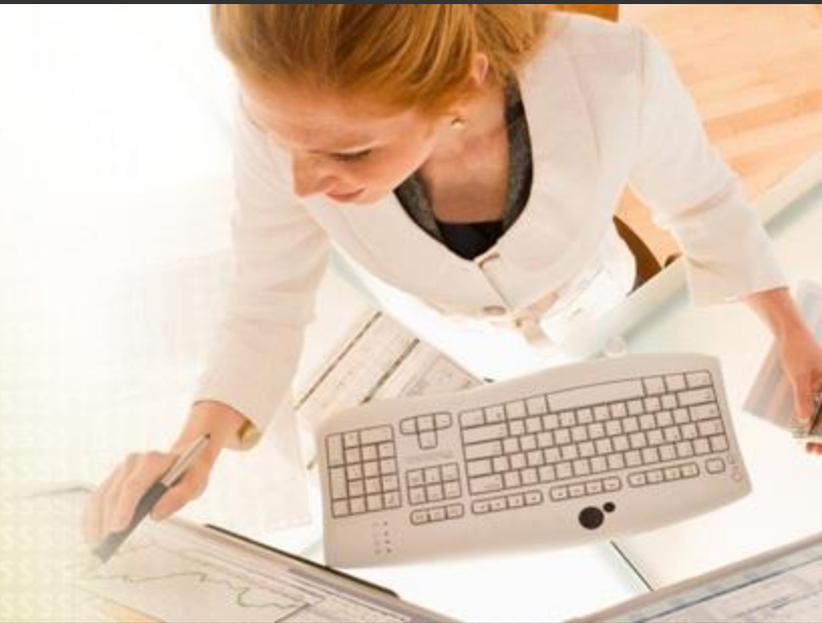# OnlineROISummit

TechTarget
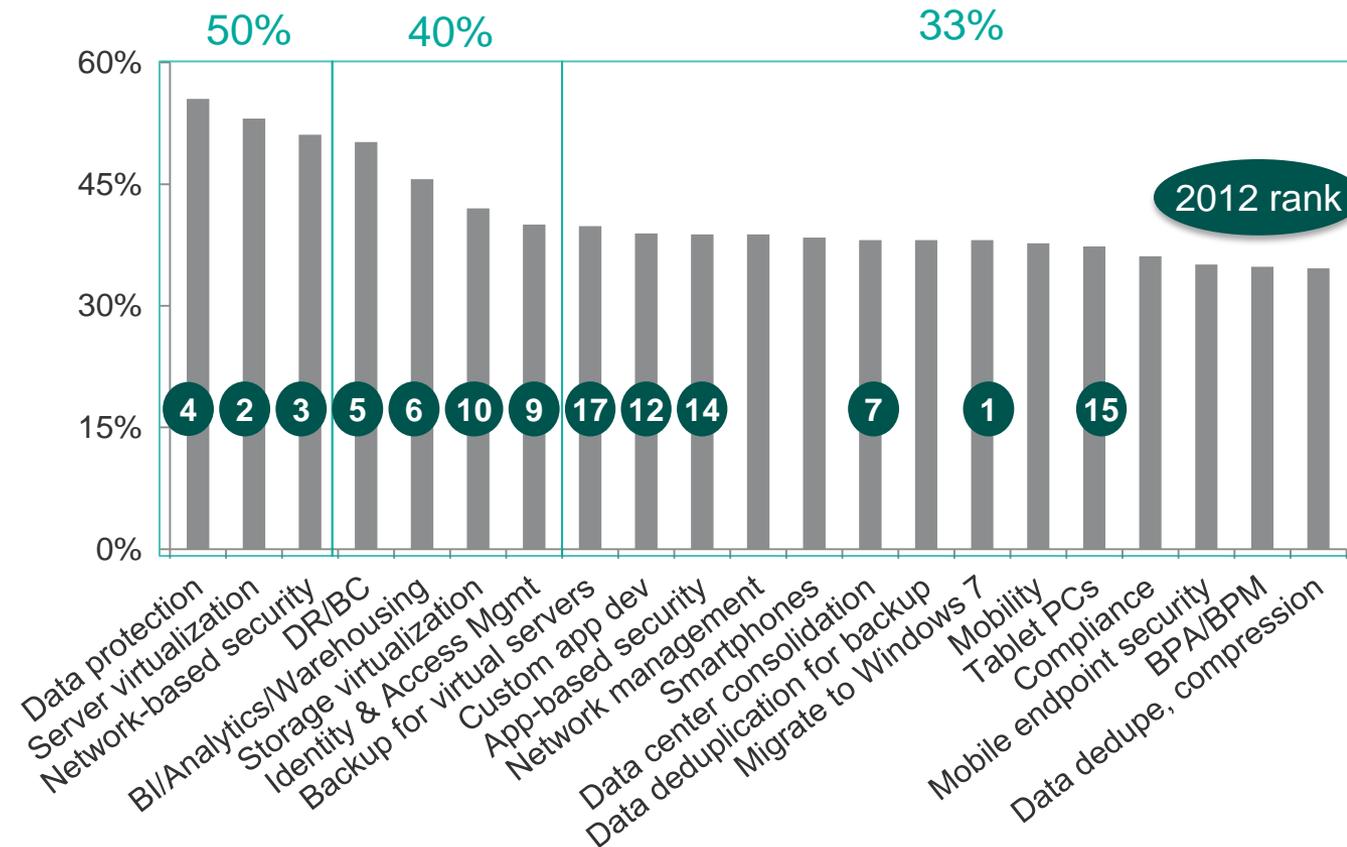
Walk a mile in their shoes

Insight from IT pros on what they expect from Midsize and Enterprise marketers to meet their needs

