

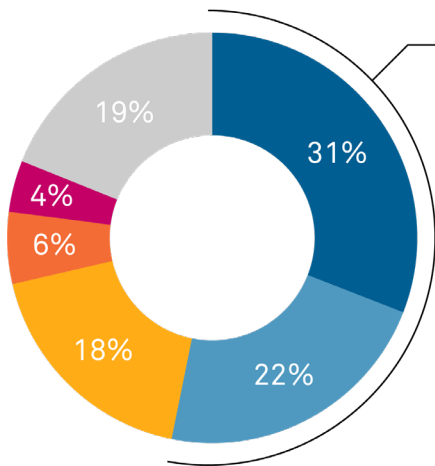
# Voice of the Enterprise

## Survey-based data and insight from a global panel of enterprise IT decision-makers

Enterprise IT needs are rapidly evolving as companies move to transform themselves into digital businesses. Vendors and service providers need a clear understanding of the drivers and levers of spending, technology adoption, vendor selection and project prioritization.

**Voice of the Enterprise (VotE)** provides consistent decision-making intelligence for vendors and service providers looking to navigate market shifts, understand their customers and help customers better understand them.

Data Lake Adoption Trends



53%

- Currently in use
- Currently in a proof-of-concept or pilot stage
- Do not use but plan to within the next 12 months
- Do not use but plan to within the next 13-24 months
- Do not use but plan to within the next 2-3 years
- Not aware of any plans to use within the next 3 years

451 Research's Voice of the Enterprise: Data & Analytics, Data Platforms 2021

### Understand your customer — help customers understand you

VotE gives you the accurate, consistent and granular survey insights you need to calibrate your product, marketing, sales or investment strategies to address:

- Real enterprise customer sentiment
- Demand and plans around technology adoption
- Spending and budget changes and influencers
- Vendor perceptions
- IT pain points and challenges
- IT priorities and project drivers

451 Research

**S&P Global**  
Market Intelligence

### Key VotE Features

- Access to survey datasets that underpin 451's research
- License to use survey data and materials in your own work
- Regular data presentations customized to your requirements
- Ongoing inquiry access to analysts leading survey research
- Custom data cuts created by request

### Deliverables Available



#### Crosstab data

Crosstabs of complete worldwide and regional survey results datasets, including key metrics and segmentation



#### Advisory report

Customer trend and vendor positioning analysis based on end-user surveys and phone interviews



#### Customer narratives

Transcript excerpts from in-depth phone interviews with enterprise IT buyers, segmented by respondent, company size, vendor(s) used and theme/topic



#### Charts and Figures PPT

PowerPoint slide deck of complete top-line survey results in charts and figures

## Voice of the Enterprise service lines

<b>AI &amp; Machine Learning</b>	Semiannual	<b>Hyperconverged Infrastructure</b>	Semiannual
<b>Cloud, Hosting &amp; Managed Services</b>	Quarterly	<b>Information Security</b>	Quarterly
<b>Customer Experience &amp; Commerce</b>	Quarterly	<b>Internet of Things</b>	Quarterly
<b>Data &amp; Analytics</b>	Semiannual	<b>Internet of Things – The OT Perspective</b>	Semiannual
<b>Datacenter Transformation</b>	Annual	<b>Storage</b>	Semiannual
<b>DevOps</b>	Semiannual	<b>Workforce Productivity &amp; Collaboration</b>	Quarterly

## Voice of the Enterprise use cases

### Strategic

#### Navigate market shifts and understand your customer

- Business/product roadmap development and planning
- Data inputs for models, forecasts and market assumptions
- Competitive analysis/benchmarking, customer needs assessment
- Corporate business development, due diligence and valuation research
- Strategic sales planning and training, segmentation, targeting and persona building
- Assess market opportunity: enterprise adoption of emerging technologies

### Tactical/G2M

#### Make your voice heard and help customers understand you

- Support for internal message development and validation
- Strategic sales training materials and collateral
- Customer messaging or thought leadership
- Executive boardroom presentation support
- Content to support marketing campaigns and initiatives

**451 Research uniquely covers all phases of innovation, from investment to innovation to adoption.** Through a variety of research techniques – including face-to-face briefings, end user surveys, forecast modeling, revenue tracking, in-depth interviews and acquisition tracking – 451 Research provides compelling and comprehensive coverage of IT innovation.

**Our research and data products provide the right mix of quantitative and qualitative insight to impact your critical business decisions.**

To learn more about subscription packages, contact your account manager or [451sales451@spglobal.com](mailto:451sales451@spglobal.com).

© 2022 S&P Global Market Intelligence. All rights reserved.

To learn more, visit [www.spglobal.com/451-research](https://www.spglobal.com/451-research).

