

Making the Sale in 2009: What your Clients Expect from You

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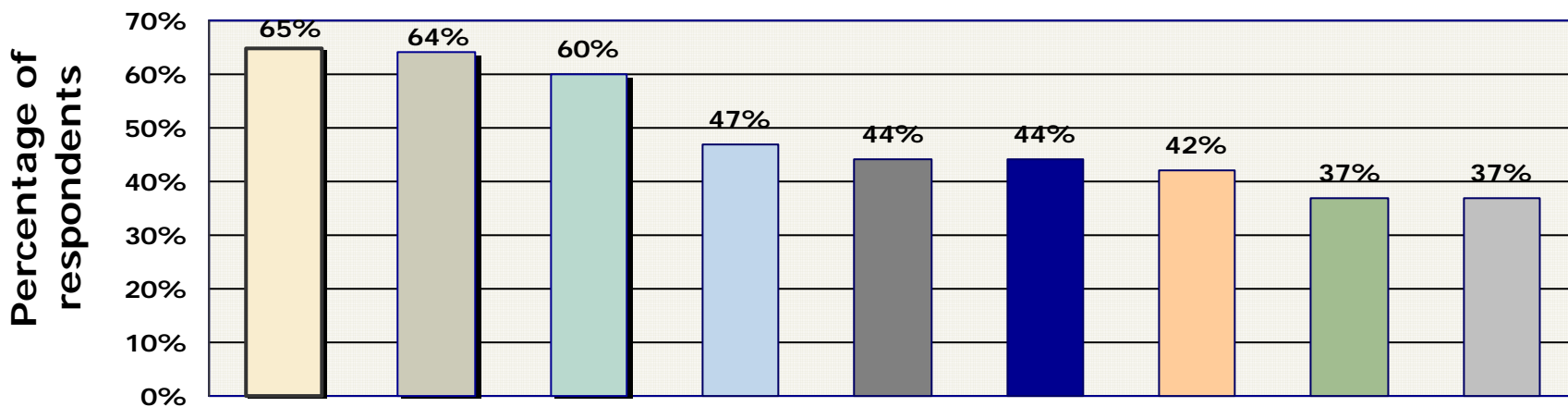
TechTarget Channel Media

About the Report

- E-mail surveys conducted in **August 2008**
- Results based on **600 qualified respondents**
- Respondent titles include: IT Management, Senior IT Management, Senior Non-IT Management, Product Management and Project Management
- Close to 60% of respondents already have a relationship with a VAR/reseller; Yet **95% also work with a vendor/ manufacturer**
- Primary IT functions of respondents include: networking, application management, security, servers, telecom, application development, storage and data center facilities
- More than **30%** of respondents reported their organizations **annual revenue is more than \$10 million**
- Respondents are from all industries including Education (8%), Healthcare (6%), Government (5%) and Finance (4%)