Jon Brown, Vice President, Market Intelligence

#TTGTSummit | www.techtarget.com/ForMarketers

Data protection, virtualization lead the pack of Top Tier 2013 projects
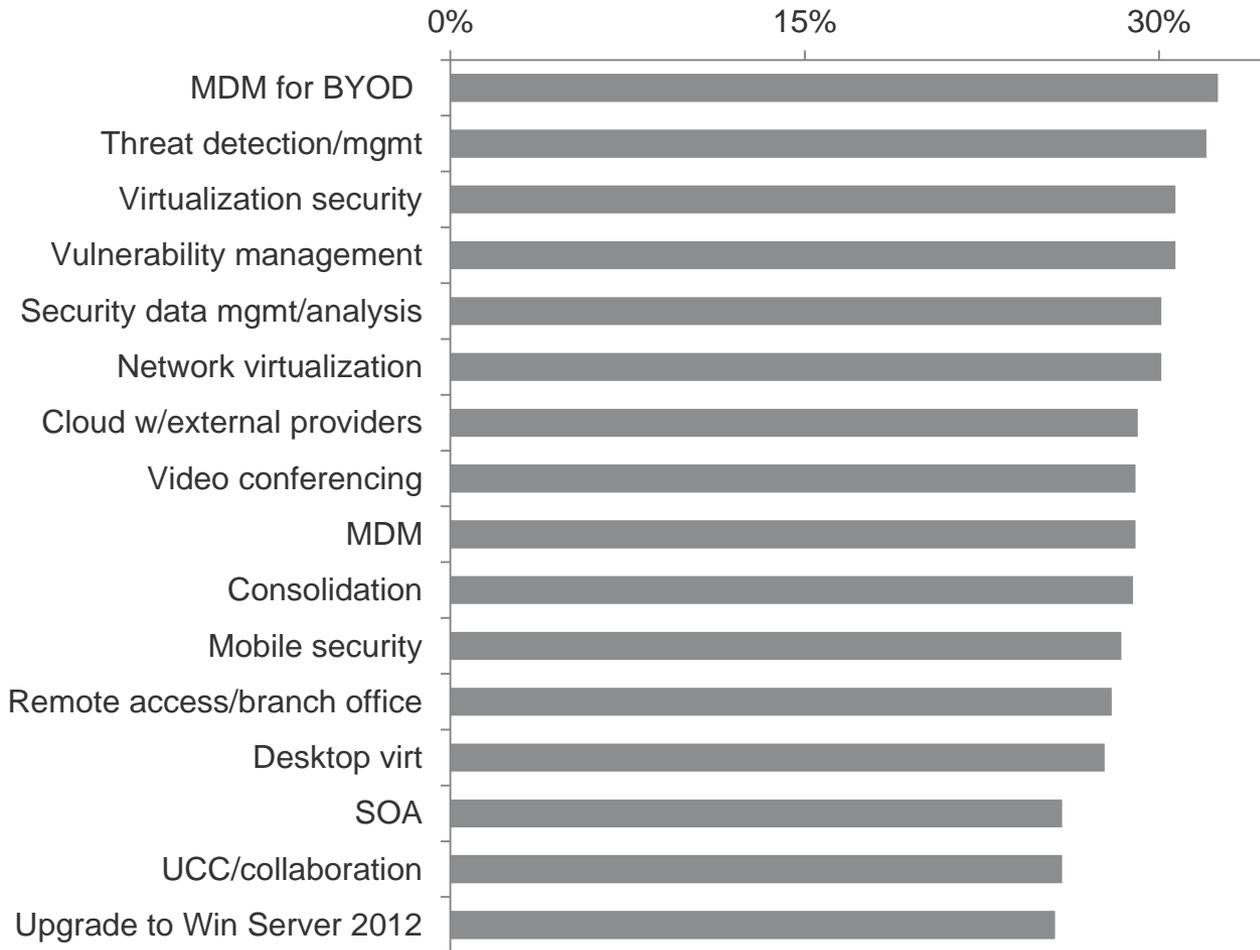
Which of these initiatives are you adopting?

