

SAMPLE DATA

ITSMA Rapid Research Market Positioning Pulse Sample Final Report

Prepared for:
XYZ Company

Prepared by:
Julie Schwartz
Senior Vice President
Research and Thought Leadership

Rapid Research:
When Decisions Can't Wait



ITSMA
Marketing Insight - Business Results

SAMPLE DATA | PN0255

Table of Contents

- Study Objectives and Methodology
- Key Findings
- Respondent Demographics
- Preference and Aided Awareness
- Favorability
- Past and Future Services Purchases

SAMPLE DATA



Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 2

SAMPLE DATA

Study Objectives and Methodology



Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 3

SAMPLE DATA

Study Objectives

XYZ Company is launching a new corporate branding program in December 2010. The company would like to:

- Establish a baseline and ongoing assessment of XYZ Company's Brand Equity
- Determine if XYZ Company is on the "short list" among its current customers and target clients
- Ascertain the services for which XYZ Company is considered a "player"
- Monitor changes in XYZ's reputation



Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 4

Methodology

SAMPLE DATA

- 100 phone interviews conducted during the first week of September 2010
- Quotas established for four vertical markets
- Respondents screened to ensure that they are decision makers at large enterprises within the vertical markets targeted by XYZ
- Data analyzed by XYZ Company customer status and vertical market



Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 5

Key Findings

SAMPLE DATA



Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 6

SAMPLE DATA

Key Findings

- XYZ is ranked fourth among first firms to call
- Unaided awareness was very strong in Govt/Public Sector and Manufacturing, and lower in Financial Services, and even lower in Healthcare
- XYZ's favorability was very strong among clients but lower than competitors' ratings among non-clients
- Network integration, IT planning, and then security services, were the top planned purchase categories XYZ customers would consider XYZ for
- When asked "What One Word Describes XYZ Company?" only 26% of respondents used a "positive" word



Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 7

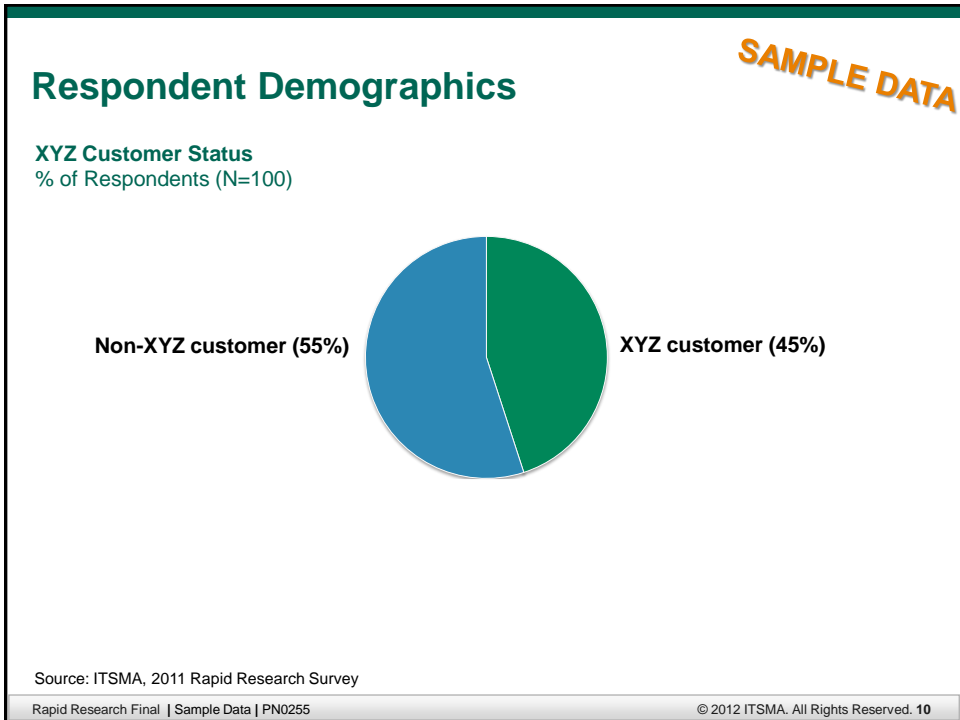
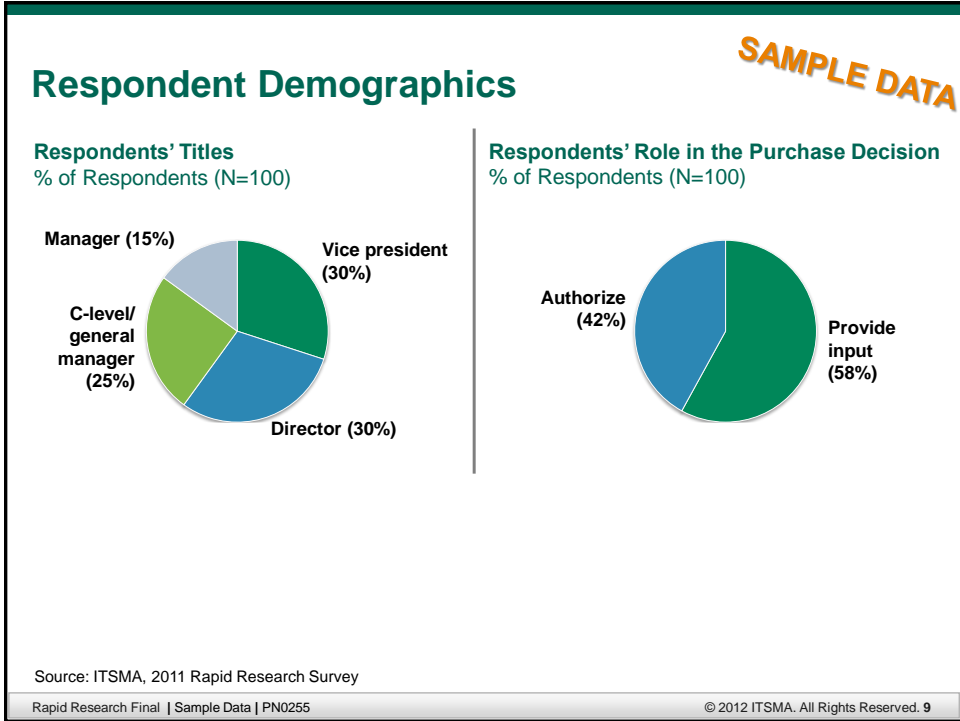
SAMPLE DATA

