

Research Report

Abstract:

2015 IT Spending Intentions Survey

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Introduction

Research Objectives

In order to assess IT spending priorities over the next 12-18 months, ESG recently surveyed 601 IT professionals representing midmarket (100 to 999 employees) and enterprise-class (1,000 employees or more) organizations in North America and Western Europe. All respondents were personally responsible for or familiar with their organizations' 2014 IT spending as well as their 2015 IT budget and spending plans at either an entire organization level or at a business unit/division/branch level.

The survey was designed to answer the following questions:

- What are organizations' general spending plans for IT products and services in 2015 and beyond?
- How do spending plans vary by organization size, geographic region, industry, and other variables?
- What is the relationship between an organization's current and future IT spending tendencies and its overall purchasing pattern for IT products and services? How do these inclinations differ based on the length of time an organization has been in operation?
- What is driving the changes between 2014 spending and 2015 planned spending?
- What do organizations identify as their most important IT priorities over the next 12 months? What do organizations rank as their **single most important IT priority** for 2015?
- Within specific technology segments—such as cloud computing, virtualization, storage, networking, and security—which initiatives and technologies will sustain investment over the next 12 months?
- How widespread is the adoption of cloud computing services? How do these usage levels vary by the three major deployment models (i.e., SaaS, IaaS, and PaaS)?
- What measures—if any—are organizations taking in 2015 to control or reduce IT costs?
- What factors will be most important in justifying IT investments to the business over the next 12 months?
- What *business* initiatives are currently having the greatest impact on IT spending?

Survey participants represented a wide range of industries including manufacturing, financial services, health care, communications and media, retail, government, and business services. For more details, please see *the Research Methodology* and *Respondent Demographics* sections of this report.

Research Methodology

To gather data for this report, ESG conducted a comprehensive online survey of IT professionals from private- and public-sector organizations in North America (United States and Canada) and Western Europe (United Kingdom, France, and Germany) between November 25, 2014 and December 12, 2014. To qualify for this survey, respondents were required to be IT managers personally responsible for or familiar with their organizations' overall 2015 IT budget and spending plans, either at an entire organization level or at a business unit/division/branch level. Respondents who were only responsible for IT spending at a departmental or workgroup level were disqualified. All respondents were provided an incentive to complete the survey in the form of cash awards and/or cash equivalents.

After filtering out unqualified respondents, removing duplicate responses, and screening the remaining completed responses (on a number of criteria) for data integrity, we were left with a final total sample of 601 IT managers.

Please see the *Respondent Demographics* section of this report for more information on these respondents.

Note: Totals in figures and tables throughout this report may not add up to 100% due to rounding.