What does this mean for you?

The key IT initiatives

TechTarget's highly active audience
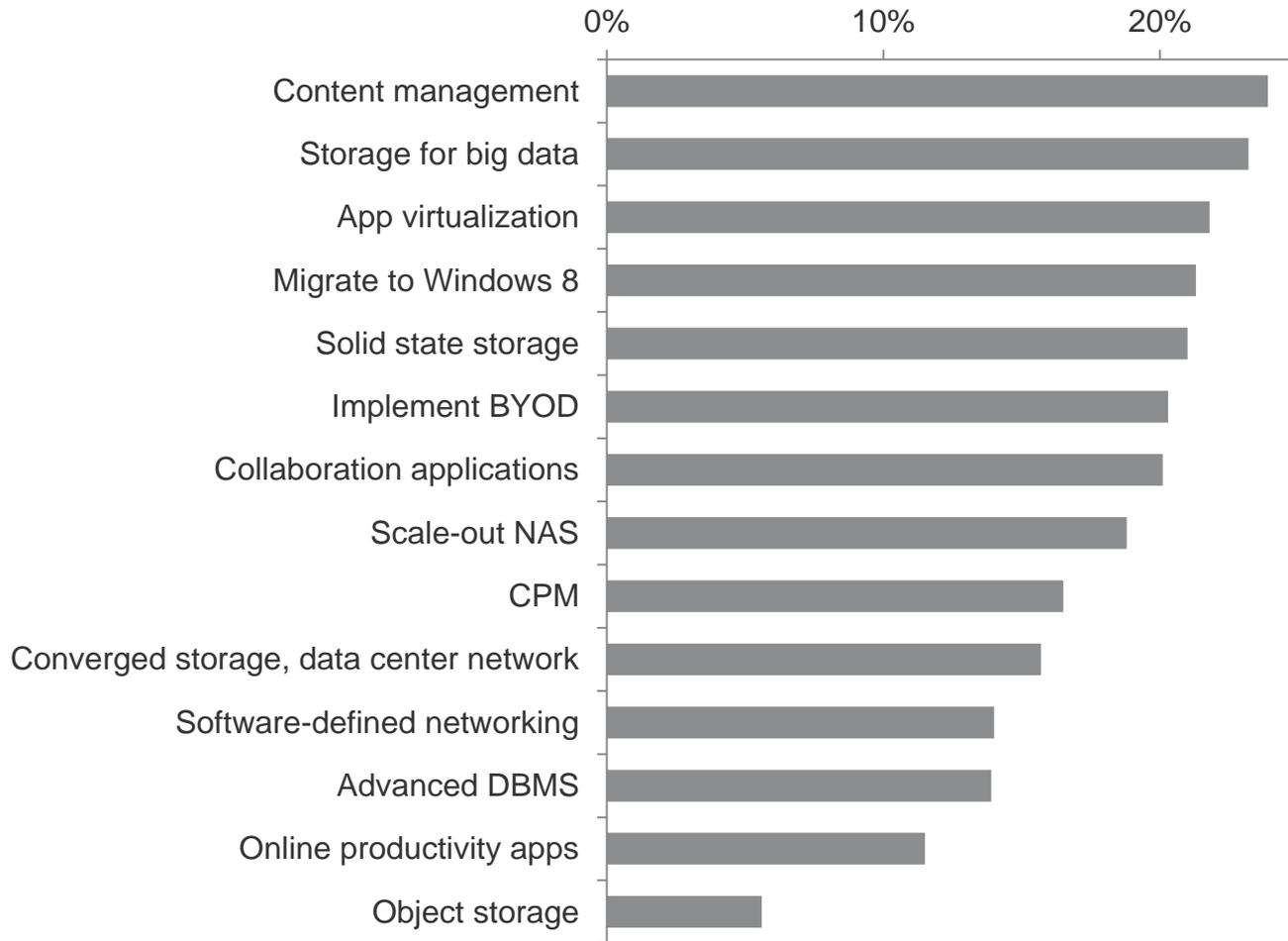
Many projects getting at least 25% adoption

MDM for BYOD
Threat detection/mgmt
Virtualization security
Vulnerability management
Security data mgmt/analysis
Network virtualization
Cloud w/external providers
Video conferencing
MDM
Consolidation
Mobile security
Remote access/branch office
Desktop virt
SOA
UCC/collaboration
Upgrade to Win Server 2012

0%   15%   30%

What does this mean for you?

