

# SNG's Digital Snapshot

## Jumpstart your Broadband Initiatives with Quick Market Insights

With broadband projects just getting underway - or prepping to get underway – all over the globe, broadband decision makers are faced with the fact that they just don't have enough answers to make sound, initial decisions.

It's imperative to have as much data as possible, even given aggressive timelines, so that you're equipped to make the right decisions with your investment.

That's why SNG introduces the **Digital Snapshot** - a market study to achieve quick, directional market feedback.

The Digital Snapshot provides 'topline,' directional research that provides insights to help you understand where demand lies - and where you should consider allocating resources, including:

- Desired broadband speed - demand - and what it will take to keep businesses from leaving the region.
- Whether current availability is hindering growth - and where more robust speeds will make the most difference for business growth and job creation.
- What online activities businesses are leveraging, awareness of advanced e-solutions, and how they increase economic opportunities.
- The impact of current speeds to compete - both locally and globally.
- The importance of robust broadband availability in selecting business locations.
- How businesses are (and are not) using broadband to reduce operating costs, increase revenue, grow revenue, and expand product offerings. This enable you to know who to help leverage your network investment.

SNG's Market Demand Snapshot is a quick way to get initial "demand-side" information with a project that runs from 2-3 weeks, start-to-finish. Obtain initial "topline" feedback among your audiences - be it an industry, specific geography, etc. Take the steps needed to help ensure the success of your broadband initiative.

Contact [Doug Adams](#) for more information on how our Market Demand Snapshot provides research for the right decisions for your region.