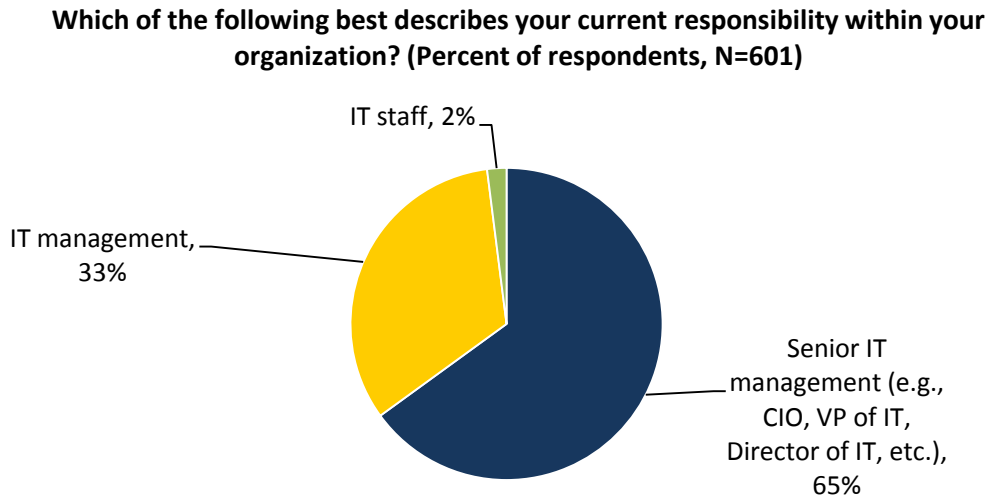
Respondent Demographics

The data presented in this report is based on a survey of 601 qualified respondents. Figure 1- Figure 12 detail the demographics of the respondent base, including individual respondents' current job and budget responsibilities, as well as respondent organizations' total number of employees, primary industry, annual revenue, 2014 IT budget, length of existence, geographic region, and overall purchasing pattern for IT products, among others.

Respondents by Job Responsibility

Respondents' current job responsibility is shown in Figure 1.

Figure 1. Survey Respondents, by Job Responsibility

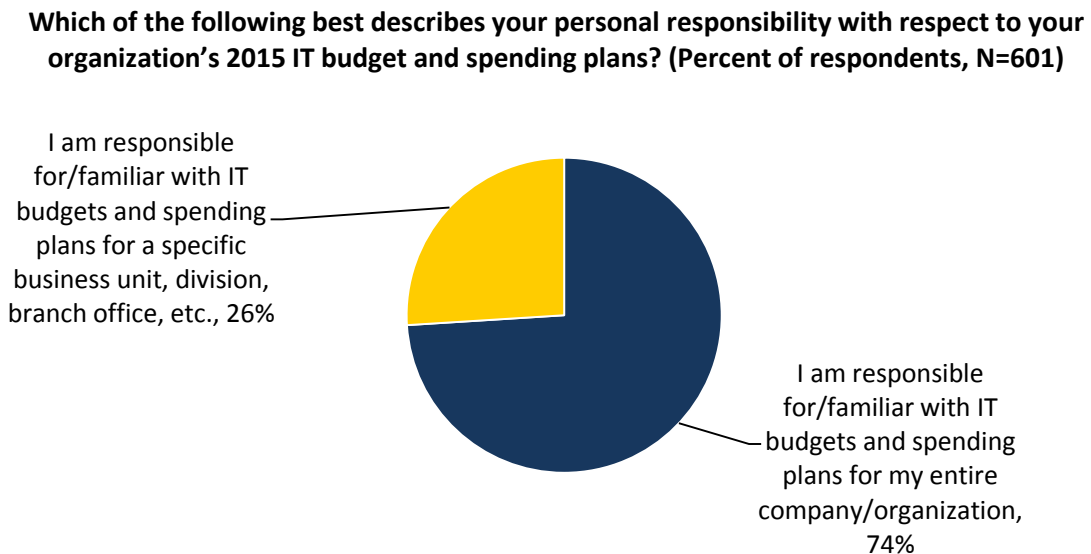


Source: Enterprise Strategy Group, 2015.

Respondents by Budget Responsibility

Respondents' responsibility/familiarity with their organization's IT budgets and spending is shown in Figure 2.

Figure 2. Survey Respondents' Budget Responsibility/Familiarity



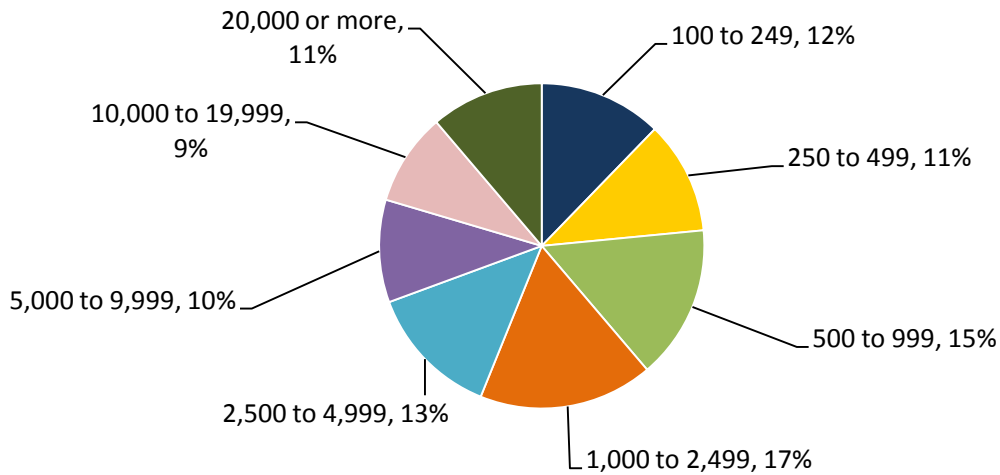
Source: Enterprise Strategy Group, 2015.

