

ITSMA Rapid Research
Market Positioning Pulse
Sample Final Report

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ITSMA Rapid Research Market Positioning Pulse Sample Final Report

Prepared for:
XYZ Company

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Thought Leadership

Rapid Research:
When Decisions Can't Wait



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Marketing Insight – Business Results

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Table of Contents

SAMPLE DATA

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

SAMPLE DATA PN0255

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Study Objectives and Methodology

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Study Objectives

XYZ company is launching a new corporate branding program in January 2004. 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

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Methodology

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- 100 phone interviews conducted during the first week of October 2003
- 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
- Call list procured from CMP Publications; readers of *InformationWeek* magazine
- Data analyzed by XYZ Company customer status and vertical market

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Respondent Demographics

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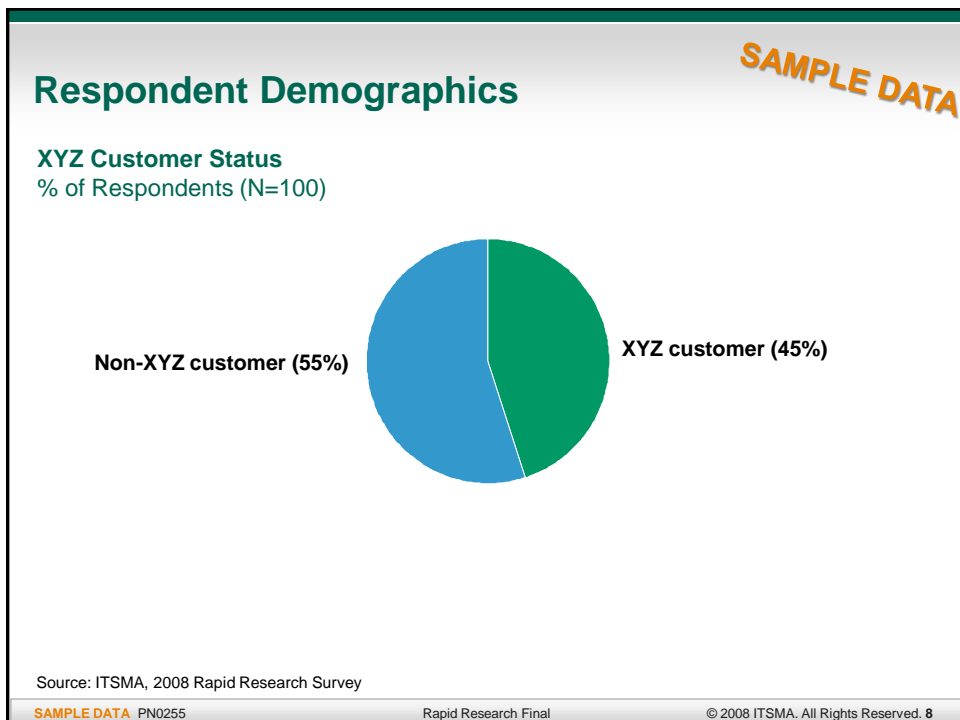
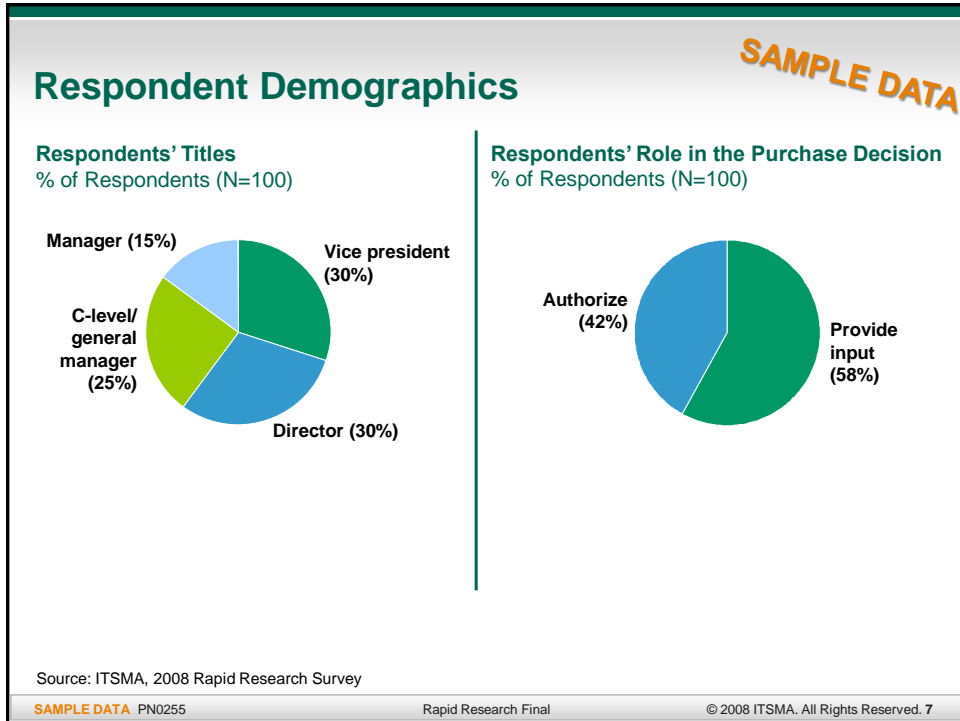
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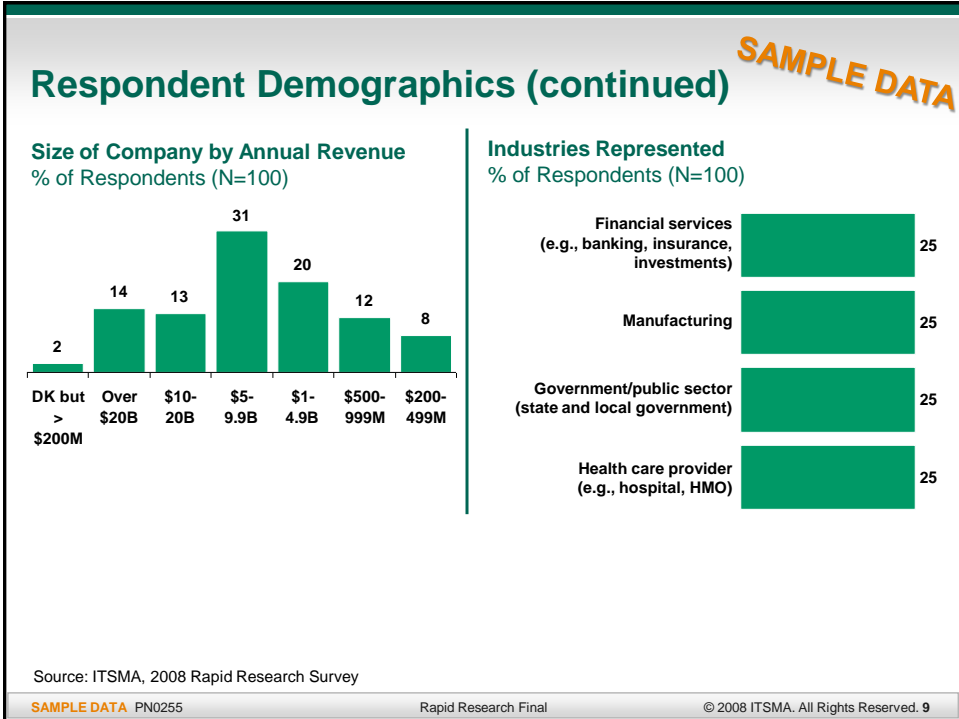
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Preferences and Aided Awareness

