

IT Enterprise Insights Spotlight Service

Direct insight from IT executives allowing vendors to effectively position their solutions and develop go-to-market strategies.

Key Questions Answered

- Does your product strategy match enterprise demand?
- What are the most important technology and market trends in enterprise IT?
- How are enterprise IT budgets evolving? What regions and verticals present the greatest opportunities?
- How are organization's investing in technologies like AI, GenAI, and Cybersecurity?

What We Offer

- End-to-end market coverage for technical and high-level business strategies
- Expert enterprise technology analysts with 10+ years of industry experience and multidisciplinary expertise in engineering and technical domains
- Strategic mindset for insightful technology analysis and business guidance
- Best-in-class "Ask an Analyst" service bringing direct access to experts



Understanding enterprise business challenges, investment priorities and objectives, as well as budget changes across industries and regions allows vendors to effectively optimize their product positioning and gain a competitive advantage.



Josh Bulta

Senior Research Director

Enterprise Platforms & Applications

SPEAK WITH OUR EXPERTS

Delivering complete enterprise IT adoption insights

Key Deliverables



Surveys

An industry leading survey of 6,500+ senior IT executives.



Analytic Tools

Interactive dashboards providing filtering of each question by region/country, industry/line of business, and company size bands (revenue or employee) .



Reports

In-depth reports provide greater insight into the industry and technology trends that are driving the global IT enterprise landscape.



Analyst Access

Prompt responses from regional analysts to urgent and unique client questions.

Scope of Research

Survey coverage

- 60 countries, covering Americas, Asia Pacific, Europe, Middle East and Africa
- 15 industry verticals including Finance, Healthcare, Education, Government, Telecoms, Media, Retail, Insurance, Utilities
- 80+ technologies including cybersecurity, AI, cloud, IoT, customer engagement, customer communication and enterprise apps
- 8 company size bands, from revenues of <\$10 million to >\$20 billion

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