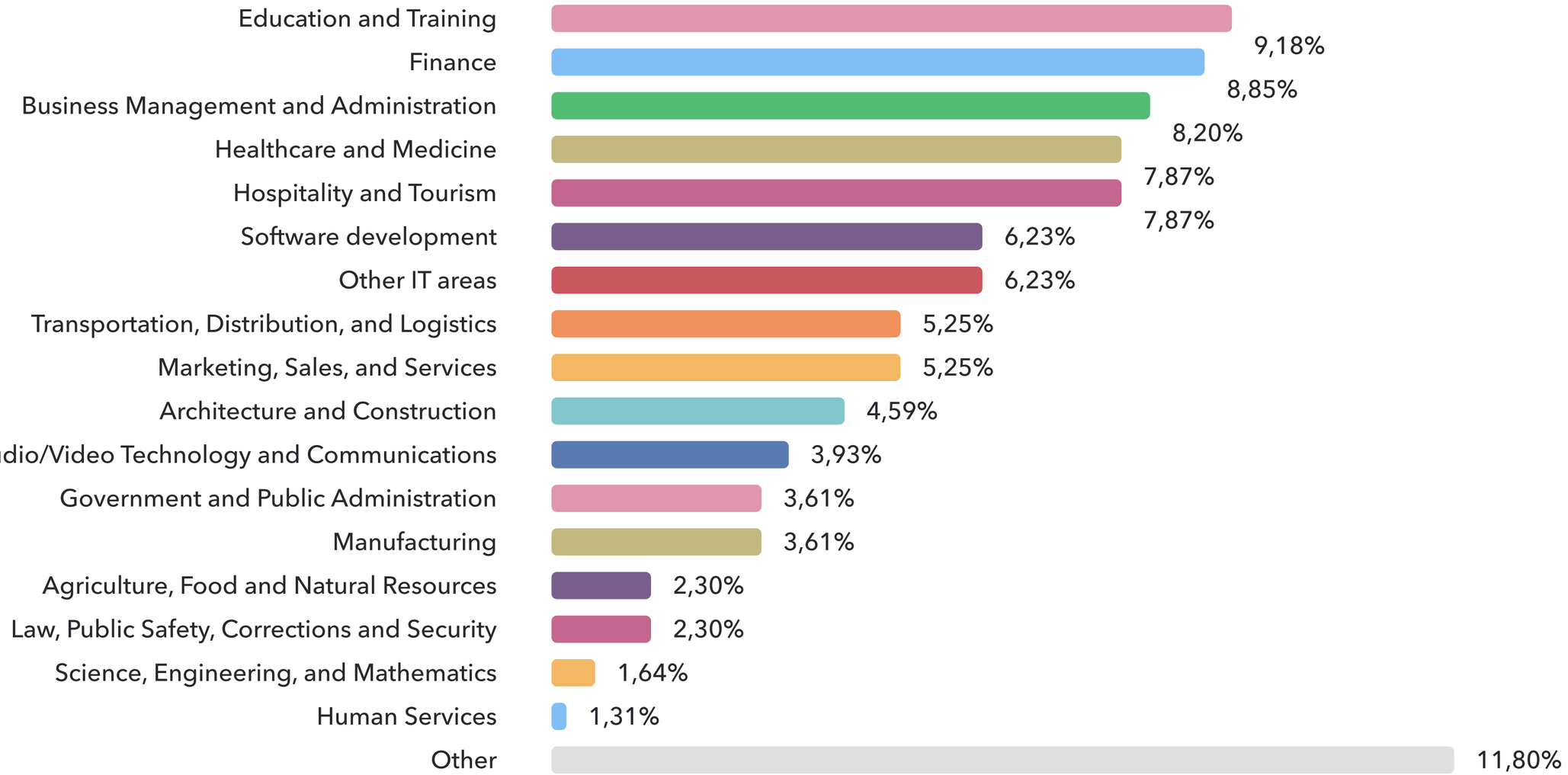
What is your current position?