End users are primarily concerned with technology and price from a VAR

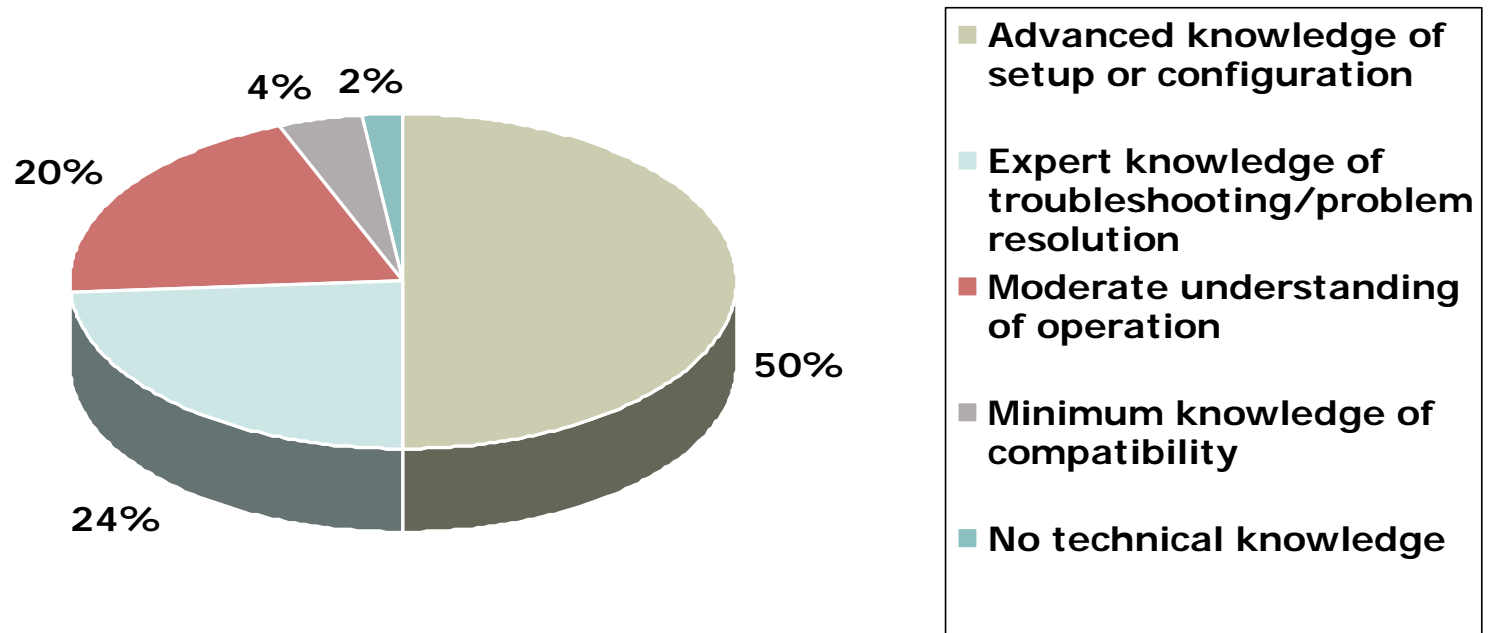
What general criteria do you use to evaluate or select a VAR/reseller? (349 responses)



- Technology specializations (e.g., storage, networking, etc.)
- Product pricing
- Manufacturer affiliations (product line portfolio)
- Customer references
- Installation support
- Product availability or speed of delivery
- Training or technical support
- Maintenance
- Staff technical certifications or accreditations (such as CCNA)

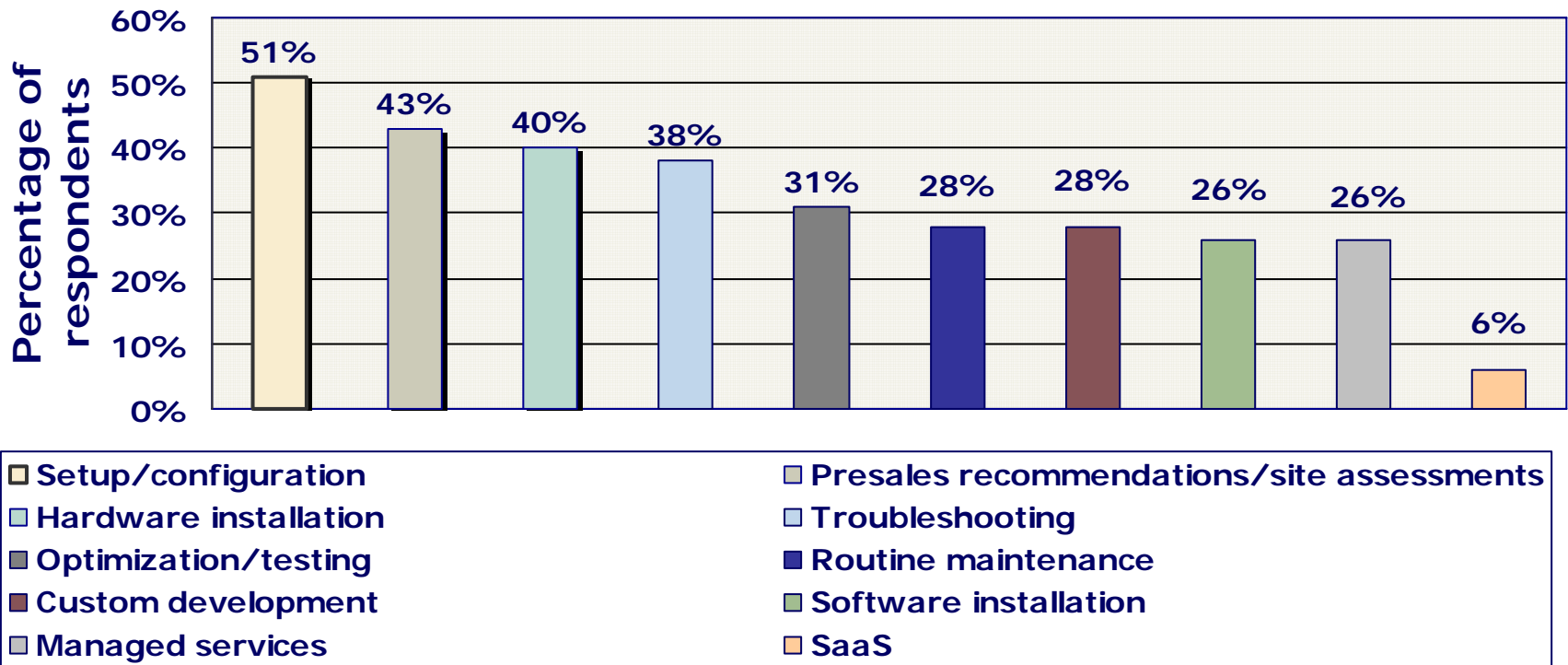
End users expect a fairly high level of product knowledge from their VARs

