

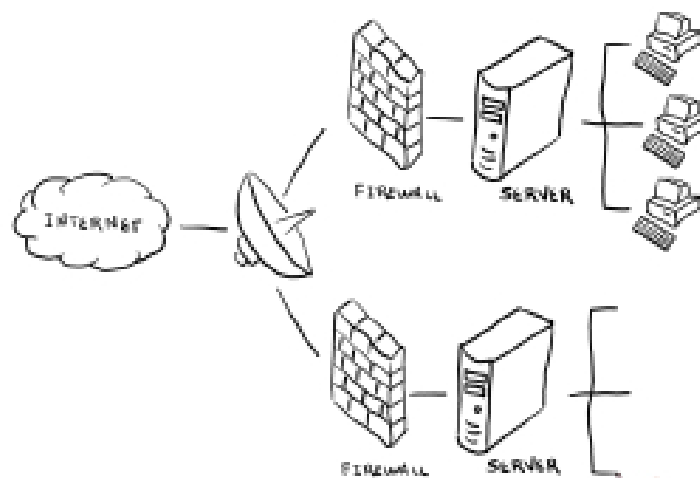


# DECTIVA

## TECHNOLOGY SECTOR SAMPLE REPORT

Key drivers of corporate IT purchase decision making for enterprise hardware & software:

Tracking trends in awareness levels, usage rates, and product reputation



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## **Market Research Intelligence: Make More Informed Investment and Management Decisions**

Dectiva specializes in delivering quantitative and qualitative market research data and analysis to leading investment and business decision makers. By providing access to a global panel of survey and interview respondents, Dectiva empowers its clients with proprietary knowledge and timely insights in the technology industry. Dectiva serves institutional investment, venture capital, private equity, and corporate entities.

## **Dectiva's Market Research Professionals**

Our dedicated analysts excel in survey instrument design and data analysis. They deliver results with analytical insights and actionable recommendations based on their expertise in a broad range of sector experience.

## **Unparalleled Reach for Study Participant Recruitment**

We provide our clients with direct access to an extensive database of information technology managers, buyers, decision makers, and purchase influencers from small, medium and large businesses:

- » All participants are pre-profiled to allow for exceptional targeting and to ensure they match the specific needs of each unique study
- » Profile attributes include job title, job function, company size (number of employees and annual revenue), industry segment, and IT specialization (e.g., systems, hardware/software utilization, security, etc.)
- » Participants from a large number of international countries are available

## **Clients Use Dectiva To:**

- » Determine rate of adoption of new technologies and corporate prioritization for new strategic initiatives
- » Forecast changes in spending allocations by IT specialization
- » Monitor budget expectations across specific technology initiatives
- » Gauge brand awareness, reputation, and share-of-mind for new technologies among purchase decision makers



## Data Collection Methodology

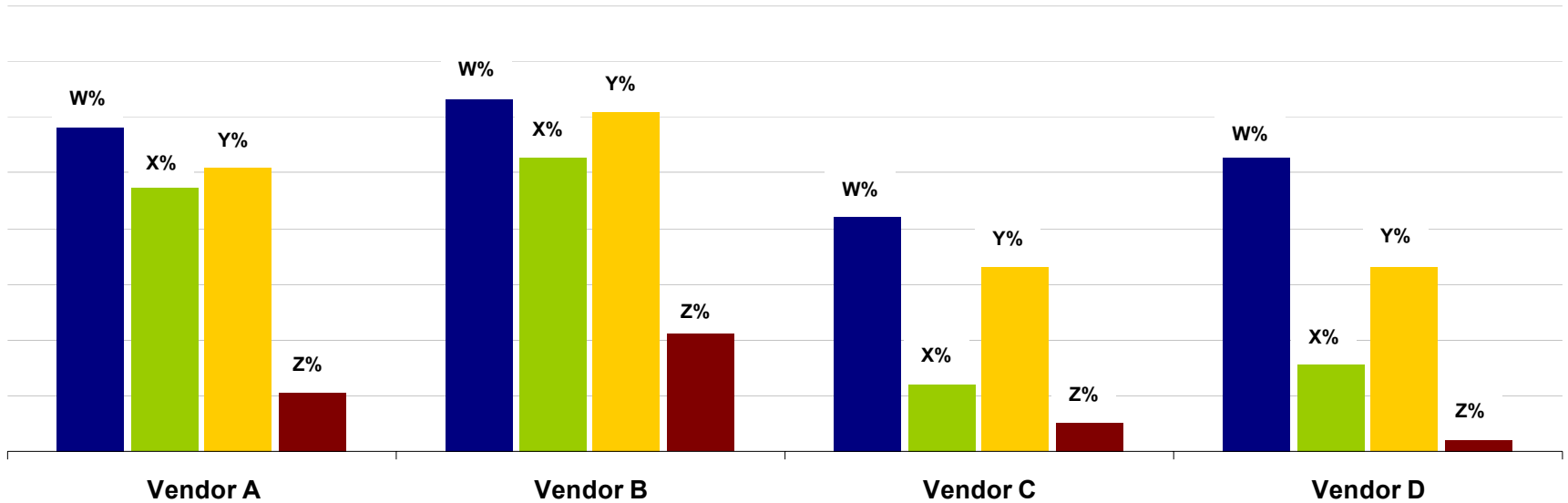
- » Web-based survey
  - » Robust sample sizes to power quantitative analysis & market forecasts
- Survey instrument developed by Dectiva for review/approval by client
  - Sufficient to allow for response segmentation by:
    - Industry sector
    - Company size