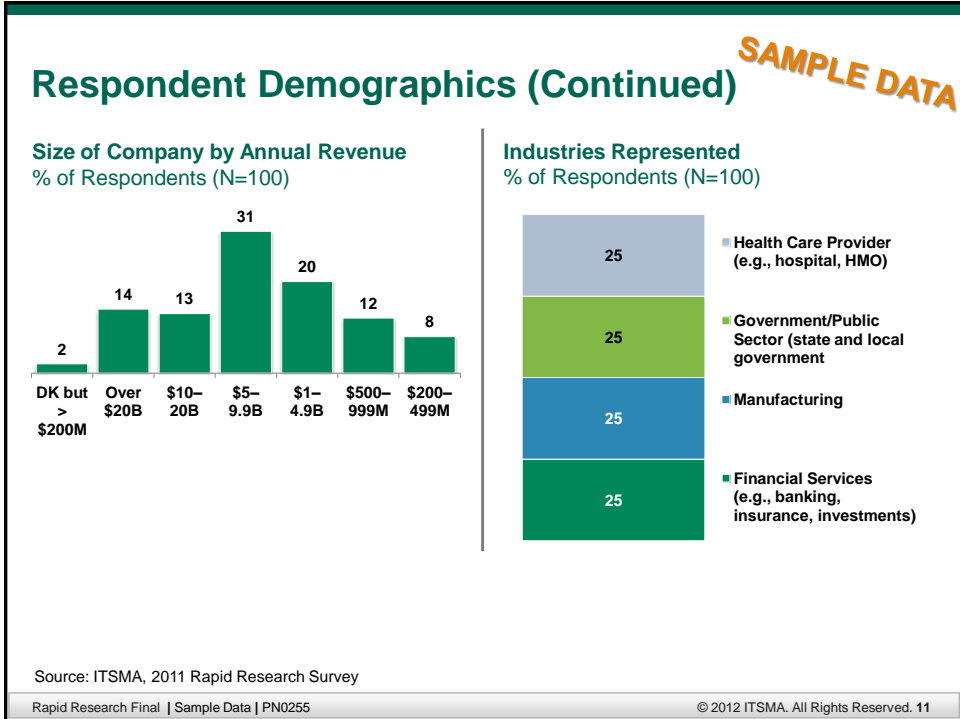
Respondent Demographics



Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 8





Unaided Preference for Worldclass IT Services Firms

SAMPLE DATA

Q. What one firm would you be most likely to call if you needed worldclass IT services? Who else would make the short list?	% of Respondents	
	One Firm Most Likely to Call	On the Short List*
	N=100	N=100
IBM Global Services	18	38
ABC Company	16	30
Accenture	12	24
XYZ Company	11	22
AAA Company	8	17
Hewlett-Packard	9	21
Capgemini	4	12
CSC	2	16
Deloitte Consulting	2	13
Don't know	18	12

*Multiple response allowed.
Source: ITSMA, 2011 Rapid Research Survey

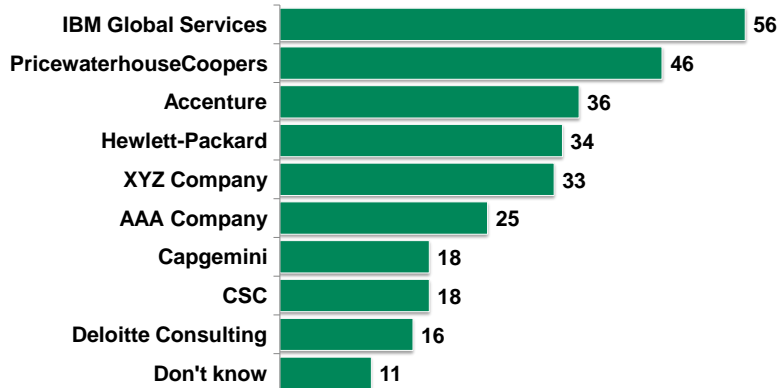
Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 13

Unaided Awareness of Worldclass IT Services Firms

SAMPLE DATA

% of Respondents (N=100)



*Multiple response allowed.
Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 14

Unaided Awareness of Worldclass IT Services Firms by Vertical Market

SAMPLE DATA

	% of Respondents				
	All Respondents	Financial Services	Manufacturing	Government/ Public Sector	Health Care
	N=100	N=25	N=25	N=25	N=25
IBM Global Services	56	66	72	50	38
PricewaterhouseCoopers	46	70	30	45	40
Accenture	36	44	38	30	34
XYZ Company	33	27	45 ^a	48 ^b	12 ^{ab}
Hewlett-Packard	30	27	35	38	20
AAA Company	25	30	23	20	28
CSC	18	15	18	22	18
Capgemini	16	11	18	14	20
Deloitte Consulting	15	16	21	13	12
Don't know	18	17	17	16	21

^{ab} Indicates a statistically significant difference.
Source: ITSMA, 2011 Rapid Research Survey

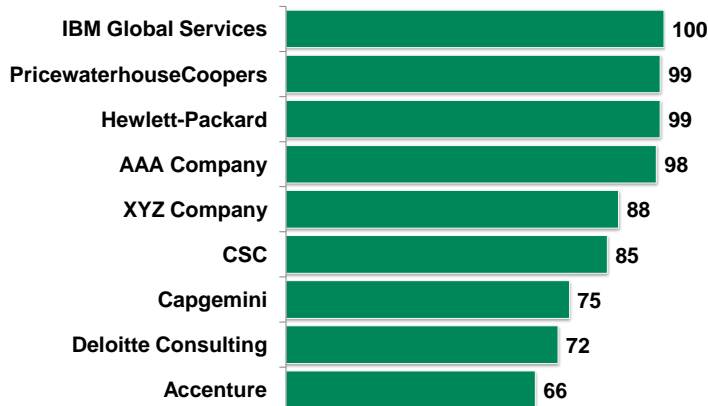
Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 15

