ITSMA

BENCHMARKING STUDY

Services Marketing Budgets and Benchmarks: 2010 Budget Allocations and Trends

An ITSMA Study

With marketing budgets set to rebound only slightly—if at all—in 2010, leading marketing organizations are not waiting for a return to normal. Instead, they are looking for ways to transform marketing. 2010 will be the year of marketing transformation. Marketing can't spend another year trying to do more with less.

REPORT HIGHLIGHTS

OVERVIEW

Services Marketing Budgets and Benchmarks: 2010 Budget Allocations and Trends, a PowerPoint-style report, delivers a detailed look at the state of the services marketing profession as it exists in early 2010. It provides data on services marketing budgets, budget allocations, and marketing priorities from a range of companies across the technology and consulting industries.

Topics covered in the report include:

- Services marketing budget size and growth rates
- Services marketing budget allocations
  - Corporate vs. field marketing
  - Staff vs. nonstaff
  - Investment by major budget categories
- Marcom budget allocation
  - Online/interactive/digital budget
  - Thought leadership budget
- Market intelligence/market research budget
- Customer satisfaction relationship management budget
- Marketing automation
- Account-Based Marketing (ABM)
- Solutions
- Services growth rates
- Marketing staffing and operations
- Gross margin trends
- Marketing priorities

Key trends highlighted in the report include:

- Given the economic climate, 2009 was a tough year; marketers are more optimistic about 2010
- Marketing budgets, as a percentage of revenue, are at an all time low
- Heading into 2010, less than half expect budget and staff increases
- Marketers in North America are in better shape than the other regions
- Marketing can't spend another year of trying to do more with less—Marketing needs to change
- We already see evidence of a slow and steady change—some marketing tactics are becoming less important while others, such as thought leadership and social media, are becoming more important
- Although growing in importance, social media is still a small percentage of the marketing budget
- Marketing priorities for 2010 are a departure from past priorities; they set the stage for transformation, rather than continued incremental change
- Marketers must:
  - Create a content generation engine
  - Integrate sales and marketing via the marriage of CRM and marketing automation
  - Invest in marketing analytics to predict and improve results

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STUDY METHODOLOGY

In December 2009 and January 2010, ITSMA used a Web-based survey to gather data from its members about services marketing budgets, services growth and margins, and top marketing priorities. ITSMA received 37 responses from 35 unique companies and analyzed the collected data in four ways:

- The data set as a whole
- Company type—primarily services or product and services
- Company size—less than $1 billion or more than $1 billion in annual services revenue
- Geography—India-based or non-India-based

Detailed Participating Companies

The full report is available free to the following companies that provided Detailed data in the study.

- Alcatel-Lucent
- Avanade
- CSC
- Fujitsu
- General Dynamics Information Technology
- Hitachi Consulting
- Infosys Technologies
- Juniper Networks, Inc.
- Microsoft
- Oracle
- Tata Consultancy Services
- The TriZetto Group
- Xerox Corporation

Essential Participating Companies

The full report is available at a discounted price of $295 to the following companies that provided only the Essential data in the study.

- Atos Origin
- Avaya
- CA
- Capgemini—NA
- CGI
- CompuCom Systems
- HCL Technologies
- HP
- Logica UK
- Mahindra Satyam
- NCR
- NetApp
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- Rockwell Automation
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RESPONDENT DEMOGRAPHICS

Industry	
Professional services firm	49%
Software solutions provider	16%
Other hardware systems and solutions	14%
Network systems and solution provider	11%
Computer systems and solutions provider	8%
Telecommunications services provider	3%
Company's Services Business	
Less than $500M in services revenue	16%
$500–999.9M in services revenue	19%
$1–5B in services revenue	46%
Greater than $5B in services revenue	19%
Type of Company	
Sells both products and services	54%
Primarily sells services	46%

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MORE INFORMATION

To learn more about the report, contact Julie Schwartz, Senior Vice President of Thought Leadership at +1-781-862-8500, Ext. 112, or jschwartz@itsma.com.

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RESEARCH ORDER FORM

	Price		
	ITSMA Member	Nonmember	Essential Participants*
Services Marketing Budgets and Benchmarks: 2010 Budget Allocations and Trends	$595	$995	$295

Atos Origin, Avaya, CA , Capgemini—NA, CGI , CompuCom Systems , HCL Technologies , HP , Logica UK , Mahindra Satyam, NCR , NetApp , NSN , Open Text , PA Consulting Group , Patni Computers , Pitney Bowes Management Services , Polycom , Rockwell Automation , SAP , SBS Group , and Steria Limited.

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