BYOD continues to grow

Cloud with external providers

Some other buzzy projects charting well

Chart (horizontal bar graph) with x-axis showing 0%, 10%, 20%:

- Content management
- Storage for big data
- App virtualization
- Migrate to Windows 8
- Solid state storage
- Implement BYOD
- Collaboration applications
- Scale-out NAS
- CPM
- Converged storage, data center network
- Software-defined networking
- Advanced DBMS
- Online productivity apps
- Object storage

What does this mean for you?

There are lots of IT projects out there

The Big Three
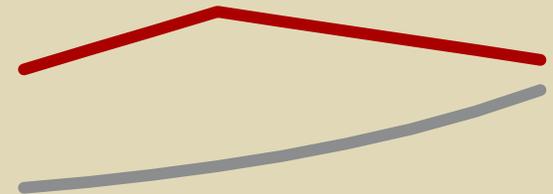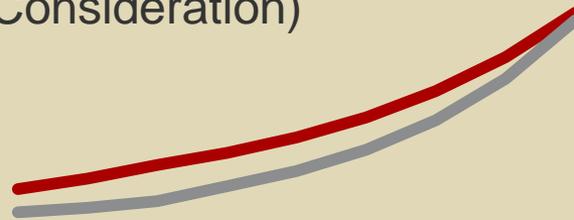
Use Market Maturities for Content Weighting

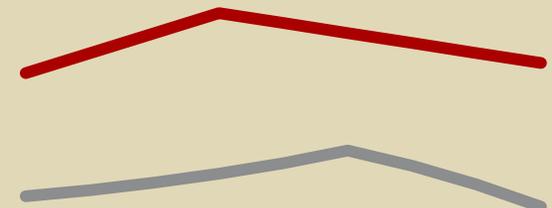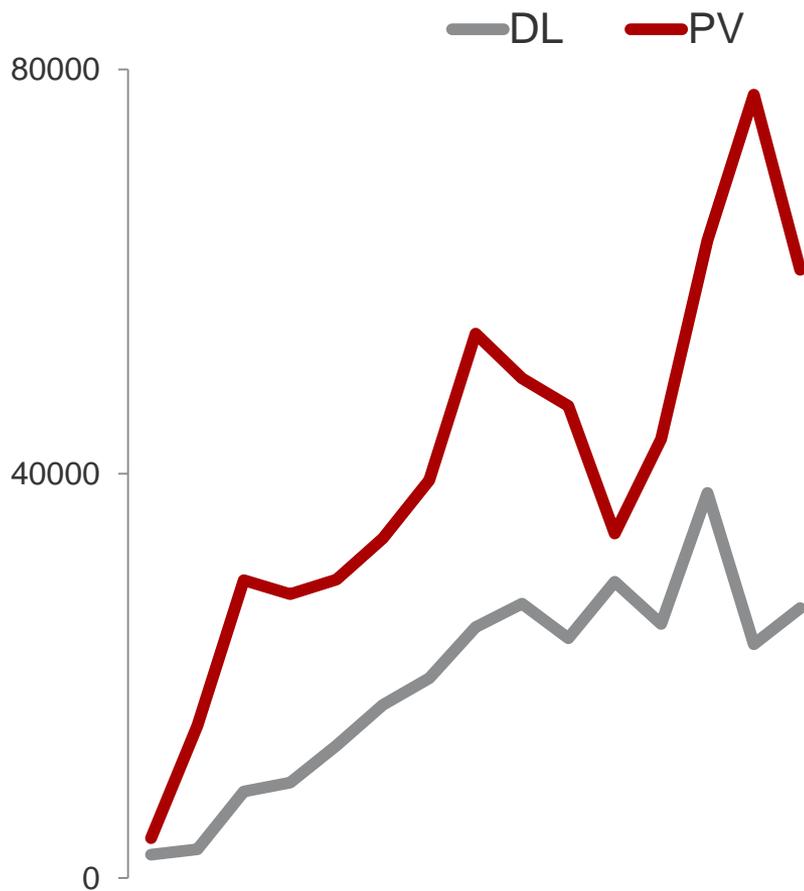|	Increasing activities	Decreasing activities
Editorial / **Vendor** (legend)		
Increasing Lead Ratio	Stage 2 – "Mainstream" Asset Overweight (Consideration)	Stage 3 – "Maturity" (Consideration, Decision)
Decreasing Lead Ratio	Stage 1 – "Hype" Asset Overweight (Awareness)	Stage 4 – "Death" (Decision)