Respondents by Number of Employees

The number of employees in respondents' organizations is shown in Figure 3.

Figure 3. Survey Respondents, by Number of Employees

How many total employees does your organization have worldwide? (Percent of respondents, N=601)



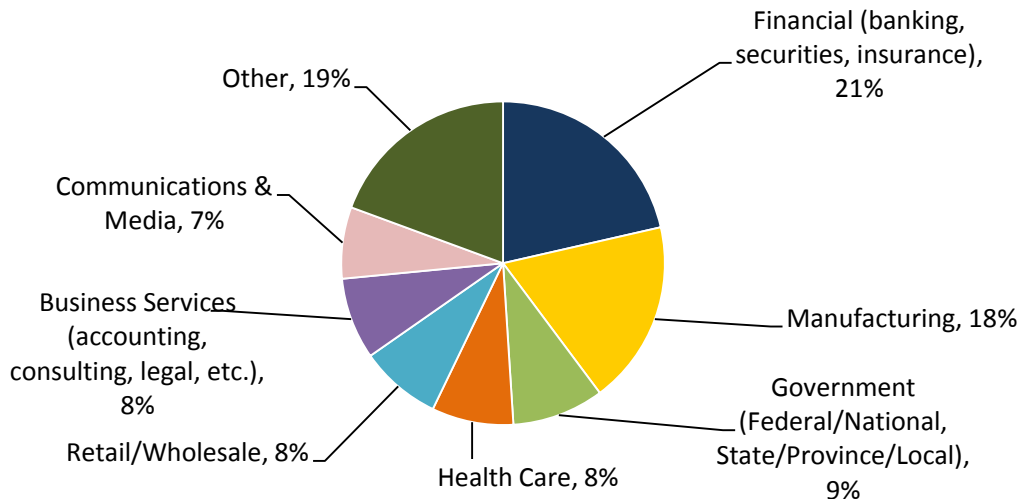
Source: Enterprise Strategy Group, 2015.

Respondents by Industry

Respondents were asked to identify their organization's primary industry. In total, ESG received completed, qualified respondents from individuals in 19 distinct vertical industries, plus an "Other" category. Respondents were then grouped into the broader categories shown in Figure 4.

Figure 4. Survey Respondents, by Industry

What is your organization's primary industry? (Percent of respondents, N=601)



