

Attitude and Behavior Surveys

Enterprise



Yankee Group predicts that increased **demand for connectivity will create a \$1 trillion market** by 2012. How can you ensure your company is positioned to take advantage of this opportunity in the face of tough competition? How will the economy impact worker and IT attitudes, behaviors and spending?

Yankee Group's Enterprise Attitude and Behavior Surveys probe what businesses think and how they will spend their time and money on connectivity-related services, digital media and applications. Using an innovative methodology, our surveys provide a monthly pulse of current attitudes, while also revealing insights that predict future motivations and behaviors. The surveys ask 5,000 workers and 6,000 IT/line-of-business managers and influencers annually in the U.S., with updates available every month.

How do companies leverage Yankee Group insights to succeed? Our invaluable data helps a range of businesses, including:

- Service providers understand enterprise needs and behaviors to be able to better target product development and marketing efforts
- Applications vendors and integrators identify how enterprise applications are being used and what future needs will be
- IT managers understand worker attitudes and behaviors, to improve employee productivity
- Enterprises benchmark themselves against other companies to stay competitive and plan future technology investments

How can you leverage Yankee Group insights to succeed?

Our Enterprise Surveys Reveal:

- Nearly 40% of U.S. workers surveyed say they use consumer applications (e.g., AIM/MSN instant messaging, VoIP such as Skype or consumer address books) for business purposes.
- 75% of SMBs indicate some or severe reductions in their business technology investments due to the economy.
- Among those SMBs that are planning to reduce their technology expenditures, end-user software (35%) and hardware (34%) are the two areas that will experience the biggest budget cuts.

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Why?

What features make our enterprise data the most reliable and actionable available?

- ✓ Trusted data from Yankee Group, the global connectivity experts
- ✓ 100% focus on ubiquitous connectivity, which we call Anywhere
- ✓ Large sample sizes allow for month-to-month trending analysis and cross-tabulation between topics
- ✓ Data analysts on hand to help you navigate your data
- ✓ Constantly evolving questionnaire ensures survey stays topical and fresh
- ✓ Customizable to add your own survey questions
- ✓ Monthly deliverables include: PowerPoint analysis, Excel cross-tabs, raw data in SPSS and supporting questionnaire
- ✓ Access to MarketSight, a browser-based cross-tabulation tool

Yankee Group's insights into enterprise connectivity and IT are available in three modules. Purchase the full suite, or select one of our three modules.

Empowered Employee focuses on the attitudes and feedback from workers, covering key questions such as: what is their impression of the tools provided to them, how does it impact their productivity, what tools do they think would help them? Answering these questions will identify the opportunities for mobile worker deployment, and where the business case is not strong enough yet. The Empowered Employee survey focuses on:

- Mobile, laptop and smart phone deployments
- Impacts on productivity
- Use of consumer tools in the workplace
- Relationships with IT staff

Transforming Applications examines these key business angles: deployment status, purchase plans, barriers to adoption, motivations for deployment, purchase and supplier selection criteria, and many more detailed questions. This module asks IT decision-makers about the following topic areas:

- Mobile applications
- Mobile Web
- Software as a service (SaaS)
- Machine to machine (M2M)
- Employee use of technology (including Web 2.0, mobile devices, mobile workers and FMC)
- Millennials
- Impact of the economy on connectivity spending
- IT and communications budgets for 2009



What's Inside the Enterprise Surveys?

Transforming Infrastructure examines these key business angles: deployment status, purchase plans, barriers to adoption, motivations for deployment, purchase and supplier selection criteria, and many more detailed questions. This module asks IT decision-makers about the following topic areas:

- Cloud computing
- Desktop virtualization
- Enterprise infrastructure (LAN, WAN, WLAN)
- Application delivery
- WAN optimization
- Unified communications (UC)
- Data center
- Machine to machine (M2M)
- Enterprise and network security (including network admission control and digital light processing)
- Employee use of technology (including Web 2.0, mobile devices, mobile workers and FMC)
- Millennials
- Impact of economy
- IT and communications for 2009

Go Premium

All Yankee Group survey modules can be customized with a Premium membership. Add your own survey questions, customize your output files and more. Premium means that you will have a solution that is tailor-made to fit your needs. Contact us for complete details at info@yankeegroup.com.

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About Yankee Group

The people of Yankee Group are the global connectivity experts—the leading source of insight and counsel trusted by builders, operators and users of connectivity solutions for nearly 40 years. We are uniquely focused on the evolution of Anywhere, and chart the pace of technology change and its effect on networks, consumers and enterprises. Headquartered in Boston, Yankee Group has a global presence, including operations in North America, Europe, the Middle East, Africa, Latin America and Asia-Pacific.

Yankee Group Link membership delivers the insight, analysis and tools to help clients navigate the global connectivity revolution. It provides timely, actionable research and data that analyzes the impact immediate and long term that connectivity has and the transformation it will create in driving enterprises and consumers to an Anywhere society. The result is an experience that no other research analyst firm can provide.