UK

Audience

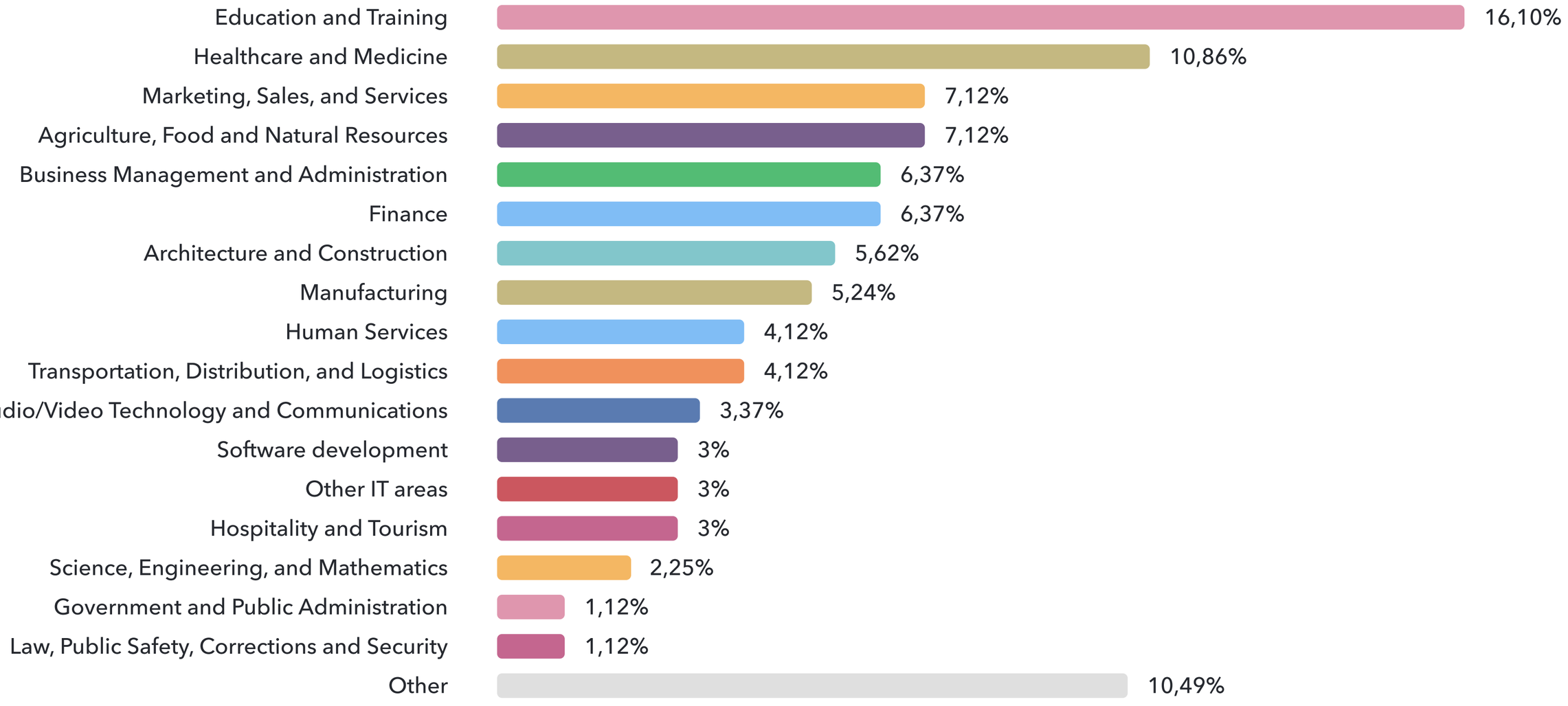
Which area do you work in?



US

Audience

????


Education and Training 16,10%
Healthcare and Medicine 10,86%
Marketing, Sales, and Services 7,12%
Agriculture, Food and Natural Resources 7,12%
Business Management and Administration 6,37%
Finance 6,37%
Architecture and Construction 5,62%
Manufacturing 5,24%
Human Services 4,12%
Transportation, Distribution, and Logistics 4,12%
Arts, Audio/Video Technology and Communications 3,37%
Software development 3%
Other IT areas 3%
Hospitality and Tourism 3%
Science, Engineering, and Mathematics 2,25%
Government and Public Administration 1,12%
Law, Public Safety, Corrections and Security 1,12%
Other 10,49%

Methodology

Thank you for reading the summary report of the first-ever SME Tools Survey by Setapp. We hope it's been useful and will help you with your future work and endeavors.

The survey ran through September 17-20, 2021 for the UK audience.

The survey ran through September 6-8, 2021 for the US audience

We welcome feedback at media@setapp.com

For more information, please visit setapp.com