

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 provides consistent decision-making intelligence for vendors and service providers looking to navigate market shifts, understand their customers and help customers better understand them.



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

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Market Intelligence

Deliverables Available

Crosstab data

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

EXCEL

Charts and Figures PPT

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

POWERPOINT

Customer narratives

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

EXCEL

Advisory report

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

PDF

Voice of the Enterprise service lines

AI/ML	Semi annual	Hyperconverged Infrastructure	Semiannual
Cloud, Hosting & Managed Services	Quarterly	Information Security	Quarterly
CXC	Quarterly	IoT	Quarterly
Data & Analytics	Semiannual	IoT/OT	Semiannual
Datacenter Transformation	Annual	Storage	Semiannual
DevOps	Semiannual	Workforce Productivity & Collaboration	Quarterly

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

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.

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