Cloud Computing—network-wide—going mainstream (slowly)

- Increasing PV's, Increasing DL's ratio

- Stage 2: Mainstream, possibly entering maturity

- Test & Dev and PaaS look to be hype stage now
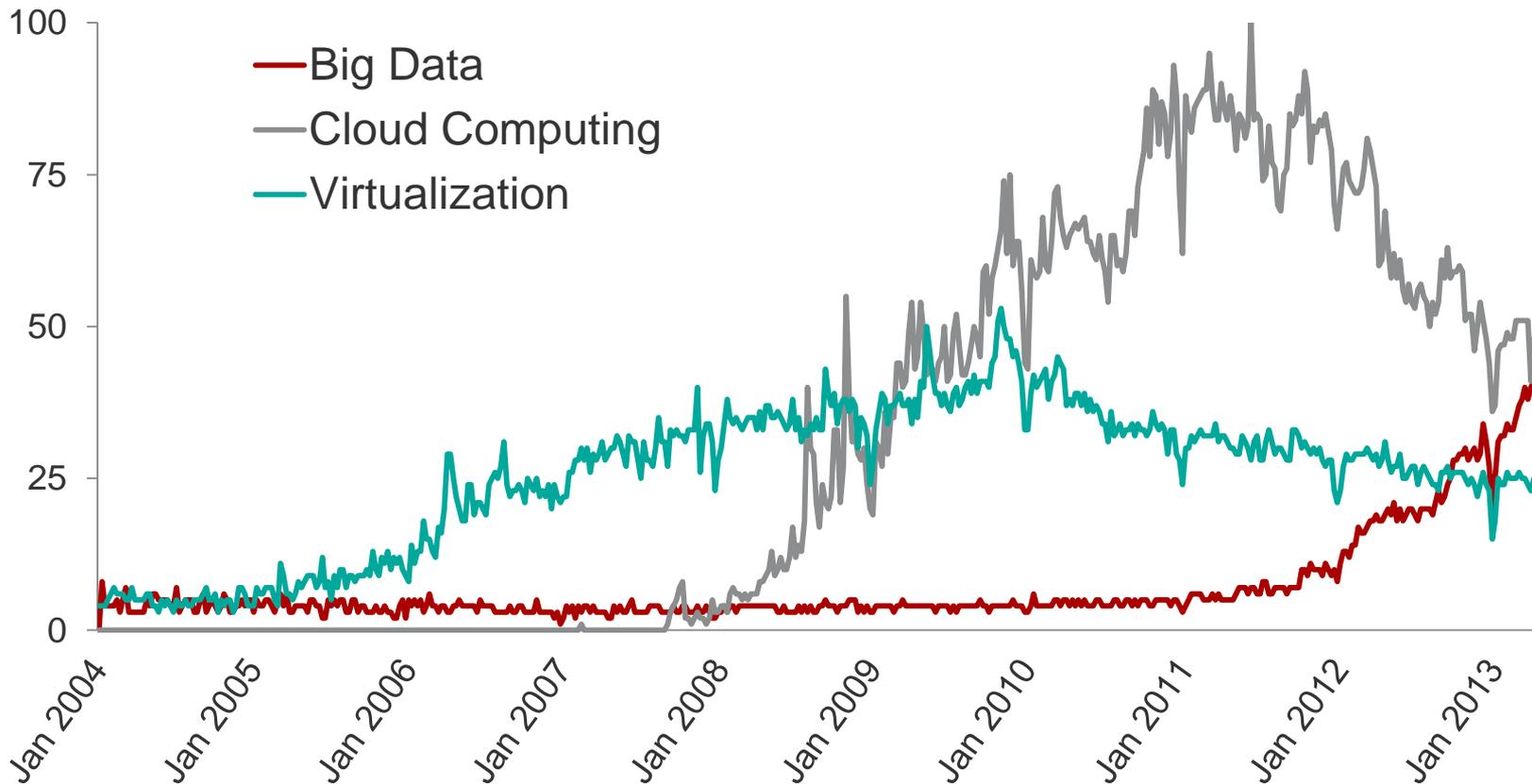
Overweight consideration

Fixed to mobile end user technologies

Legend: DL (gray), PV (red)

