

Research **In Action**

YOUR GUIDE FOR TECHNOLOGY INVESTMENTS!



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Research In Action

About Us

- Market Research Company since 2011
- Recognized powerhouse with core strengths in IT and Marketing Automation
- Former Forrester Research executives
- Resourceful, humble, value-driven
- Experience in marketing, IT and business strategy committed to doing things differently



RESEARCH IN ACTION

MARKET IMPACT IN 2024

Members In Survey Panel	➤	125,000+ IT Automation 90,000+ Marketing Automation
Active Enterprise Survey Participants	➤	10,000+ IT or business decision makers All with budget responsibility
Research Published	➤	25+ Research reports published 350+ plus vendors evaluated
Research Views	➤	12,000+ views per report (average)
Press Releases	➤	20+ with 2,000 views+ per release (average)
Reprints published	➤	200+ reprints, both Marketing and IT Automation



DATA-TO-GO™ SERVICE

**HOW TO CREATE VALUE
USING EXISTING
RESEARCH IN ACTION
SURVEY DATA**



RESEARCH IN ACTION

DATA-TO-GO™ SERVICE

Where does the data come from?

Members in our survey database (from 200+ global surveys completed):

- * 125,000+ IT Automation
- * 90,000+ Marketing Automation

Data mining

Using an AI mining tool on our survey database, we can give quantitative answers (typical sample size of 1,000) to survey questions without the need of carrying out an actual survey.

Research topic areas

- Enterprise and IT Service Management/ITIL
- Observability/AIOps/Application Performance Management
- Hybrid Cloud
- IT Financial Management/Technology Business Management
- Value Stream Management
- Endpoint Management
- DevOps
- Digital Experience Management/Web Content Management
- Digital Asset Management
- Marketing Automation

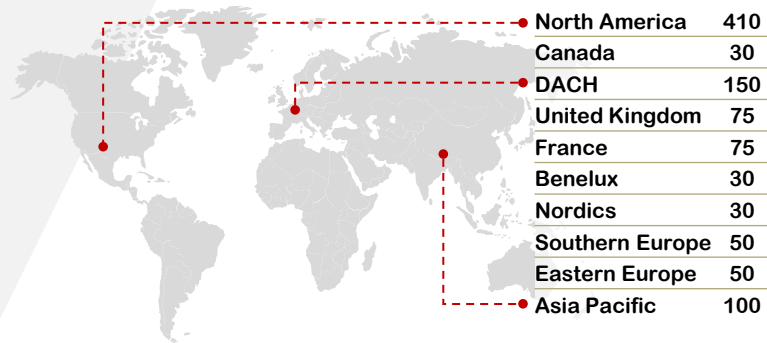
Deliverable and pricing details

Delivery of results within 5 working days; data cuts by country and company size pricing:
One question: € 2,000; Three questions: € 5,000; Five questions: €7,500; Ten questions:€ 12,500.



Example Data-To-Go™ Survey Demographics

Country Breakdown

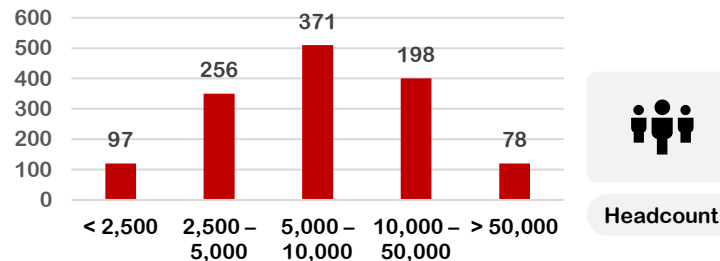


Industry Breakdown

Energy	50
Financial Services	175
Government & Non-Profit	30
Life Sciences	120
Manufacturing	275
Technology, Media & Telecoms	120
Consumer Packaged Goods & Retail	50
Professional Services	100
Travel & Transportation	80
Total	1,000

Company Size Breakdown

(Enterprises with revenue > € 250 million p.a.)



Job Title Breakdown

Project Manager	60
Business	408
IT	592
Total	1,000

Source: Research In Action, N = 1,000 Project Managers in Business and IT functions in enterprises globally.





CLIENT EXAMPLE



CLIENT NEEDED VALUE DRIVER VALIDATION



Step 1:
Client needed validation of value drivers.

The client's product management and marketing team needed to validate key value drivers to share with the community on a specific topic.

- Team did not have the time and data
- Team did not have the expertise to develop own survey



Step 2:
Data mining by Research In Action.

Value drivers (see next slide) were given to research leader.

- Leveraging AI data mining, research leader leveraged existing data lake to augment the value drivers with data points (percentages)



Step 3:
Client supported each statement with additional data for powerful arguments.

