



Central and Eastern European IT Buyers' Pulse Report

AN IDC SPECIAL REPORT

Take the pulse of the IT market and make the right decisions

The *CEE IT Buyers' Pulse Report* presents a comprehensive overview of IT strategies and execution plans and measures technology adoption levels in businesses and public institutions in Central and Eastern Europe (CEE). The study is based on an unprecedentedly large and representative survey of 1,660 businesses and public organizations interviewed across nine CEE countries.

Markets and Subjects Covered

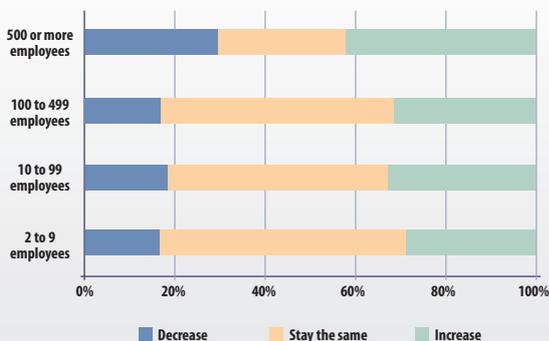
The *CEE IT Buyers' Pulse Report* focuses on the following IT spending and technology areas

- ▶ Business Priorities: IT Strategies, Challenges, and Budgets
- ▶ Datacenters: Servers, Storage, and Virtualization
- ▶ Business Infrastructure: Client-Side Technologies
- ▶ Emerging Technologies: Mobility and Cloud

The report covers all the major countries across the region:

- ▶ The Czech Republic, Hungary, Poland
- ▶ Russia, Ukraine
- ▶ Bulgaria, Croatia, Greece, Romania

ICT expenditure on the mend. It's all about security, agility and performance.



*Almost twice as many organizations expect their ICT expenditures to increase rather than decrease. While business expectations remain moderately optimistic, 48% of the companies do not expect a sizable change in their ICT spending. However, cost is no longer the dominant factor influencing ICT decisions as more business-driven concerns have emerged. The *CEE IT Buyers' Pulse Report* will shed more light on top IT priorities and dynamics in the respective market segments.*

Take the pulse of the IT market and

- ▶ Understand the IT needs of business users, their preferences, and behavior patterns
- ▶ Get insight into top CIOs' investment priorities and technology concerns
- ▶ Reveal the link between IT, business strategy goals, and budget formation
- ▶ Receive a comprehensive, up-to-date overview of IT adoption and use
- ▶ Obtain actionable knowledge with respect to company size and vertical and country markets
- ▶ Identify key business drivers for the adoption of crucial IT solutions
- ▶ Grasp how business users prefer to source and deliver IT and the related decision-making processes

Streamline your strategy by

- ▶ Making informed decisions about new products/services
- ▶ Fine-tuning your go-to-market approach
- ▶ Prioritizing your business development decisions
- ▶ Defining your target segments and identifying market sweet spots
- ▶ Offering technology creating business value for your customers
- ▶ Building solid business and marketing plans

Answering Your Key Questions

Our research addresses issues that are critical to your success, including:

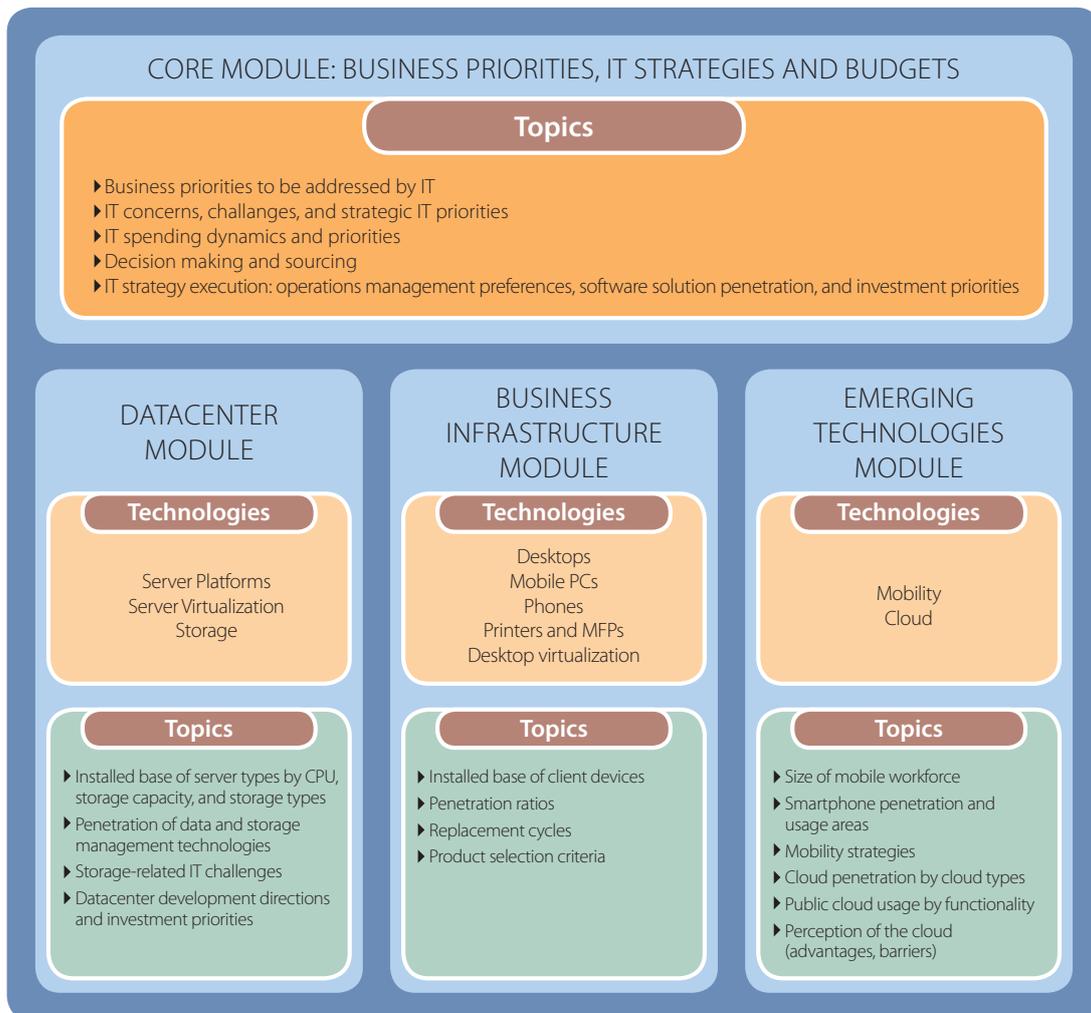
- ▶ What are the key business priorities IT needs to support in the short to medium terms?
- ▶ What are CIOs' IT concerns and headaches? How advanced is measuring returns on IT investments?
- ▶ Which verticals or company-size segments are using external IT services the most?
- ▶ What are the current and future datacenter investment areas?
- ▶ What is the level of server virtualization adoption and is desktop virtualization catching up?
- ▶ What is the penetration of various client technologies?
- ▶ Which verticals or company-size segments are more advanced in adopting enterprise mobility strategies?
- ▶ What is the current penetration level of cloud services and how is it expected to evolve? Which cloud services are the most popular?

Report Structure and Deliverables

The **CEE IT Buyers' Pulse Report** is comprised of four modules: one core module and three add-on modules dedicated to specific technology areas. The Survey results are accompanied by expert IDC interpretation and presented in the following way:

- ▶ For the overall CEE market;
- ▶ By country;
- ▶ By vertical market (industry segments);
- ▶ By end-user size categories.

The report is available as a whole or as studies dedicated to single markets for each country covered.



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