Y-axis values: 122000, 61000, 0
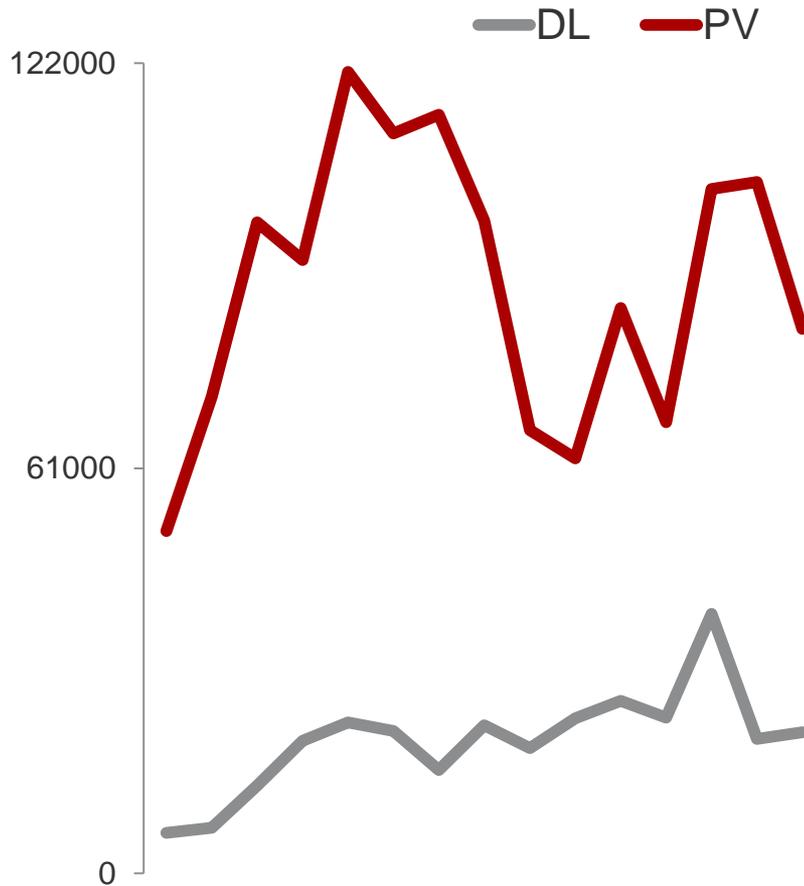
- Increasing PV's, Increasing DL's ratio

- Stage 2/3: Mainstream/ mature

- VDI is earlier stage than rest of category (hype bordering on mainstream)

Overweight consideration, decision

Big Data is in hype stage right now

Recap: Big Three

	Cloud	Mobile	Big Data
Current stage	Stage 2: Mainstream, possibly entering mature	Stage 2: Mainstream/ mature	Stage 1: Hype
Content	Consideration	Consideration and decision	Awareness

Who's doing this right?

SAS on **Big Data**—2013 Big Data Survey Research Brief

> "Despite industry hype, most organizations have yet to develop, implement or execute a big data strategy"

Sophos on **Mobile Device Management**—Buyer's Guide

Today's Senior IT Decision Makers

Research and engagement preferences

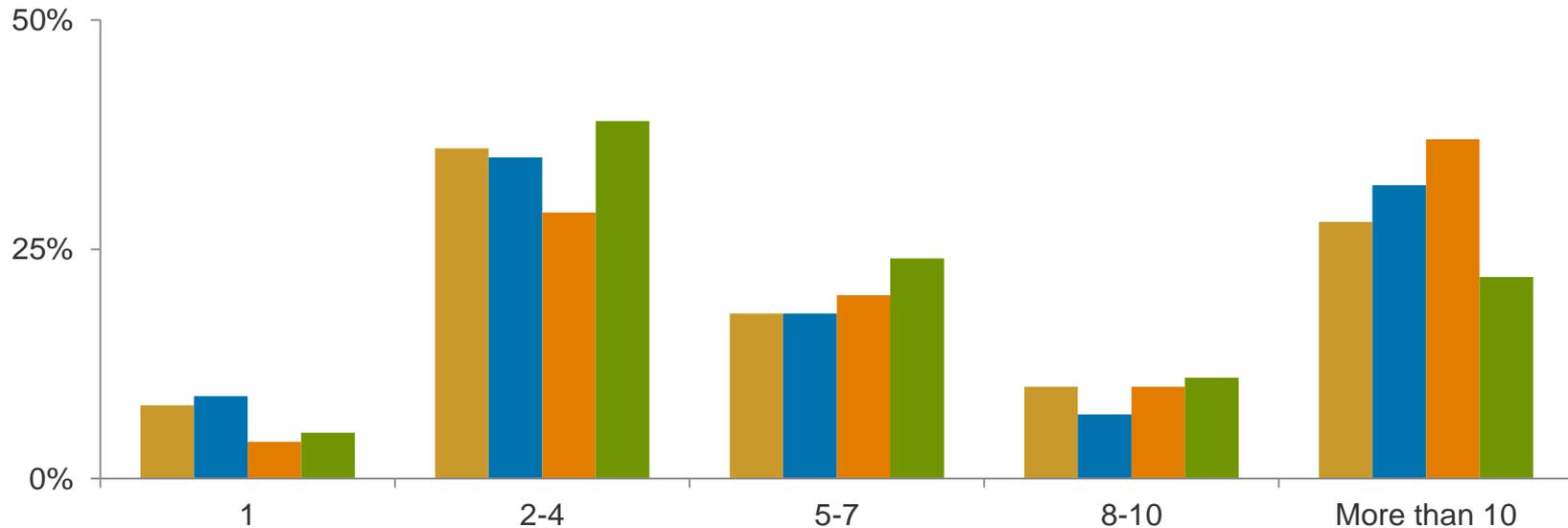# More than half of IT research and buying teams consist of 5 or more members