How much technical knowledge or expertise do you expect from a VAR/ reseller? (349 responses)



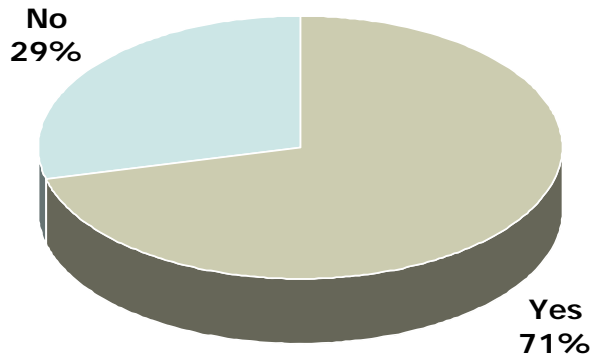
End users look to VARs for effective product setup and configuration

What specific areas of support/expertise do you rely on most from VARs/resellers?
(347 respondents)

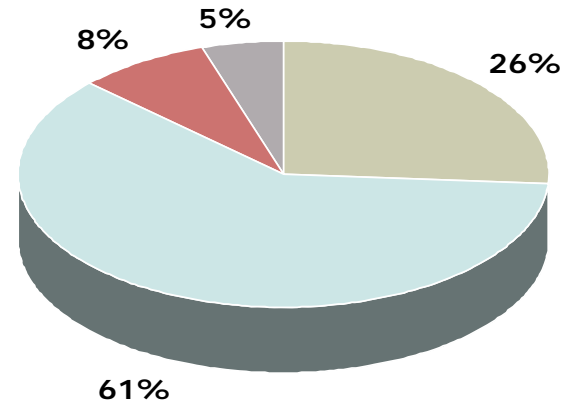


Expect bidding competition from other VARs and manufacturers #1

Does your company typically solicit multiple bids for IT projects? (349 responses)