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Unaided Preference for Worldclass IT Services Firms

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
BearingPoint	8	17
EDS	6	13
Cappgemini	4	12
Hewlett-Packard	3	8
Computer Sciences Corporation	2	16
Deloitte Consulting	2	13
Don't know	18	12

*Multiple response allowed.
Source: ITSMA, 2008 Rapid Research Survey

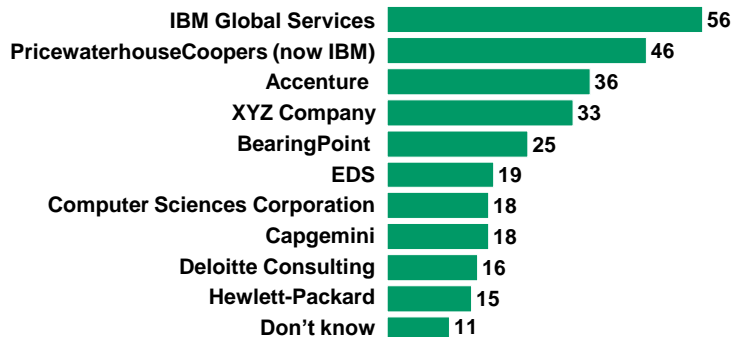
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Unaided Awareness of Worldclass IT Services Firms

