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**

- 31% Currently in use
- 22% Currently in a proof-of-concept or pilot stage
- 18% Do not use but plan to within the next 12 months
- 6% Do not use but plan to within the next 13-24 months
- 4% Do not use but plan to within the next 2-3 years
- 19% Not aware of any plans to use within the next 3 years

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

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**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

**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

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

### Voice of the Enterprise use cases

#### Strategic

**Navigate market shifts and understand your customer**

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

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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.

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