Client team developed supporting arguments to be leveraged in content development for their community and customers.

Total time: 5 working days
Total budget: € 12,500



> Unlock the Power of ITIL

99% of enterprises that have integrated ITIL into their IT operating model are experiencing transformative enhancement of IT value and performance while enabling the company's sustainable growth and innovation agenda.

The results:

80%
Ensuring
Continuous
Business
Operations

73%
Accelerating
Service Quality
and
Experience

70%
Reducing IT
Operational
Cost

59%
Optimizing
and Enabling
Partner and
Supplier
Ecosystem

81%
Ensuring
Business
Continuity

84%
Retaining and
Attracted
Talent Within
IT

75%
Increasing the
Speed of
Automation
and Innovation

Source: Research In Action, N = 1,500 IT Managers with budget responsibility in enterprises globally.



Ensuring Continuous Business Operations

Meeting and exceeding service levels and ensuring continuous service availability ensure ongoing service and business transactions which translates into business success.

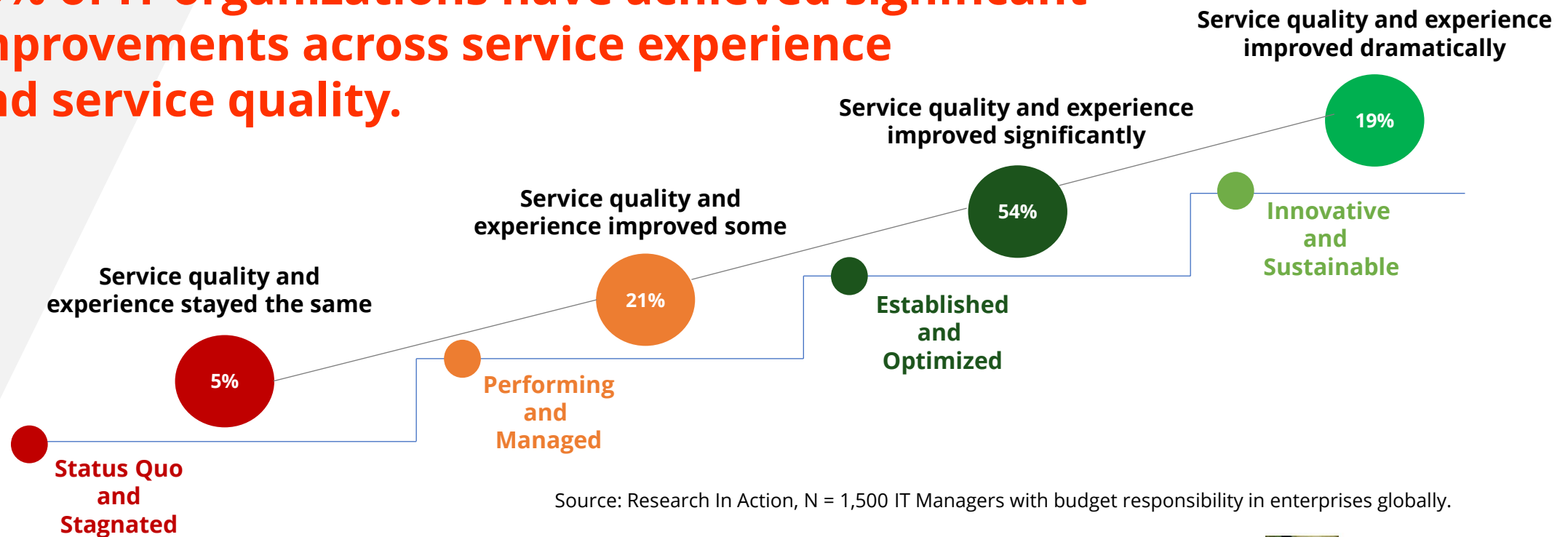
80% of organizations have seen a reduction in service-related problems after adopting ITIL, enabling a more responsive and stable business focused on strategy and growth.



> Accelerating Sustained Service Quality & Experience

ITIL dramatically improves service quality by aligning information and technology resources with business needs, driving a consistent service experience, and fostering a culture of continuous improvement.

73% of IT organizations have achieved significant improvements across service experience and service quality.



Source: Research In Action, N = 1,500 IT Managers with budget responsibility in enterprises globally.