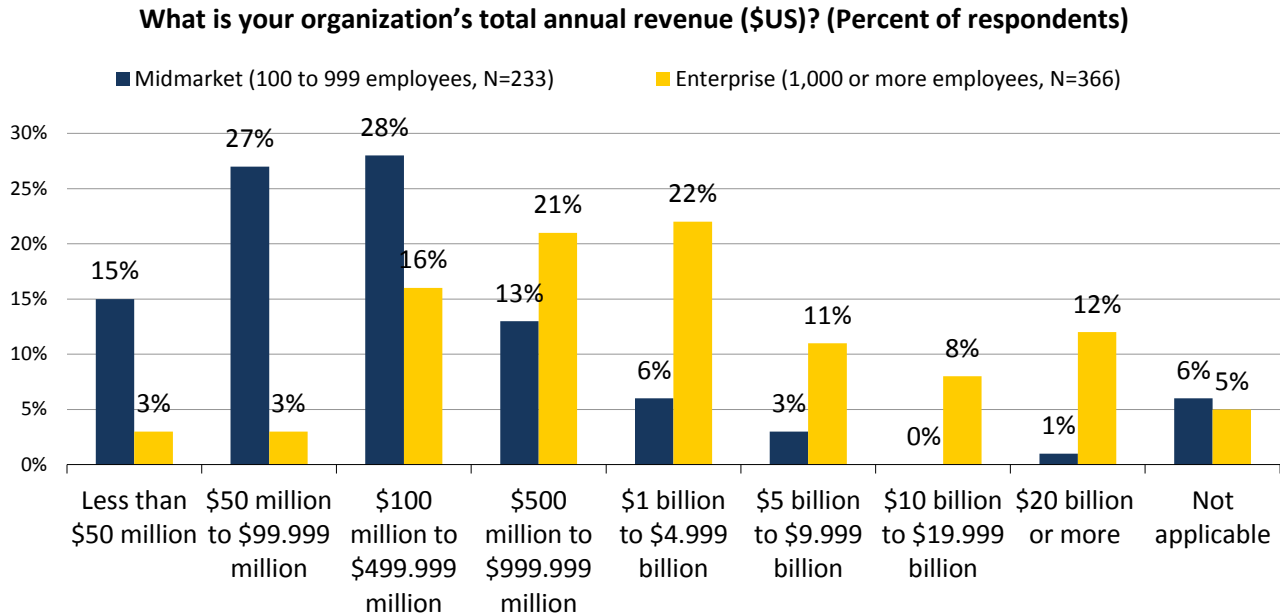
Source: Enterprise Strategy Group, 2015.



Respondents by Annual Revenue

Respondent organizations' annual revenue is shown in Figure 5.