Aided Awareness of Worldclass IT Services Firms

SAMPLE DATA

% of Respondents (N=100)



Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 16

Aided Awareness of Worldclass IT Services Firms by Vertical Market

SAMPLE DATA

	% of Respondents				
	All Respondents	Financial Services	Manufacturing	Government/ Public Sector	Health Care
	N=100	N=25	N=25	N=25	N=25
IBM Global Services	100	100	100	99	100
PricewaterhouseCoopers	99	100	98	99	100
Hewlett-Packard	99	100	99	98	100
AAA Company	98	98	97	99	98
XYZ Company	88	83	95	93	80
CSC	85	80	81	90	87
Capgemini	75	66 ^a	78	69 ^b	86 ^{ab}
Deloitte Consulting	72	70	82	67	70
Accenture	66	77	64	56	68

^{ab} Indicates a statistically significant difference.
Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 17

Favorability

SAMPLE DATA



Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 18

Favorability Toward IT Services Firms

SAMPLE DATA

Mean Rating

		N=
PricewaterhouseCoopers	4.5	99
IBM Global Services	4.4	100
Hewlett-Packard	4.2	99
Deloitte Consulting	3.9	72
AAA Company	3.8	98
Accenture	3.7	66
Capgemini	3.5	75
CSC	3.1	85
XYZ Company	3.1	88

Note: Mean rating based upon a 5-point scale in which 1=not at all favorable and 5=very favorable
Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 19

Favorability Toward IT Services Firms by Vertical Market

SAMPLE DATA

	All Respondents		Financial Services		Manufacturing		Government/ Public Sector		Health Care	
	N	Mean Rating	N	Mean Rating	N	Mean Rating	N	Mean Rating	N	Mean Rating
PricewaterhouseCoopers	99	4.5	24	4.5	25	4.6	25	4.4	25	4.7
IBM Global Services	100	4.4	25	4.2	25	4.3	25	4.4	25	4.5
Hewlett-Packard	99	4.2	25	4.0	24	4.2	25	4.1	25	4.3
Deloitte Consulting	72	3.9	19	4.1*	18	3.2*	19	3.9	16	4.1
AAA Company	98	3.8	25	3.7	25	3.8	24	3.7	24	3.9
Accenture	66	3.7	15	3.5	20	3.9	17	3.7	14	3.6
Capgemini	75	3.5	17	3.3	24	4.0*	19	2.9*	15	3.5
CSC	85	3.1	23	2.9	24	3.2	18	3.1	20	3.2
XYZ Company	88	3.1	22	3.1	21	3.1	24	3.1	21	3.2

Note: Mean rating based upon a 5-point scale in which 1=not at all favorable and 5=very favorable.

* Indicates a statistically significant difference.

Source: ITSMA, 2011 Rapid Research Survey

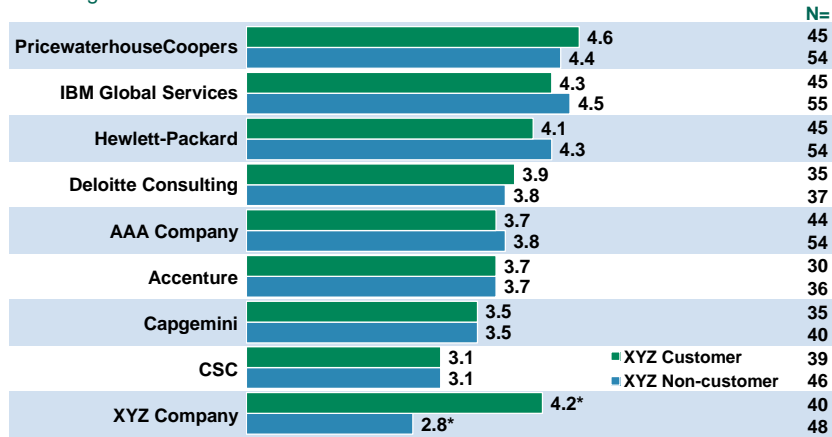
Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 20

Favorability Toward IT Services Firms by Customer Status

SAMPLE DATA

Mean Rating



Note: Mean rating based upon a 5-point scale in which 1=not at all favorable and 5=very favorable.

* Indicates a statistically significant difference.

Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 21

Past and Future Services Purchases

SAMPLE DATA



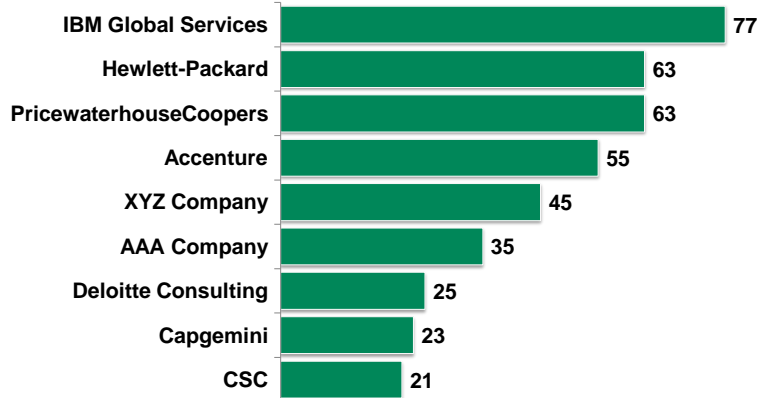
Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 22

Customer Status of Respondents

SAMPLE DATA

Purchased Services in the Last Two Years:
% of Respondents (N=100)



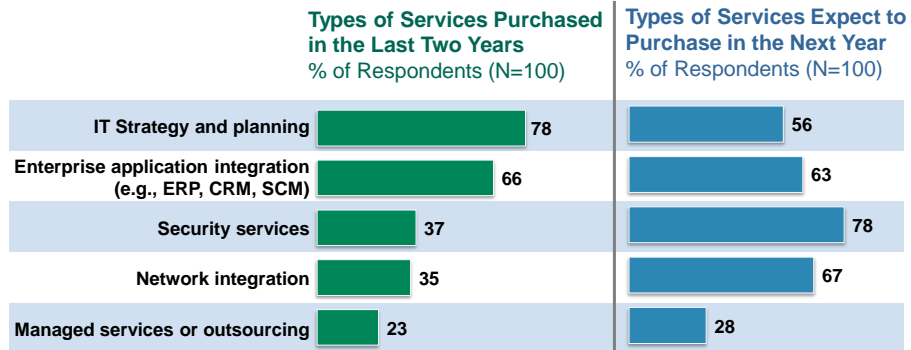
Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 23

Past Purchases and Future Intentions

SAMPLE DATA



Note: Multiple responses allowed.
Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 24

Future Purchase Intentions by Vertical Market

SAMPLE DATA

	% of Respondents				
	All Respondents	Financial Services	Manufacturing	Government/ Public Sector	Health Care
	N=100	N=25	N=25	N=25	N=25
Security services*	78	85	76	83	69
Network integration	67	69	67	66	70
Enterprise application integration (e.g., ERP, CRM, SCM)	63	61	58	62	74
IT Strategy and planning	56	61	53	50	59
Managed services or outsourcing	28	37	22	18	29

*Indicates a significant difference across vertical markets.
Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 25

