

Hello, my name is _____. I am calling from ITSMA. We are conducting a study to learn more about your views and opinions regarding IT services companies strengths, weaknesses, and market positioning. Your opinions are very important! The interview should take only 5 to 7 minutes. Any information you provide will remain confidential. No one will call you based on your responses; this is not a sales call. To thank you for your time, we will send you a \$25 gift certificate to Amazon.com.

Screening Questions

S1. Has your company purchased IT services (e.g., strategy, development, systems integration, implementation, and/or outsourcing) in the past two years?

- Yes No (TERMINATE)

S2. How would you describe your role in purchasing IT services (e.g., strategy, development, systems integration, implementation, and/or outsourcing)? Do you provide input to the purchase decision or do you authorize the purchase (either personally or part of a group)

- Input Authorize None (TERMINATE)

S3. What is your company's approximate annual revenue (or total budget if public sector)?

- | | |
|--|--|
| <input type="checkbox"/> <\$200Million (TERMINATE) | <input type="checkbox"/> \$5-9.9 Billion |
| <input type="checkbox"/> \$200-499 Million | <input type="checkbox"/> \$10-20 Billion |
| <input type="checkbox"/> \$500-999 Million | <input type="checkbox"/> Over \$20 Billion |
| <input type="checkbox"/> \$1-4.9 Billion | <input type="checkbox"/> DK but >\$200M |

S4. What is your company's primary business? Is it ____?

- Financial services (e.g., banking, insurance, investments)
- Manufacturing
- Communications (AT&T, MCI)
- Entertainment/sports/media (*Boston Globe*, Disney, ESPN)
- Retail (e.g., Walmart)
- Energy (e.g., oil, gas, utilities)
- Government/Public Sector (state and local government)
- Health care provider (e.g., hospital, HMO)
- Other (TERMINATE)

Interview Questions

1a. What one firm would you be most likely to call if you needed world-class IT services (e.g., strategy, development, systems integration, implementation, and/or outsourcing)?

1b. Who else typically makes your "short list?"

1.	3.
2.	4.

(Continued)

2. Have you purchased services from any of these companies in the last TWO years?

	Yes	No	Don't Know
Accenture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BearingPoint/KPMG Consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CAP Gemini Ernst & Young (CGEY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer Sciences Corporation (CSC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
XYZ Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deloitte Consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hewlett-Packard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IBM Global Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What is your overall impression of these companies?

	Not at all Favorable (1)	(2)	(3)	(4)	Very Favorable (5)	Never Heard of Company
Accenture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BearingPoint/KPMG Consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CAP Gemini Ernst & Young (CGEY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer Sciences Corporation (CSC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
XYZ Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deloitte Consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hewlett-Packard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IBM Global Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4a. Which of the following services have you purchased in the last two years?

4b. Which do you expect to purchase in the next year?

4c. Would you consider purchasing these services from XYZ Company?

	Q4a		Q4b		Q4c	
	Yes	No	Yes	No	Yes	No
IT Strategy and planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enterprise application integration (e.g., ERP, CRM, SCM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Network integration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managed services or outsourcing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. What one word would you use to describe XYZ company?