Figure 5. Survey Respondents, by Annual Revenue

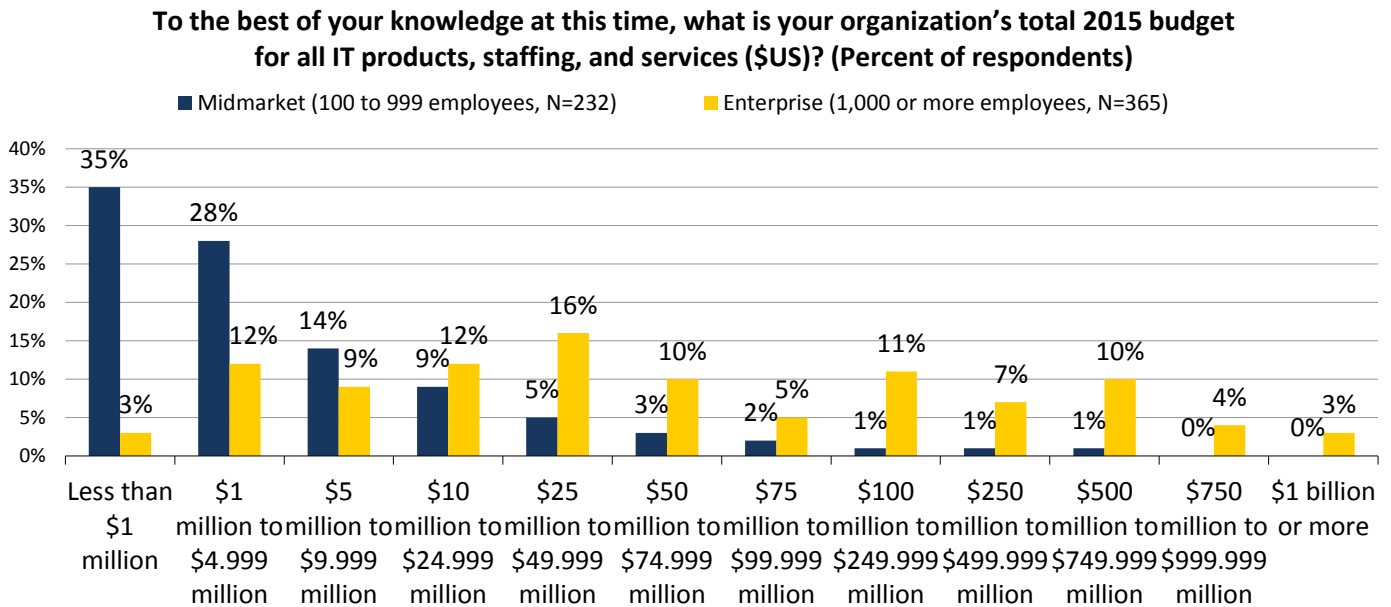


Source: Enterprise Strategy Group, 2015.

Respondents by Total 2014 Overall IT Budget

The total expected 2014 spending on IT products, staffing, and services is shown in Figure 6.

Figure 6. Total 2014 Budget for All IT Products, Staffing, and Services

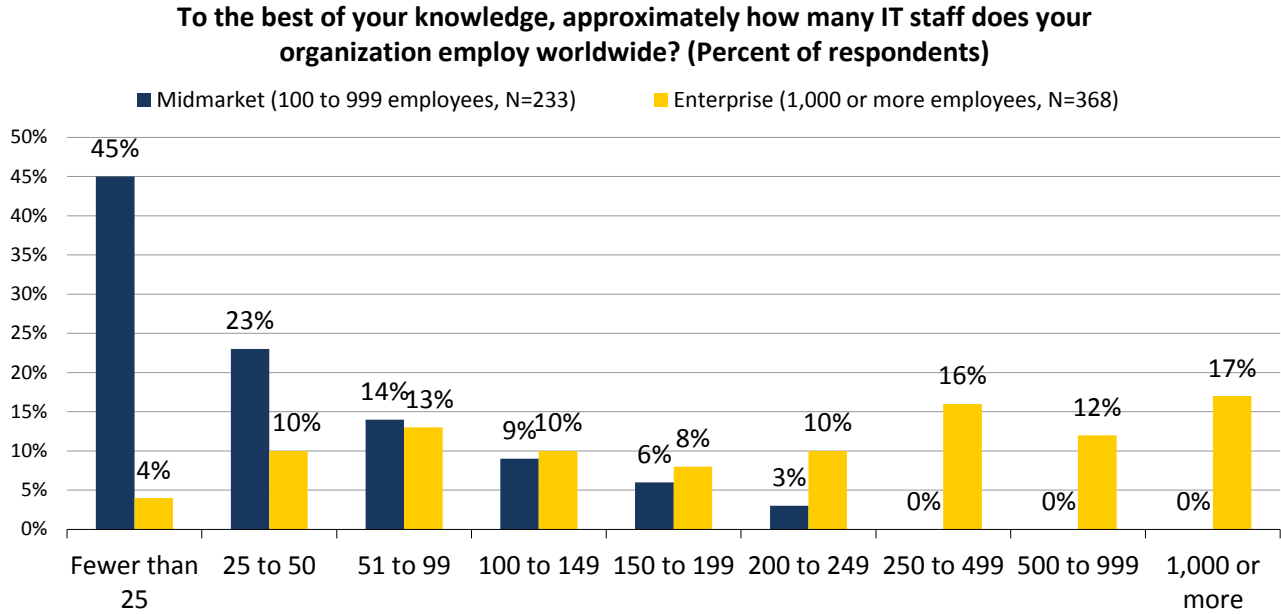


Source: Enterprise Strategy Group, 2015.

Respondents by Number of IT Staff

The number of IT staffers in respondents' organizations is shown in Figure 7.

