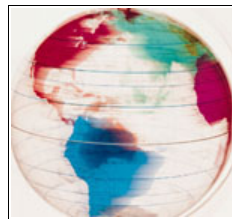


Connecting with Customers: Generating Awareness, Interest, and Confidence for Technology Services



FOCUS REPORT

For technology services providers, reaching customers has never been more difficult. Not only is there more competition, but customers themselves are more savvy and discerning. Buyers educate themselves on all the options; they narrow their choices, evaluate alternatives carefully, and demand proof that providers can deliver on their promises.

REPORT HIGHLIGHTS

OVERVIEW

ITSMA's *Connecting with Customers: Generating Awareness, Interest, and Confidence for Technology Services* provides detailed data and analysis to help marketers deliver the most effective information at each stage of the buying cycle. It provides insight into how customers first learn about services providers, which marketing vehicles are most effective at each stage of the buying cycle, and the most influential third-party input.

Based on interviews with 211 key decision makers for purchases of technology services in U.S. companies and government entities, the report is designed to help marketers build programs that increase customer acquisition, retention, and advocacy.

Key findings in the report include:

- Initial sources of information used by executives
- Effectiveness of marketing vehicles and content
- Influence of third parties
- Purchase decision drivers
- Attributes a services provider should possess

The report includes a series of recommendations to help providers generate awareness, interest, and confidence with customers, including:

- Rebalance push and pull marketing
- Manage the total client experience
- Emphasize reference development and management

(Continued)

STUDY METHODOLOGY

In Spring 2004, ITSMA conducted and analyzed 211 telephone interviews with key IT and business executives involved in the purchase of technology services. Study respondents represent Fortune 1000 corporations and their divisions and subsidiaries from the manufacturing and financial services sectors as well as federal or state government organizations. The interviews focused on how vendors secured their awareness, interest, and confidence.

MORE INFORMATION

To learn more about the report, contact Rob Leavitt, Vice President, Marketing and Member Advocacy at +1-781-862-8500, ext. 45, or rleavitt@itsma.com.

RESPONDENT DEMOGRAPHICS

Job Role	
Director	46%
Vice president	30%
C level/GM/president	17%
Senior manager	7%
Company Size	
\$200–499 million	15%
\$500–999 million	10%
\$1–4.9 billion	20%
\$5–9.9 billion	11%
\$10–20 billion	12%
>\$20 billion	32%
Industry	
Financial services	34%
Manufacturing	34%
Government	32%

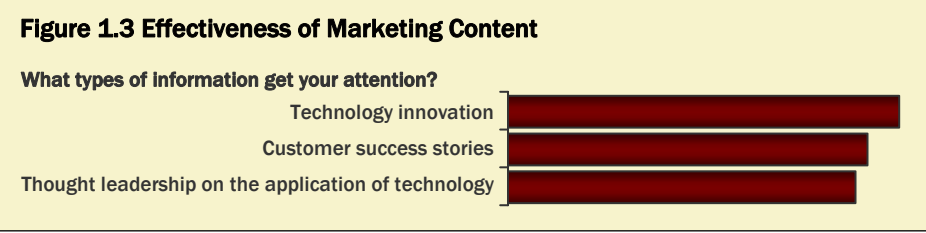
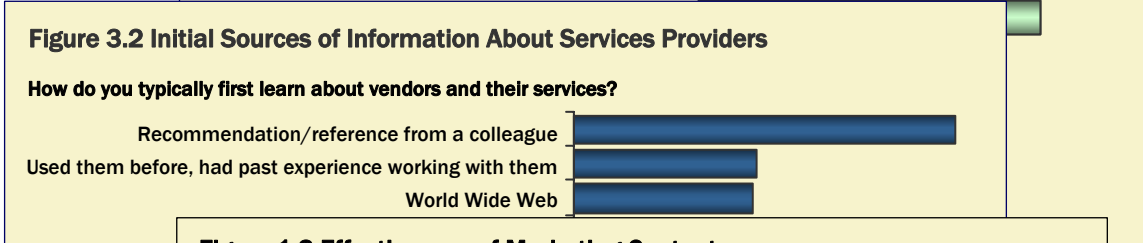
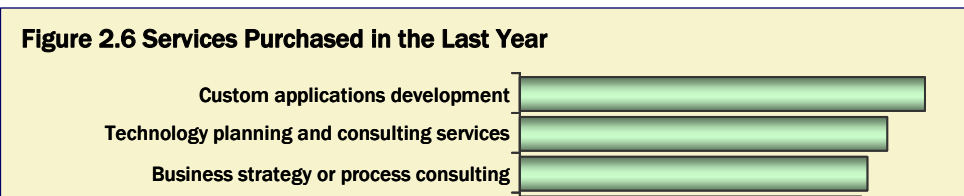