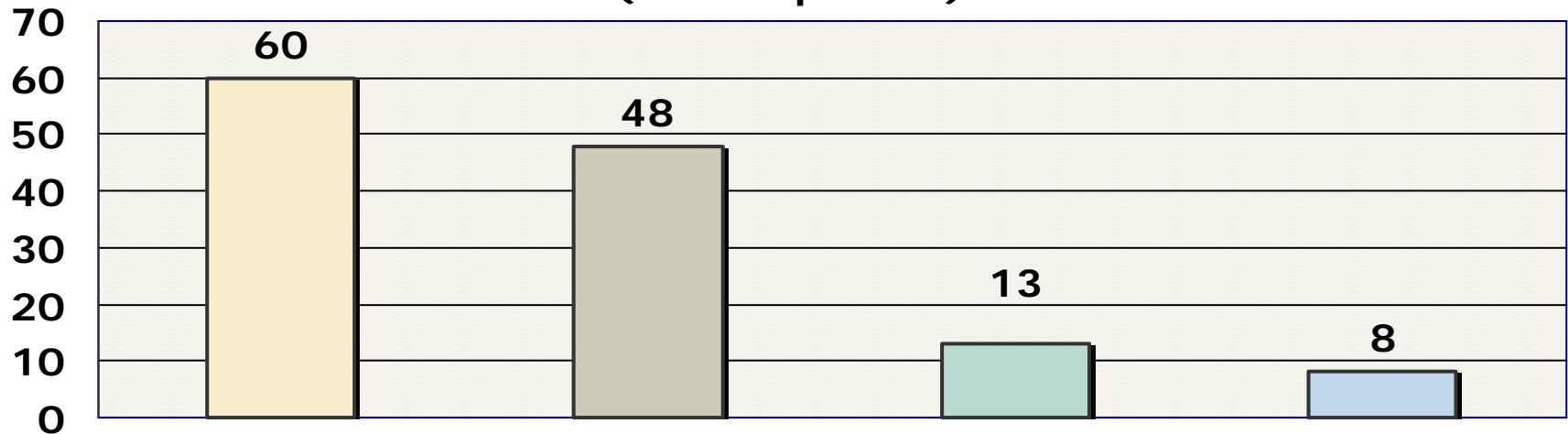


How many bids does your company typically solicit? (249 responses)



Expect bidding competition from other VARs and manufacturers #2

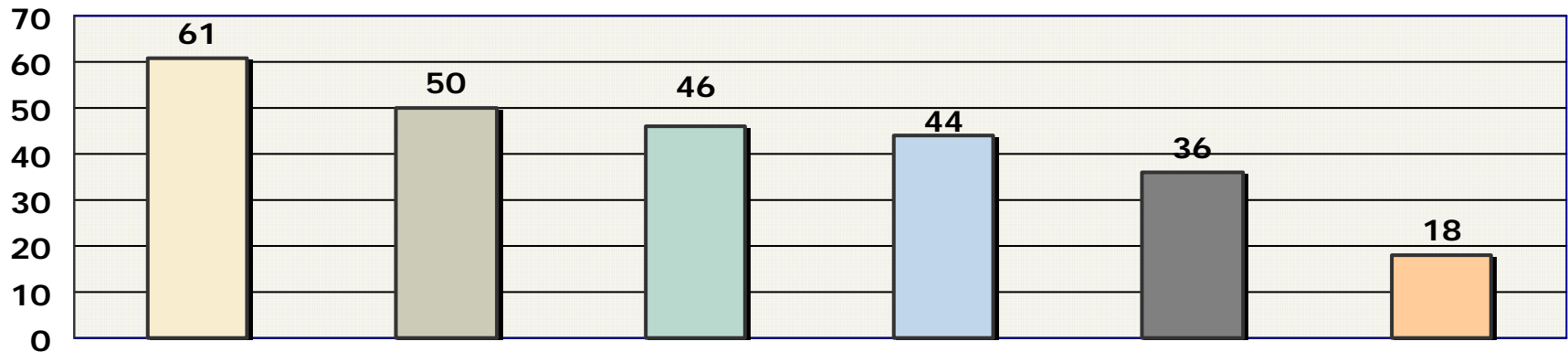
How does your company solicit multiple bids?
(249 responses)



- Solicit bids directly from both VARs and vendors
- Evaluate vendors first and select VARs to implement
- Hire consultants to evaluate and VARs to implement
- Other