## Respondent Screening Criteria

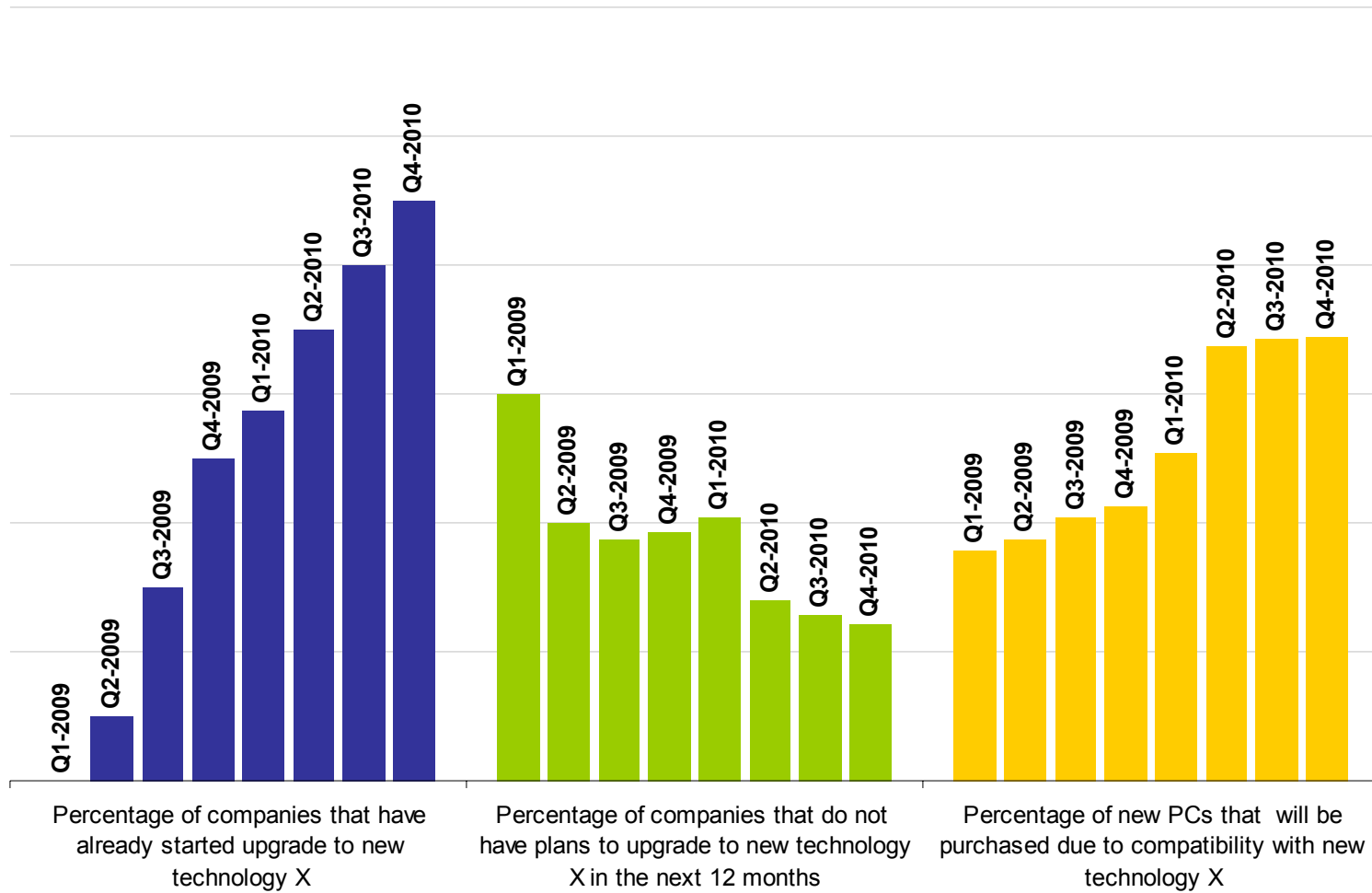
- » In order to qualify for participation in the survey, all respondents were screened to ensure they met the desired profile requirements, including:
- Job title & responsibilities (CTOs / CIOs & senior IT staff)
  - Personal involvement in the IT procurement & purchase decision making process
  - Knowledge / awareness of the target product categories
  - Corporate network needs that span global, regional, and domestic markets
    - Minimum number of employees per company
    - Minimum number of global data centers
    - Minimum percentage of employees accessing network remotely

# Summary of Key Performance Metrics

- Awareness Levels - (% of respondents who indicated they are 'very familiar' with vendors solution)
- Current Usage Rates (% of respondents who indicated vendor's solution is currently deployed within their organization)
- Researched (% of respondents who indicated their company researched/considered vendor's solution prior to current deployment)
- Industry Reputation (% of respondents who indicated vendor's solution is top-1 rank for overall industry reputation)



# Track Rate of Adoption For New Technologies



# Forecast Overall Spend and Key Strategic Initiatives

- » Measure the priority level IT Managers place on specific new and evolving technologies
- » Gauge the stage of adoption for most important corporate IT initiatives including cloud computing, security enhancements, and virtualization
- » Monitor the impact of year-end and quarter-end budget flush on purchasing cycles
- » Forecast overall and category specific IT budget
- » Understand spending fluctuations and product/brand affinity across multiple categories, including:
  - Application software
  - Networking technologies
  - Storage systems
  - PC hardware (laptops & desktops)
  - Internet initiatives
- » Understand views on vendors pricing, back orders, delivery delays and impact on project deployment timelines



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