Future Purchase Intentions by XYZ Company Customer Status

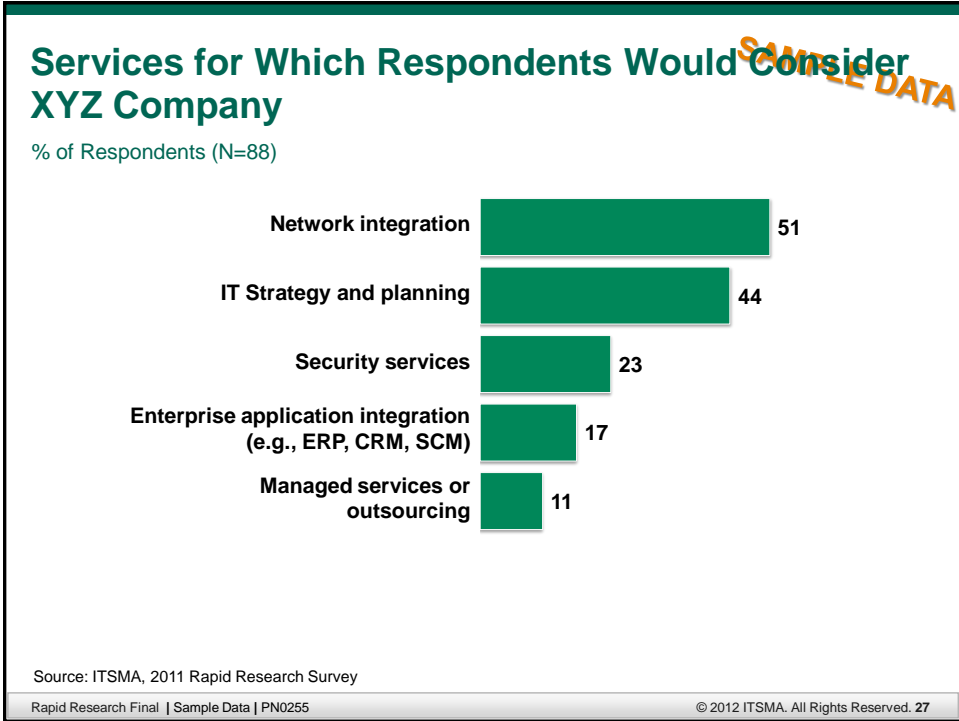
SAMPLE DATA

	% of Respondents		
	All Respondents	XYZ Customer	XYZ Non-customer
	N=100	N=45	N=55
Security services*	78	89	69
Network integration*	67	81	56
Enterprise application integration (e.g., ERP, CRM, SCM)	63	60	66
IT Strategy and planning	56	54	58
Managed services or outsourcing	28	25	30

*Indicates a significant difference across customer status.
Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 26



Services for Which Respondents Would Consider XYZ Company by Vertical Market

SAMPLE DATA

	% of Respondents				
	All Respondents	Financial Services	Manufacturing	Government/ Public Sector	Health Care
	N=88	N=22	N=21	N=24	N=21
Network integration	51	49	52	54	48
IT Strategy and planning	44	47	41	44	45
Security services	23	21	28	22	23
Enterprise application integration (e.g., ERP, CRM, SCM)	17	16	15	17	19
Managed services or outsourcing	11	10	10	11	12

Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255 © 2012 ITSMA. All Rights Reserved. 28

Services for Which Respondents Would Consider XYZ Company by Customer Status

SAMPLE DATA

	% of Respondents		
	All Respondents	XYZ Customers	Non-XYZ Customers
	N=88	N=45	N=55
Network integration	51	74*	32*
IT Strategy and planning	44	53	37
Security services	23	25	21
Enterprise application integration (e.g., ERP, CRM, SCM)	17	19	15
Managed services or outsourcing	11	11	11

*Indicates a statistically significant difference.
Source: ITSMA, 2011 Rapid Research Survey

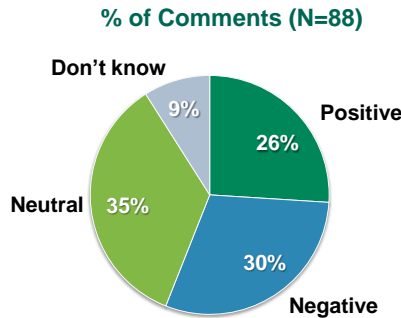
Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 29

What One Word Describes XYZ Company?

SAMPLE DATA

A lot of hot air
Aggressive
Arrogant (4)
Big (4)
Confident
Consultant (10)
Consulting (4)
Difficult
Don't know (2)
Efficient
Egotistical
Expensive (6)
Flexible
Global
High priced
Innovative (6)



Insightful
Integrator
Know it alls
LANs
My saviors
Networks (6)
Nothing (6)
Professional
Pushy
Reliable (4)
Service
Talented
Technically savvy
Technology
Unimaginative
Unrelenting
Very expensive

Source: ITSMA, 2011 Rapid Research Survey

Rapid Research Final | Sample Data | PN0255

© 2012 ITSMA. All Rights Reserved. 30

SAMPLE DATA

For More Information



Julie Schwartz
Senior Vice President
Research and Thought Leadership
ITSMA
Email: jschwartz@itsma.com
Phone: +1-407-788-8220