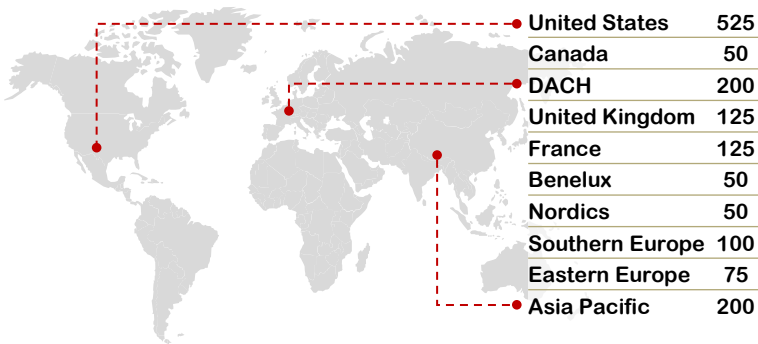


ADDITIONAL DATA-TO-GO™ EXAMPLES



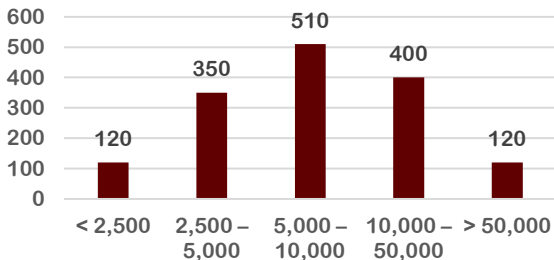
OUR SURVEY DEMOGRAPHICS: IT AUTOMATION IN GLOBAL ENTERPRISES

Country Breakdown



Company Size Breakdown

(Enterprises with revenue > € 250 million p.a.)



Headcount

Industry Breakdown

Energy	90
Financial Services	260
Government & Non-Profit	70
Life Sciences	160
Manufacturing	400
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	100
Professional Services	120
Travel & Transportation	100
Total	1,500

Job Title Breakdown

VP IT Infrastructure	160	Chief Operations Officer	60
IT Manager	160	VP Technology	50
VP IT	125	Sourcing And Vendor Management	40
Chief Information Officer	120	Business Executive	30
IT Operations Manager	120	VP IT Financial Management	30
VP Service Desk	120	VP Enterprise Architecture	25
Chief Technology Officer	100	Project Manager	25
Project Management Office	80	VP Application Development	20
Chief Digital Officer	65	VP DevOps	20
VP IT Shared Services	65	Chief Financial Officer	15
VP Operations	60	Chief Sales Officer	10
Total	1,500		



100,000+

Data Points



1,500

Enterprise Managers



37%

Analyst's Opinion



63%

Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey.

We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.

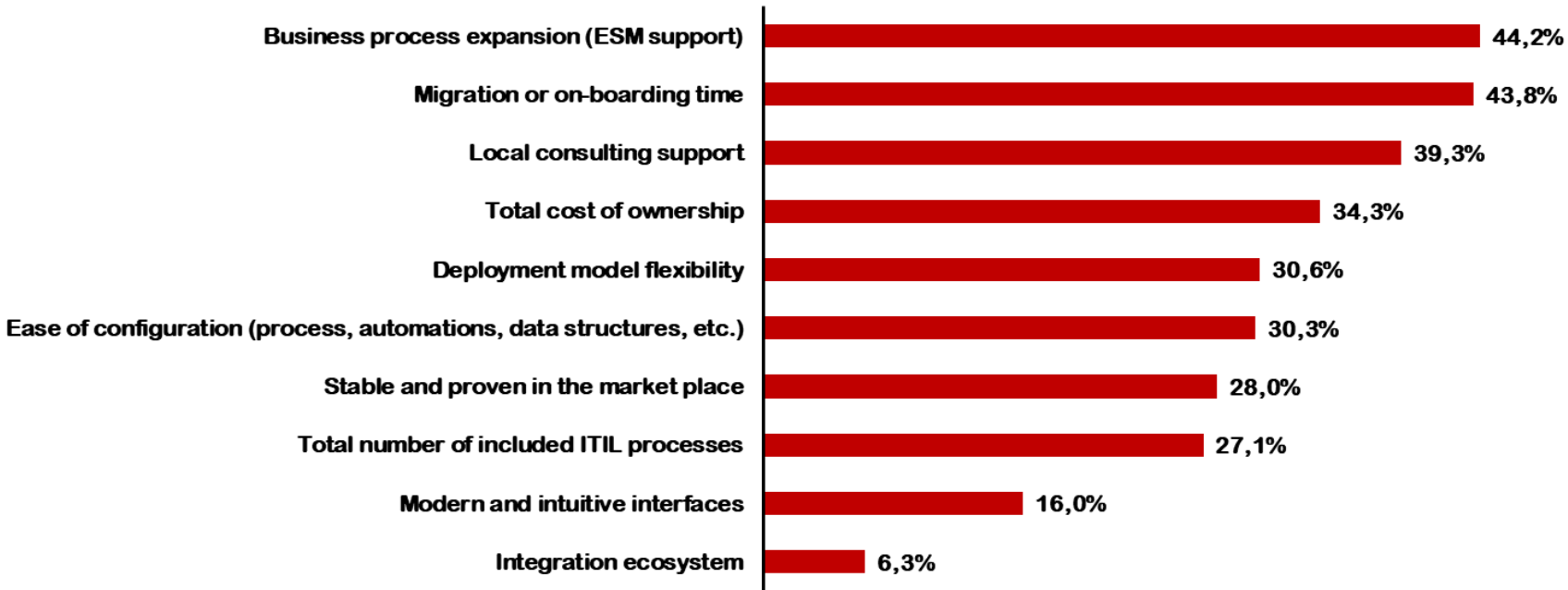
The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