Figure 7. Survey Respondents, by Number of IT Staff

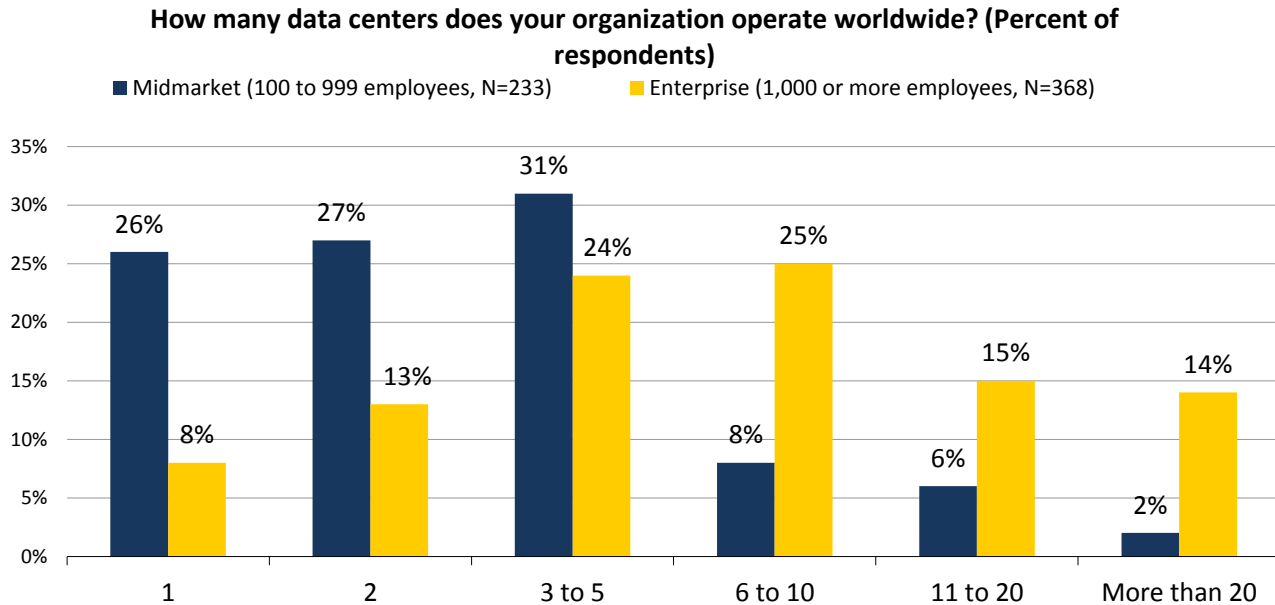


Source: Enterprise Strategy Group, 2015.

Respondents by Number of Data Centers

The number of data centers operated worldwide by respondent organizations is shown in Figure 8.