TABLE OF CONTENTS FOR *CONNECTING WITH CUSTOMERS: GENERATING AWARENESS, INTEREST, AND CONFIDENCE FOR TECHNOLOGY SERVICES [F009]*

- I. Executive Summary 1
 - Key Findings 2
 - Generating Awareness and Capturing the Buyer's Attention 2
 - Instilling Confidence 4
 - ITSMA's Conclusions and Recommendations 5
 - Rebalance Push and Pull Marketing 5
 - Manage the Total Client Experience 6
 - Put More Emphasis on Reference Development and Management 6
- II. Study Introduction and Respondent Demographics 7
 - Methodology 7
 - Respondent Demographics 8
 - Respondents' Levels of Responsibility and Perspectives 8
 - Respondents' Roles in the Decision Process 8
 - Industries Represented 8
 - Size of Respondents' Organizations 8
 - Services Purchased in the Last Year 8
- III. Generating Awareness and Capturing Buyers' Attention 13
 - Initial Sources of Information 13
 - Effectiveness of Marketing Vehicles and Content 13
 - Key Takeaways 14
- IV. Instilling Confidence 27
 - Third-Party Sources of Information 27
 - Decision Influencers 27
 - Services Provider Selection Criteria 28
 - Closing the Deal 29
 - Key Takeaways 29
- Appendix: Study Questionnaire 41

ORDER TODAY! Phone +1-781-862-8500, Ext. 45 ■ Fax +1-781-674-1366 ■ Internet: www.itsma.com



RESEARCH ORDER FORM

	ITSMA Member Price	Nonmember Price
Connecting with Customers: Generating Awareness, Interest, and Confidence for Technology Services 2005 FOCUS REPORT	\$0	\$995

5

Ways to Order Today!

P H O N E +1-781-862-8500, Ext. 45
 F A X +1-781-674-1366
 W E B www.itsma.com
 E M A I L info@itsma.com
 M A I L ITSMA, 420 Bedford Street, Suite 110, Lexington, MA 02420-1506 USA

Qty	Title	Price
	Connecting with Customers: Generating Awareness, Interest, and Confidence for Technology Services [FO09]	\$
Please indicate PDF or hard copy (shipping charges apply to hard copy only):		
<input type="checkbox"/>	PDF [Please provide your email account below.]	<input type="checkbox"/> Shipping & Handling (hard copy)
		(USPS First Class Mail) \$ 25.00
		Order Total \$

SHIP TO NAME.....

TITLE..... DEPT/DIVISION.....

COMPANY.....

ADDRESS.....

CITY..... STATE..... ZIP.....

PHONE..... FAX..... EMAIL.....

BILL TO NAME/DEPT.....

(IF DIFFERENT FROM SHIP TO)

COMPANY.....

ADDRESS.....

CITY..... STATE..... ZIP.....

PAYMENT Authorized Purchase Order (Purchase Order #.....)

(DUE UPON RECEIPT) Check Enclosed - Payable to ITSMA in \$US (ITSMA Tax ID 04-2706960)

Visa MasterCard American Express

CARD #..... EXP. DATE.....

CARDHOLDER NAME..... SIGNATURE.....

AUTHORIZED BY NAME..... TITLE.....

SIGNATURE..... PHONE.....

DATE.....