Better price and support can pull end users from VARs to manufacturers

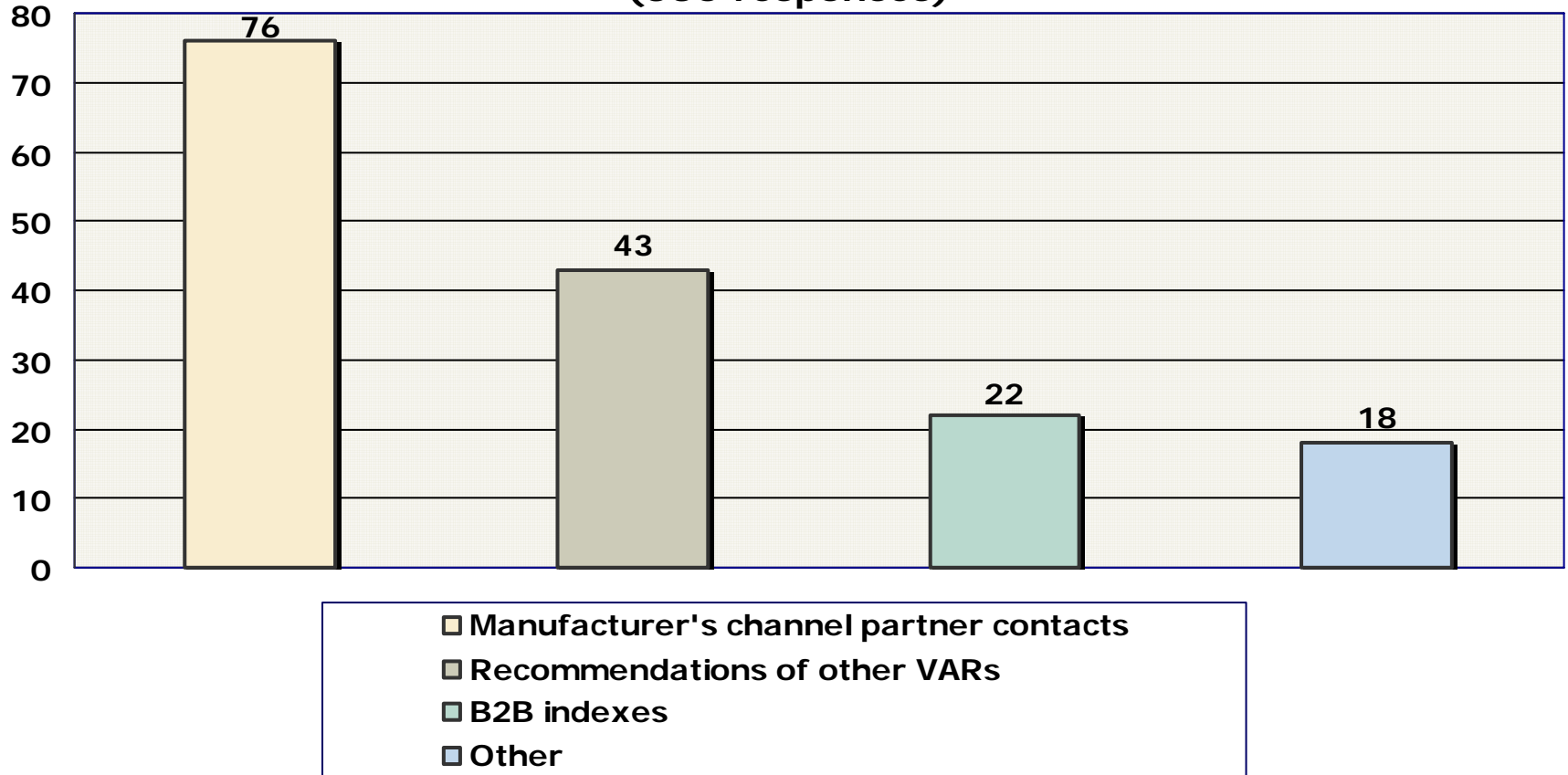
When would you opt to work directly with a manufacturer or vendor rather than a VAR/ reseller? (340 responses)



- When the manufacturer's pricing is better
- When the manufacturer's technical support is better
- When the manufacturer's product availability is better
- When the manufacturer's consulting/services are needed
- When the manufacturer's warranties/ongoing services are better
- Other

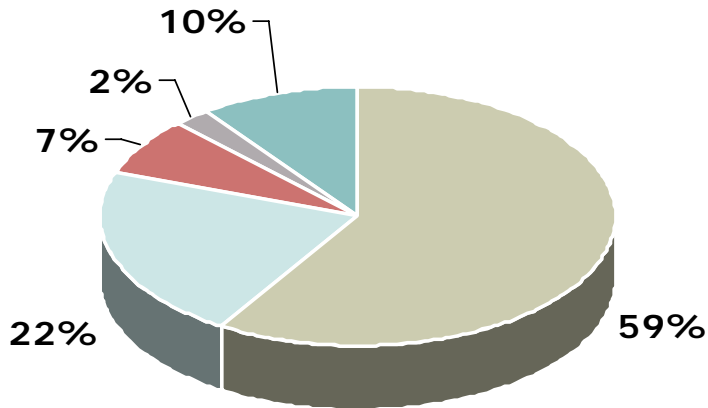
End users rely on manufacturer contacts and referrals to find VARs

How do you go about finding new VARs to work with?
(335 responses)

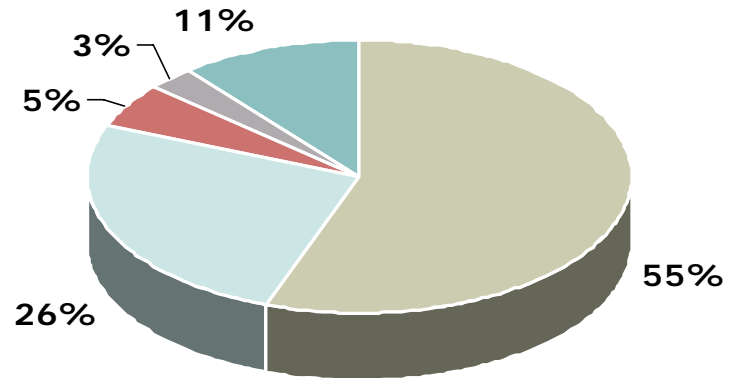


End users work with a limited number of VARs and manufacturers

How many VARs/ resellers does your group work with? (346 responses)