Figure 8. Survey Respondents, by Number of Data Centers

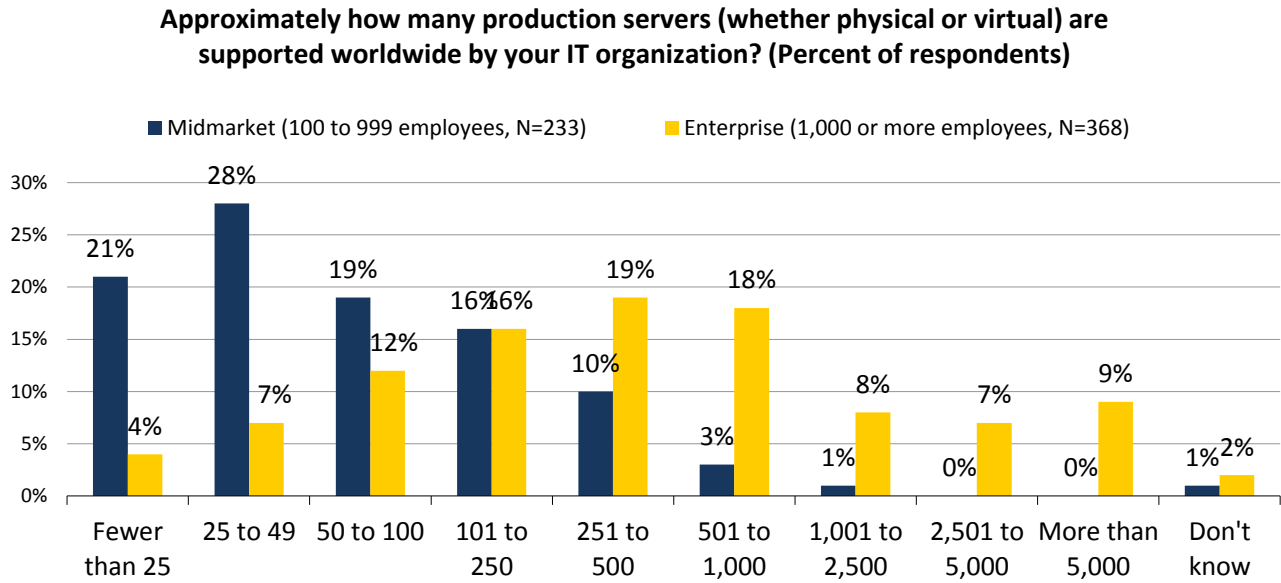


Source: Enterprise Strategy Group, 2015.

Respondents by Number of Production Servers

The number of production servers operated worldwide by respondents' IT organizations is shown in Figure 9.

Figure 9. Survey Respondents, by Number of Production Servers



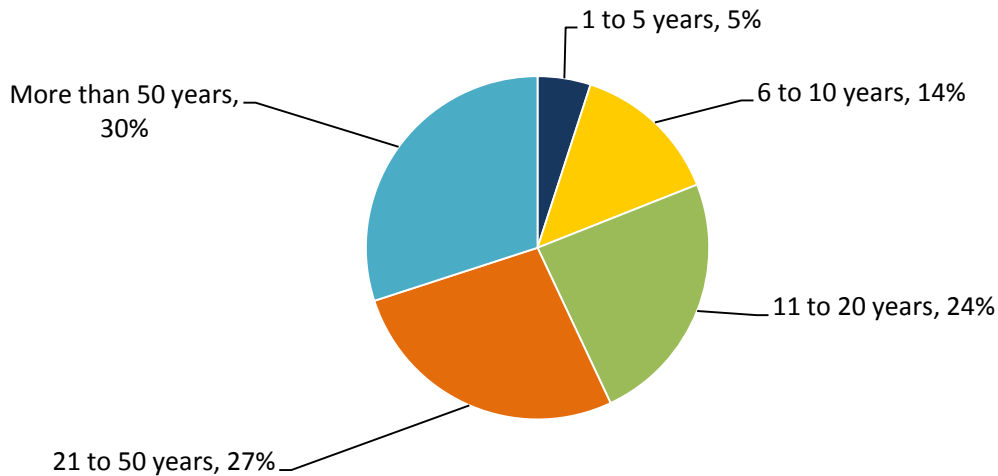
Source: Enterprise Strategy Group, 2015.

Respondents by Length of Organizations' Existence

The length of time respondents' employers have been in existence is shown in Figure 10.

Figure 10. Survey Respondents, by Length of Organizations' Existence

For approximately how long has your current employer been in existence? (Percent of respondents, N=601)



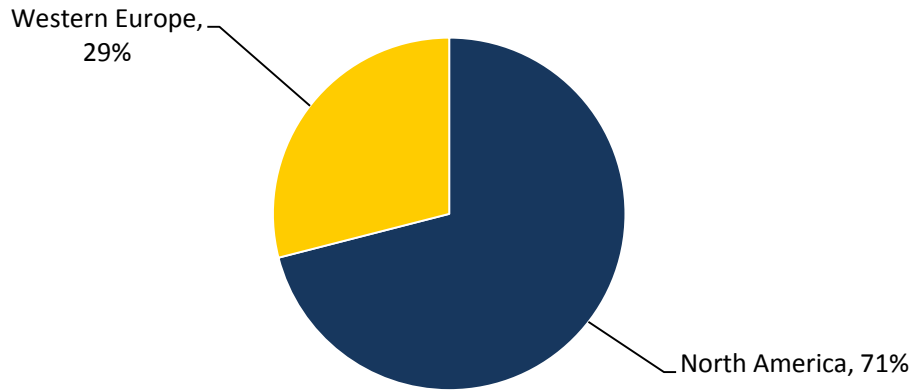
Source: Enterprise Strategy Group, 2015.

