

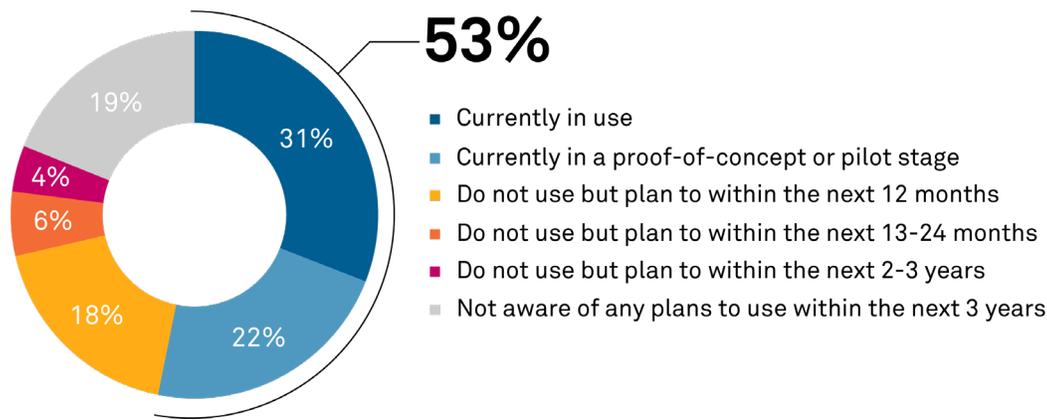
# Voice of the Enterprise

## 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



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

### VotE Subscription Features

**Access to the asset:** download survey datasets that inform all of 451's research, on demand

**Analyst inquiry:** ongoing engagement with analysts leading the survey research

**Regular presentation of data:** personalized data presentations sharing recent findings, customized to client requirements

**Custom data cuts:** specialized views and visualizations of survey data, created by request

**License to use materials:** use survey outputs in presentations, marketing materials and thought leadership work

### Deliverables Available

#### Data tables and narratives

Crosstabs of complete worldwide and regional survey results datasets, including key metrics, segmentation, and transcript excerpts from in-depth phone interviews with enterprise IT buyers

#### TBI reports

Long-form, PDF reports focused around key research topics, incorporating survey findings with channel-driven insights

#### Charts and figures

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

#### Data insights decks

PowerPoint slide decks of advanced visualizations created to support in-depth analysis, easily accessible

## Voice of the Enterprise Service Lines

More than 80 topic-driven survey modules fielded annually across 14 distinct technology-focused research practices

AI & Machine Learning

Digital Pulse

Cloud, Hosting & Managed Services

Hyperconverged Infrastructure

Cloud Native

Information Security

Customer Experience & Commerce

Internet of Things

Data & Analytics

Internet of Things – The OT Perspective

Datacenters

Storage

DevOps

Workforce Productivity & Collaboration

## 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).

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