How many vendors does your group work with? (324 responses)

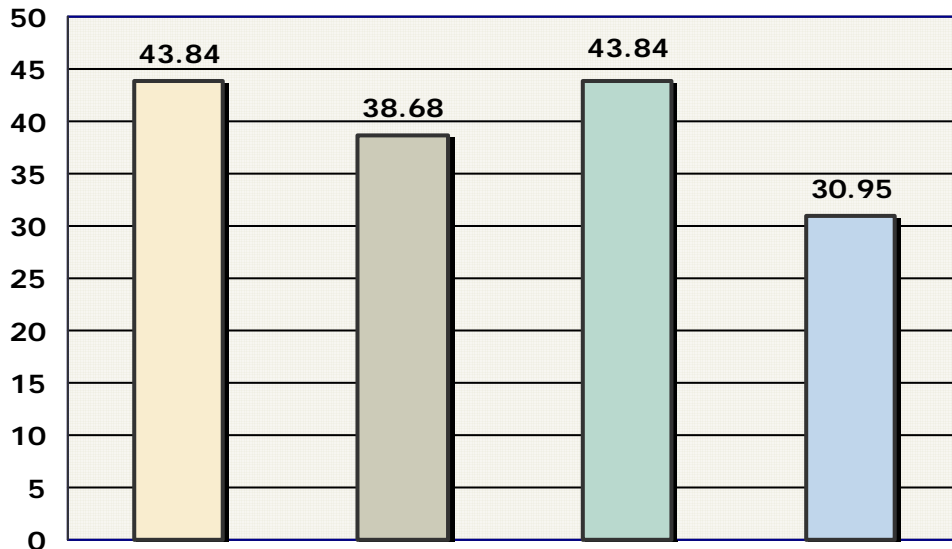


■ 1 to 5 ■ 6 to 10 ■ 11 to 15 ■ 16 to 20 ■ 20+

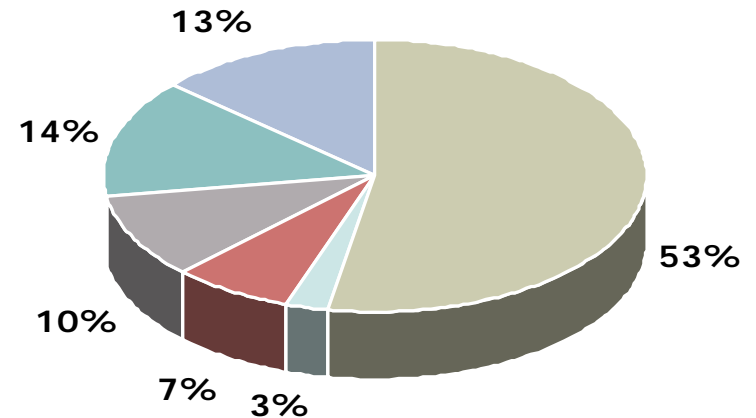
■ 1 to 5 ■ 6 to 10 ■ 11 to 15 ■ 16 to 20 ■ 20+

Size and distance are not significant factors in VAR selection

How would you describe the size of VARs/resellers that you normally work with? (349 responses)



How far away is your typical VAR/reseller? (349 responses)