Respondents by Region

Figure 11 shows the regional breakdown of the respondent base.

Figure 11. Survey Respondents, by Region

Survey respondents by region. (Percent of respondents, N=601)



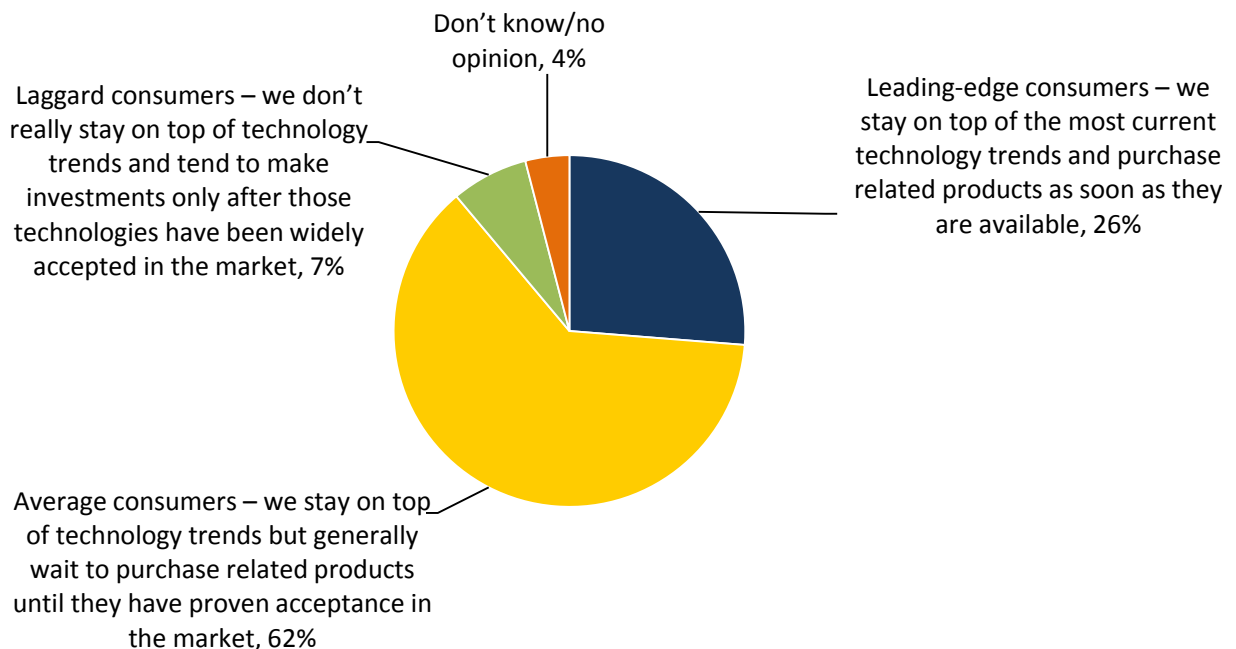
Source: Enterprise Strategy Group, 2015.

Respondents by IT Purchasing Pattern

ESG created a company “psychographic” profile by capturing respondents’ views on their organizations’ purchasing patterns for IT products and services (see Figure 12).

Figure 12. Survey Respondents, by Purchasing Pattern for IT Products and Services

Generally speaking, how would you describe your organization’s purchasing patterns for IT products and services? (Percent of respondents, N=601)



Source: Enterprise Strategy Group, 2015.

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