MEMBER DELIVERABLE

How Customers Choose Solution Providers, 2009:
The Importance of Personalization, Epiphanies, and Social Media

FOCUS REPORT

Without doubt, the troubled world economy has had a significant impact on buyer behavior. Heightened scrutiny and lengthy decision cycles are changing the effectiveness of different marketing and sales tactics. The key to success lies in understanding changing buyer behavior at each stage of the sales cycle and using that knowledge to craft the right marketing programs and vehicles to deliver better results.

REPORT HIGHLIGHTS

OVERVIEW

ITSMA, in partnership with Pierre Audoin Consultants (PAC), conducted the 2009 version of its acclaimed How Customers Choose research across three continents. Specifically, the study answers questions such as:

- How has the current economic situation impacted the way customers make buying decisions?
- What are the best ways to introduce new ideas and new approaches to customers?
- When customers have a need, how and where do they look for potential alternatives?
- When creating a short list of providers, what sources of information do they use?
- What is the most important criteria used to select solution providers?
- Which customer relationship programs do customers perceive as providing the most value?

How is buyer behavior changing?

- Cost containment is giving way to innovation and expansion
- Buyers want marketing to add value, not sell
- Expectations for personalization and customization are higher
- There are no "silver bullet" marketing vehicles, although some are more effective than others
- Social media usage is up
- All vendor attributes are important, making it more challenging, but not impossible, to differentiate

Special Pricing for Non-ITSMA Members

- $1,495 for the complete study (3 region roll-up: US, UK, France, Germany, and Brazil; plus separate EU and US reports, providing more detailed regional analysis)
- $795 for Europe only (UK, France, Germany)
- $795 for United States only

STUDY METHODOLOGY

In Summer 2009, ITSMA surveyed, via phone, 355 business and IT executives from companies that purchase business or technology solutions for individual contracts over $500,000. These respondents represented larger enterprises, ranging from $200 million to $20 billion or more in annual revenue from five different countries: US, UK, France, Germany, and Brazil. They also represented a variety of vertical markets, including:

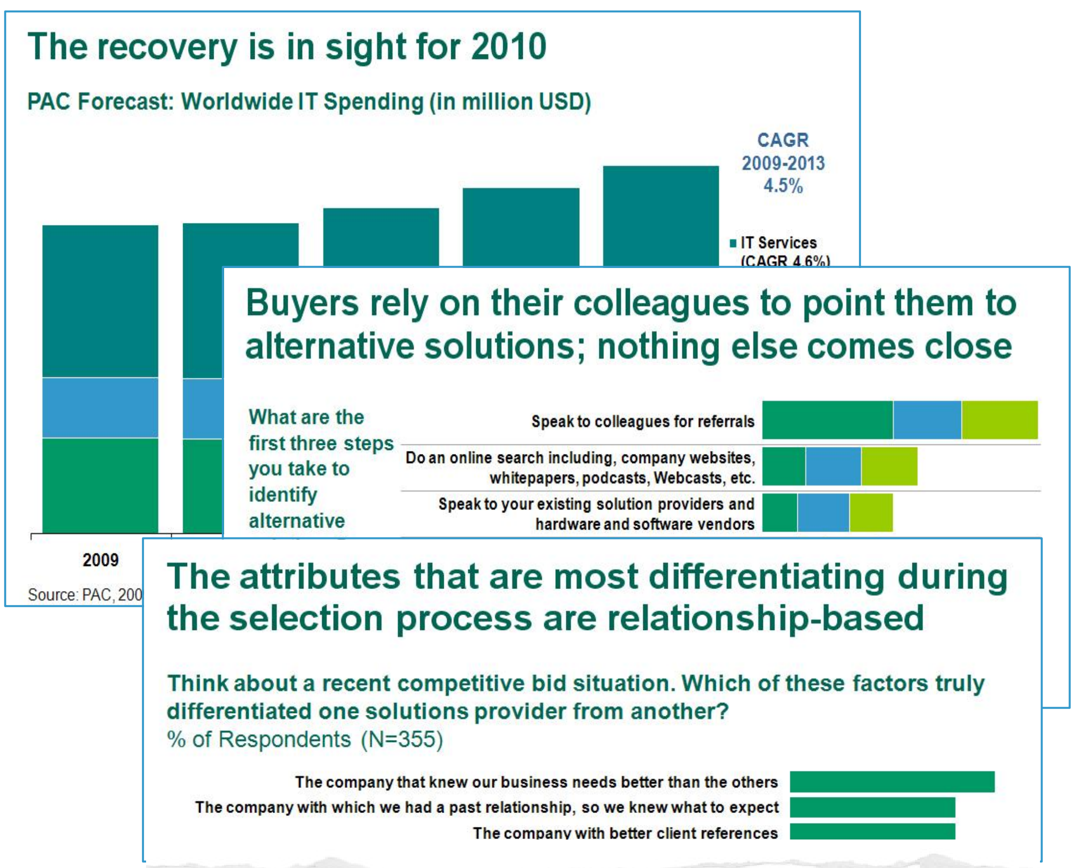
- Communications
- Financial services
- Manufacturing
- Public sector
- Healthcare
- Energy/Utilities
- Retail/Distribution
- Business services

MORE INFORMATION

To learn more about the report, contact Julie Schwartz, senior vice president at +1-781-862-8500, Ext. 112 or jschwartz@itsma.com.

RESPONDENT CHARACTERISTICS

Job Title	
C-level, GM, President	37%
VP/Assistant VP	30%
Director	17%
Manager	16%
Company Size	
$200–499M	23%
$500–999M	15%
$1–4.9B	22%
$5–9.9B	14%
$10–20B	14%
Over $20B	13%
Industry	
Manufacturing	15%
Communications	14%
Healthcare	13%
Energy/utilities	12%
Retail/distribution	11%
Public sector	11%
Financial services	10%
Business services	7%
Other	7%



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How Customers Choose Solution Providers, 2009: *The Importance of Personalization, Epiphanies, and Social Media* [F016_3regions] The complete study consists of three documents: • 3 region roll-up: US, UK, France, Germany, and Brazil (224 slides) • EU data only, detailed report (202 slides) • US data only, detailed report (167 slides)	593	$0	$1,495
How Customers Choose Solution Providers, Europe 2009 [F016EU] (UK, France, and Germany)	202	$0	$795
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