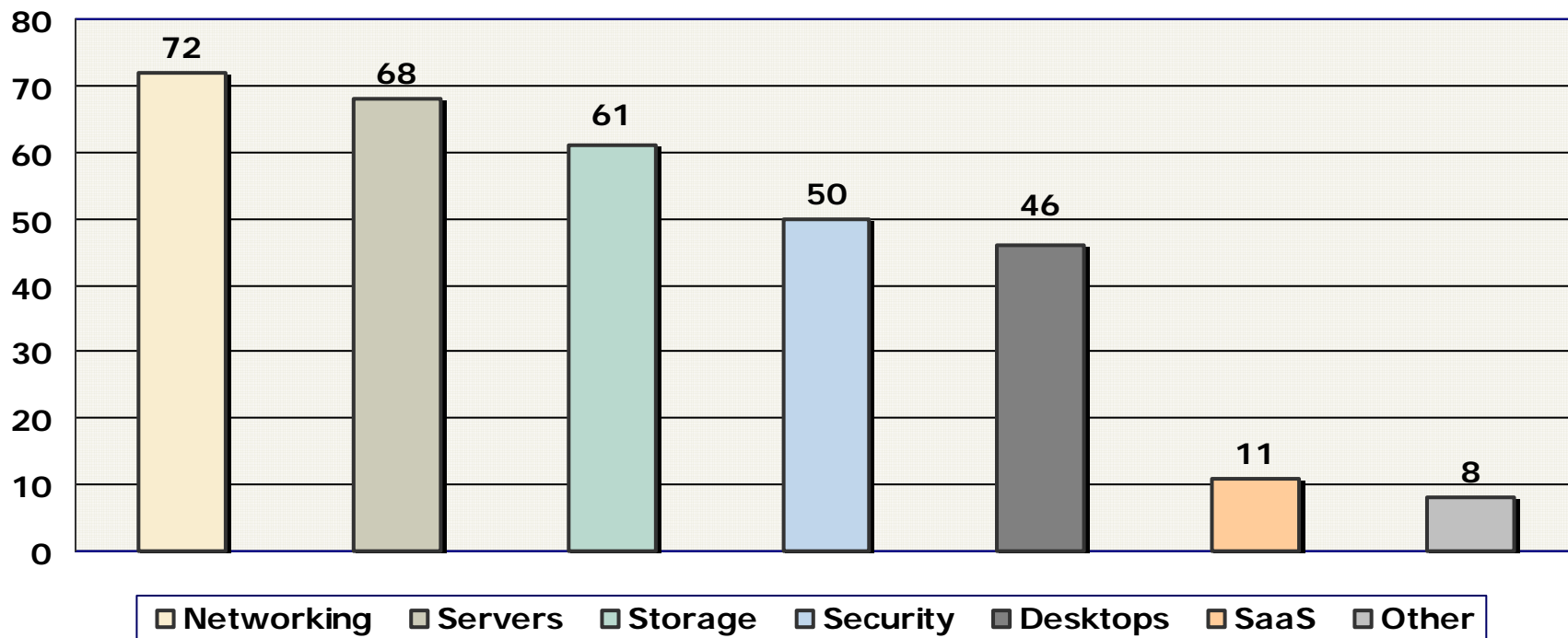


- Small local VARs with limited product lines and personnel
- Midsized VARs with limited product lines and personnel
- Midsized VARs with extended product lines and personnel
- Large VARs with extensive product lines and personnel

- Not a criteria
- Less than 5 miles
- Less than 10 miles
- Less than 20 miles
- Less than 50 miles
- More than 50 miles