% of Respondents (N=100)



*Multiple response allowed.
Source: ITSMA, 2008 Rapid Research Survey

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Unaided Awareness of Worldclass IT Services Firms by Vertical Market

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	% 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 (now IBM)	46	70	30	45	40
Accenture	36	44	38	30	34
XYZ Company	33	27	45 ^a	48 ^b	12 ^{ab}
BearingPoint	25	30	23	20	28
EDS	19	17	23	27	10
Computer Sciences Corporation	18	15	18	22	18
Capgemini	16	11	18	14	20
Deloitte Consulting	15	16	21	13	12
Hewlett-Packard	11	10	12	11	10
Don't know	18	17	17	16	21

^{ab} Indicates a statistically significant difference.
Source: ITSMA, 2008 Rapid Research Survey

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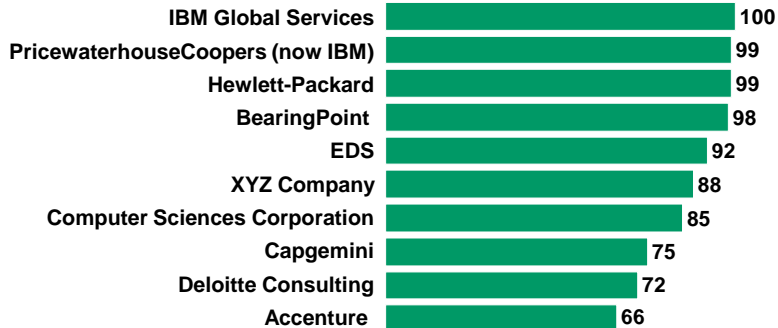
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Aided Awareness of Worldclass IT Services Firms

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% of Respondents (N=100)



Source: ITSMA, 2008 Rapid Research Survey

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Aided Awareness of Worldclass IT Services Firms by Vertical Market

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	% 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 (now IBM)	99	100	98	99	100
Hewlett-Packard	99	100	99	98	100
BearingPoint	98	98	97	99	98
EDS	92	89	95	95	90
XYZ Company	88	83	95	93	80
Computer Sciences Corporation	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, 2008 Rapid Research Survey

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Favorability

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Favorability Toward IT Services Firms

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Mean Rating

	Mean Rating	N
PricewaterhouseCoopers (now IBM)	4.5	99
IBM Global Services	4.4	100
Hewlett-Packard	4.2	99
Deloitte Consulting	3.9	72
BearingPoint	3.8	98
EDS	3.8	92
Accenture	3.7	66
Capgemini	3.5	75
Computer Sciences Corporation	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: IT SMA, 2008 Rapid Research Survey

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Favorability Toward IT Services Firms by Vertical Market

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	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 (now IBM)	99	4.5	24	4.5	25	4.6	25	4.4	25
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
BearingPoint	98	3.8	25	3.7	25	3.8	24	3.7	24	3.9
EDS	92	3.8	23	3.8	24	3.8	23	3.9	22	3.7
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
Computer Sciences Corporation	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

Notes: 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: IT SMA, 2008 Rapid Research Survey

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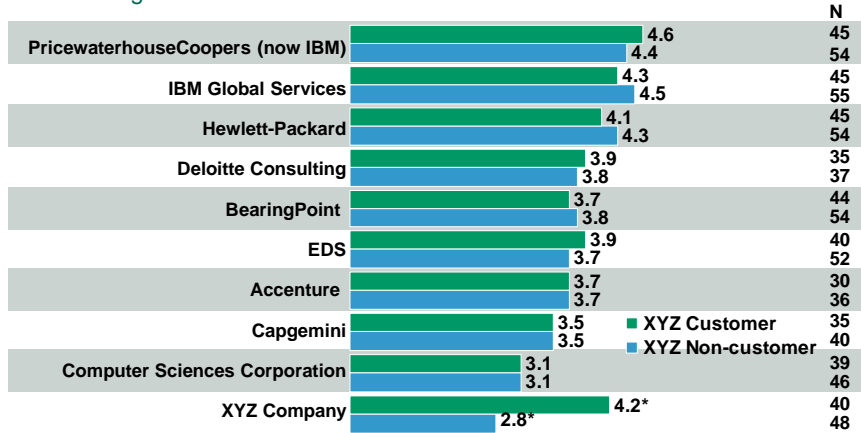
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Favorability Toward IT Services Firms by Customer Status

