

# Attitude and Behavior Surveys

*Anywhere Enterprise*

Yankee Group predicts that increased demand for connectivity will create a nearly \$1 trillion market by 2013. 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 Anywhere 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 continuous pulse of current attitudes, while also revealing insights that predict future motivations and behaviors. The surveys reach 4,800 workers and well over 4,000 IT decision-makers in the U.S., with updates delivered quarterly.

How do companies leverage Yankee Group insights to succeed? Our invaluable data helps:

**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:

- 11 percent of employees have a smartphone provided by their employer, while 15 percent use their own smartphone at work. A further 16 percent say a smartphone would be useful, if only they had one.
- 35 percent of office workers learn about new technology from their IT department, compared with just 20 percent of mobile and remote workers who say they learn about technology from IT.
- Less than 10 percent of employees in very small companies (fewer than 20 employees) rely on IT for technical education, compared to 36 percent in midsize organizations (250-500 employees). Thirty percent of those at very small businesses rely on advertising as their leading education source, compared to only 18 percent in midsize businesses.

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## Whyg?

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

- ✓ Trusted data from Yankee Group, the global connectivity experts
- ✓ Customizable, enabling you to add your own survey questions
- ✓ 100% focus on ubiquitous connectivity, which we call Anywhere
- ✓ Deliverables include: PowerPoint analysis, Excel cross-tabs, raw data in SPSS and supporting questionnaire
- ✓ Data analysts on hand to help you navigate your data
- ✓ Access to MarketSight, a browser-based cross-tabulation and data visualization tool
- ✓ Constantly evolving questionnaire, ensuring survey stays topical and fresh

Yankee Group's insights into enterprise connectivity and IT are available in flexible packages. Purchase the full suite, or select the Enterprise Mobility module or the individual FastView surveys that best meet your needs.

The **Enterprise Mobility** module explores mobility in the workplace from every angle, focusing on the attitudes and behaviors of IT decision-makers and workers. Viewpoints from both large enterprises and small and midsize businesses (SMBs) are included.

The **IT Decision-Maker Survey** within the Enterprise Mobility module surveys enterprise mobility decision-makers in IT departments and line-of-business managers who make or budget IT decisions. It focuses on:

- **Organizational attributes:** What is the cultural decision-making process and corporate approach to mobile and remote workers and applications?
- **Mobile devices and OSs:** What devices are sanctioned by (or otherwise brought into) the organization? How are they supported? How is the network supported? What OSs are proposed?
- **Connectivity and wireless broadband:** How do companies and mobile and remote workers connect? What is the role of wireless broadband in businesses?
- **Mobile applications and mobile unified communications:** How are companies choosing vendors? What are they looking to implement?
- **Managed mobility:** How do companies address the complexity of increasingly complicated mobile networks and employee relationships? What is the appetite for outsourcing as a solution?
- **Embedded connectivity:** What are the key vendor decisions and internal decisions about M2M implementations?



What's Inside the Enterprise Surveys?

The **Empowered Employee Survey** within the Enterprise Mobility module asks workers for their perspective on enterprise mobility. It focuses on:

- **Employees' work habits:** Where do they work and what makes them productive?
- **Tools, devices and productivity:** How do they use social media? How do they make connectivity choices?

### FastView Surveys\*

Each quarter, Yankee Group conducts a unique topic-based survey to provide a deeper level of insight into a hot topic. Planned topics for 2010 include:

**May:** Cloud Computing  
**Aug:** Transforming the WAN

**Oct:** CIO Satisfaction  
**Dec:** To be determined 4-6 months in advance to capture a hot topic.

*\*These surveys are available to customers of the full Enterprise Survey Suite, and they can also be purchased individually.*

### 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](mailto:info@yankeegroup.com).

[www.yankeegroup.com](http://www.yankeegroup.com)

### 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 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 Europe, the Middle East and 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 analyzing the immediate and long-term impact of connectivity and how it will drive enterprises and consumers toward an Anywhere society. The result is an experience that no other research firm can provide.