| North America | EMEA | APAC | Latin America |

How many people are typically involved in the technology research and purchasing process at your organization?

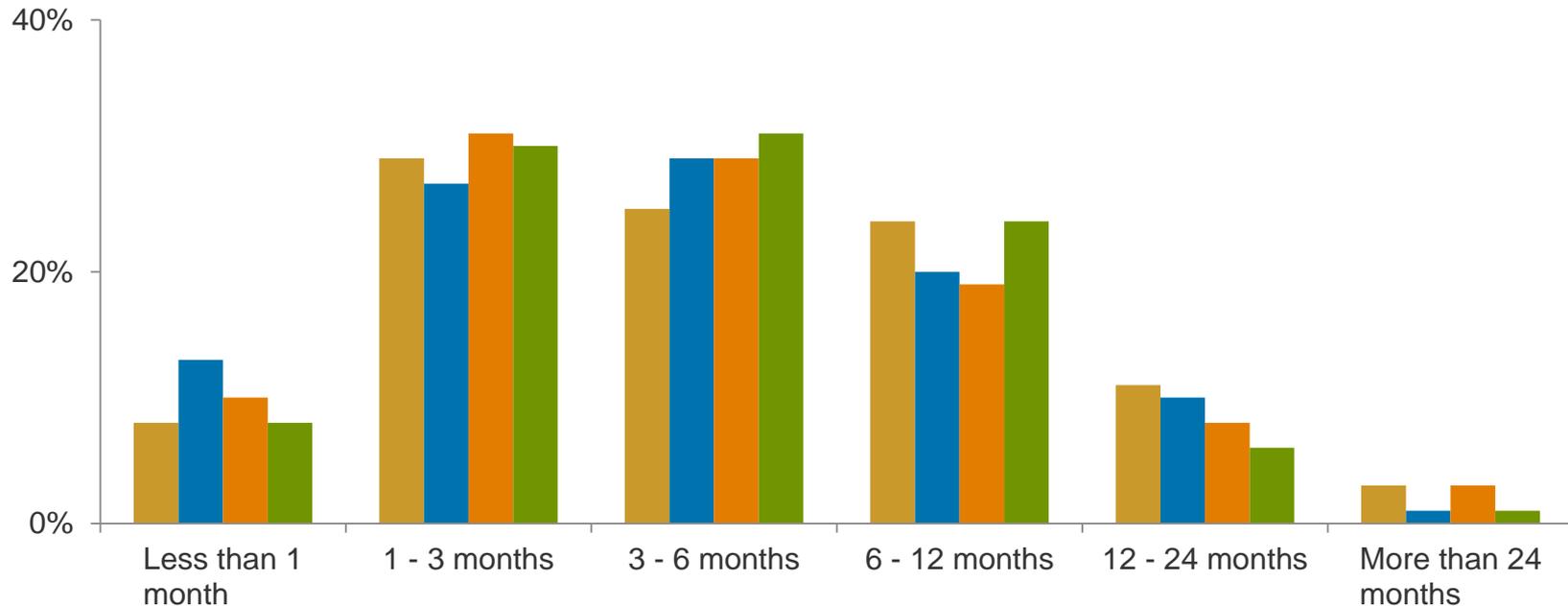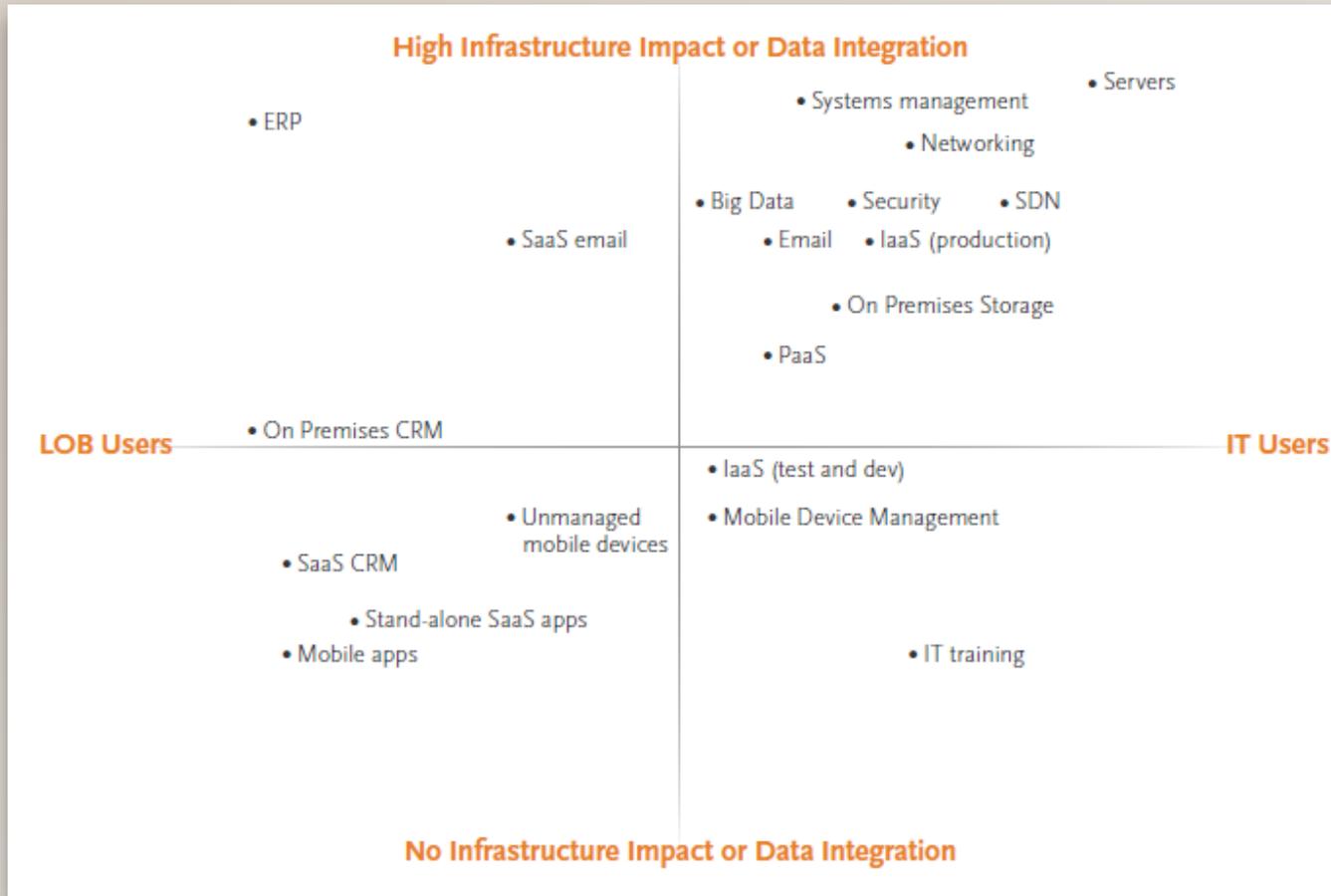# Research and purchase processes worldwide are 6 months or less

North America	EMEA	APAC	Latin America

On average, how long is your timeframe from identifying your technology need/problem to making your final purchase decision?

Line of Business Involvement

High Infrastructure Impact or Data Integration

- ERP
- Servers
- Systems management
- Networking
- Big Data
- Security
- SDN
- SaaS email
- Email
- IaaS (production)
- On Premises Storage
- PaaS

LOB Users ——————————————————— **IT Users**

- On Premises CRM
- IaaS (test and dev)
- Unmanaged mobile devices
- Mobile Device Management
- SaaS CRM
- Stand-alone SaaS apps
- Mobile apps
- IT training

No Infrastructure Impact or Data Integration

IT does 4/5th of research for corporate buys

Read the White Paper—"Don't Miss the Mark"

Decision Axes for LOB marketing:
- Is END USER LOB or Technical?
- Does solution leverage / integrate existing infrastructure?

LOB involvement is focused at the very beginning

Let's meet today's panelists

Larry Bolick
Chief Information Officer
Aquent

Kevin Stokes
Chief Information Officer
Town of Brookline

Randall Gamby
Information Security Officer
Medicaid Information Service
Center of New York (MISCNY)

Thank you to our panelists!