All Research in Action surveys are gender neutral and 100% confidential.



SURVEY DATA MINING:

The most important differentiator of an Enterprise Service Management solution?



Segmentation possible by:

- Job title
- Industry
- Company size
- Country/region

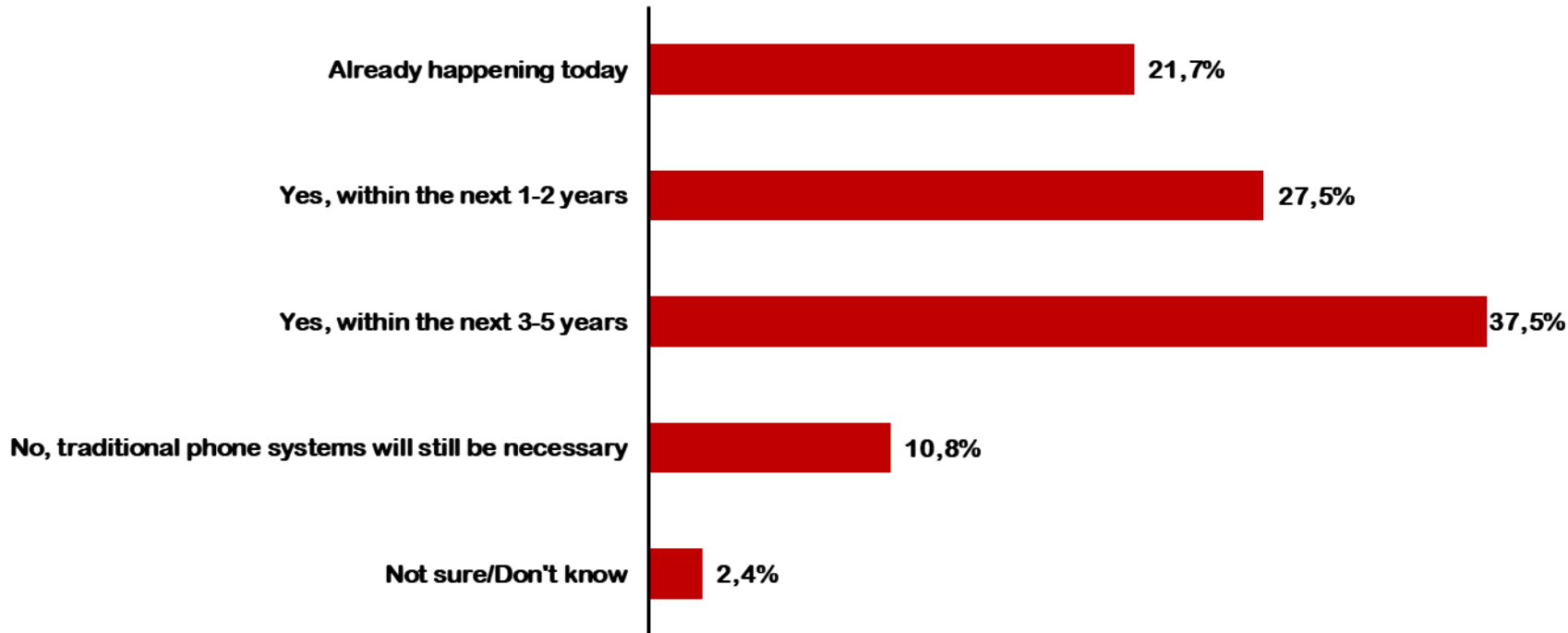
N = 1,500 Enterprise IT and Business Managers with budget responsibilities.

Question:
Which three of the following do you consider the most important differentiators of an ITESM solution?



SURVEY DATA MINING:

When will phone & voice support in collaboration tools replace traditional phone systems?



Segmentation possible by:

- Job title
- Industry
- Company size
- Country/region

N = 1,500 Enterprise IT and Business Managers with budget responsibilities.

Question:

Do you believe that phone & voice support in collaboration tools will replace traditional phone systems? If so, by when?





REACH OUT!



CONTACTS

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