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Mean Rating



Notes: 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, 2008 Rapid Research Survey

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Past and Future Services Purchases

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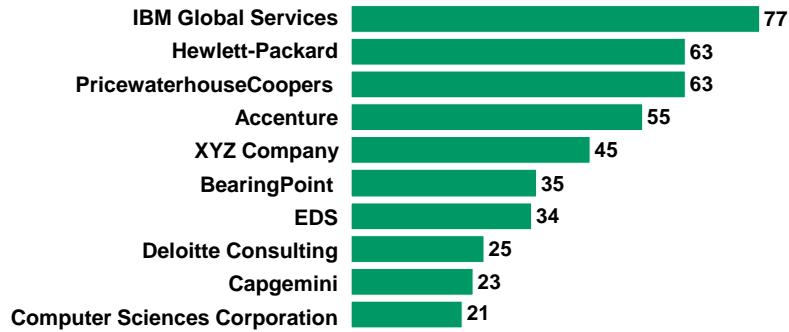
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Customer Status of Respondents

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Purchased Services in the Last 2 Years:
% of Respondents (N=100)



Source: ITSMA, 2008 Rapid Research Survey

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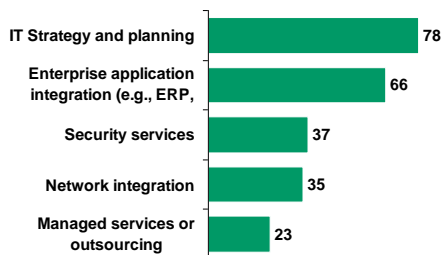
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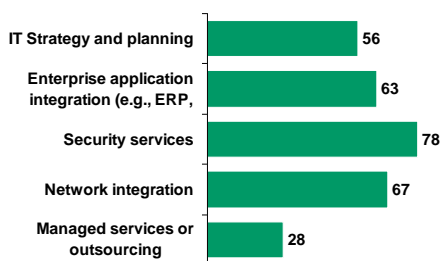
Past Purchases and Future Intentions

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



**Types of Services Expect to Purchase
in the Next Year**
% of Respondents (N=100)



Note: Multiple responses allowed.
Source: ITSMA, 2008 Rapid Research Survey

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Future Purchase Intentions by Vertical Market

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	% 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, 2008 Rapid Research Survey

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Future Purchase Intentions by XYZ Company Customer Status

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	% 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, 2008 Rapid Research Survey

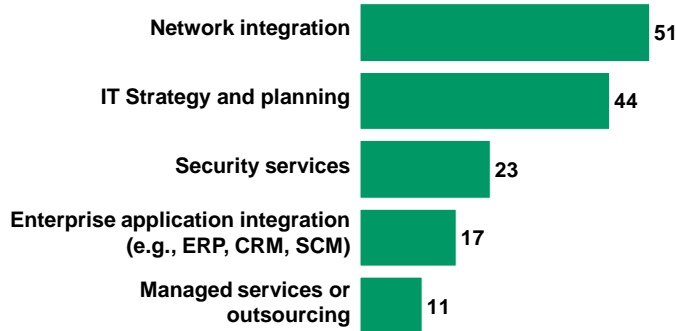
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Services for Which Respondents Would Consider XYZ Company

% of Respondents (N=88)



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Services for Which Respondents Would Consider XYZ Company by Vertical Market

	% 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, 2008 Rapid Research Survey

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Services for Which Respondents Would Consider XYZ Company by Customer Status

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	% 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, 2008 Rapid Research Survey

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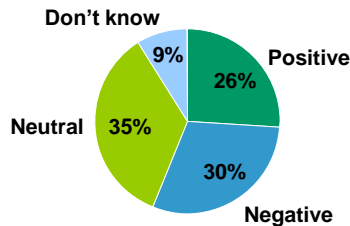
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What One Word Describes XYZ Company?

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

% of Comments (N=88)



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, 2008 Rapid Research Survey

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