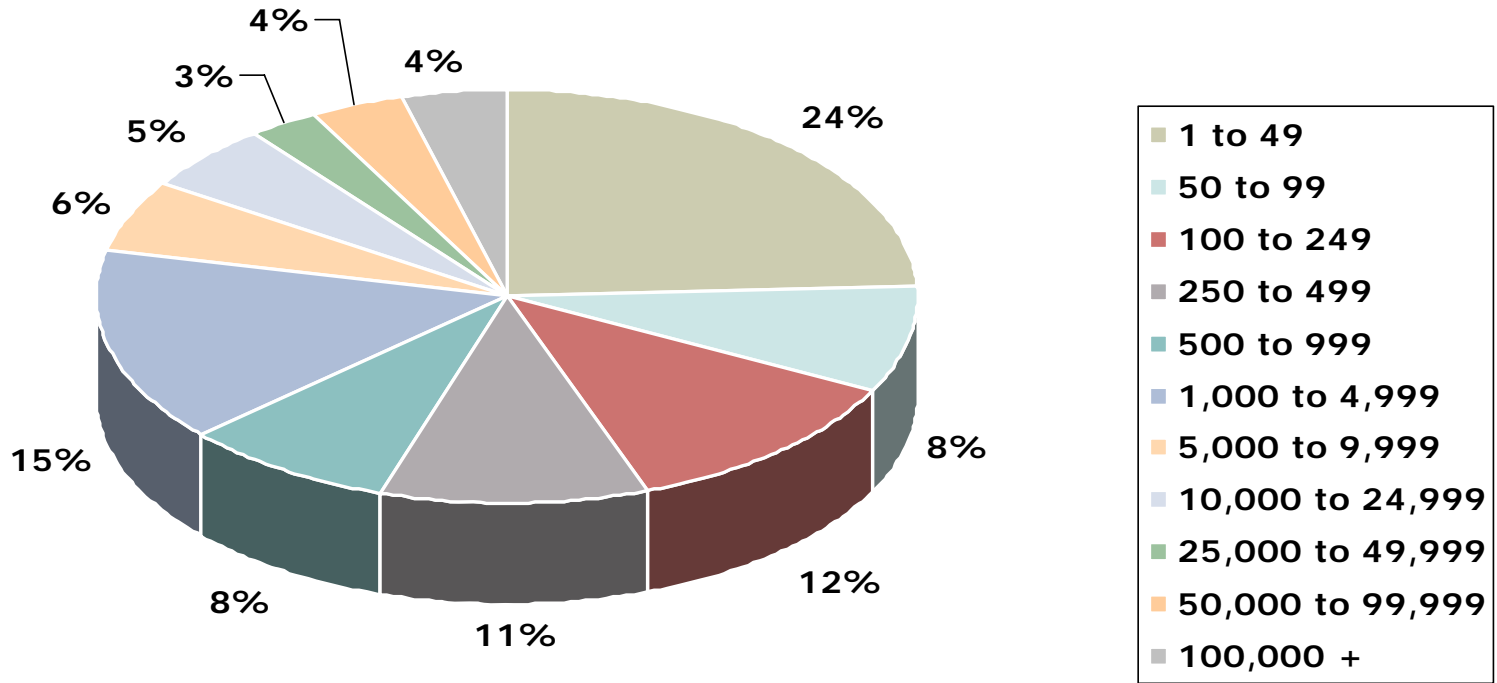
Networking projects are the most popular for VARs

What major technology areas have you used VARs/ resellers for? (349 responses)



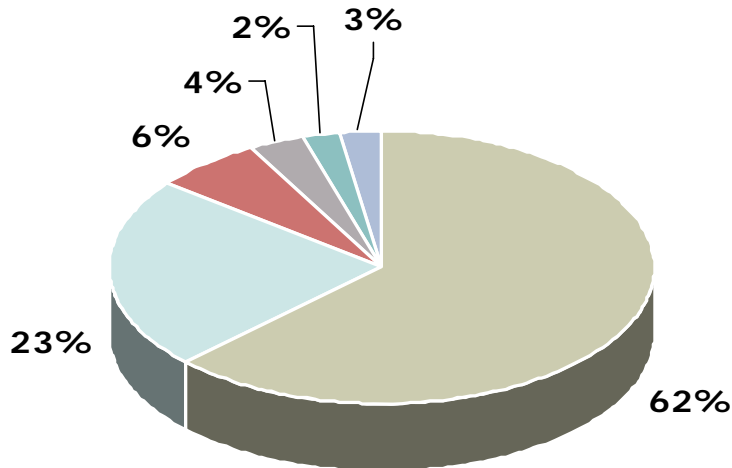
VARs are favored most by smaller clients/organizations #1

The number of employees at your company (343 responses)



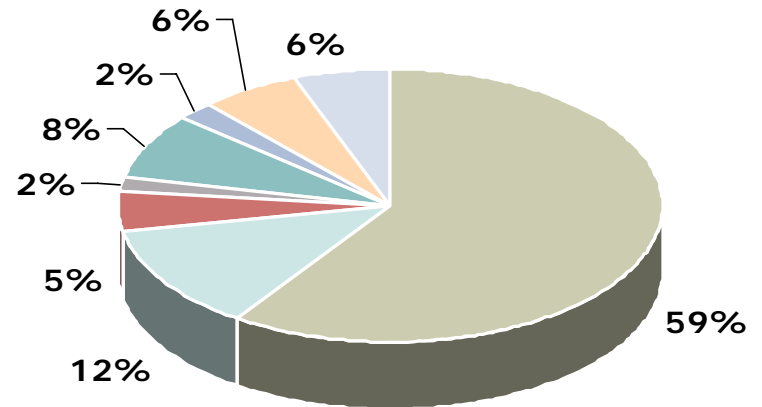
VARs are favored most by smaller clients/organizations #2

How much money does your company plan to spend with VARs/ resellers in 2008? (600 responses)



N/A	Under \$1 M
\$1M to \$2M	\$2.1M to \$5M
\$5.1M to \$10M	\$10M+

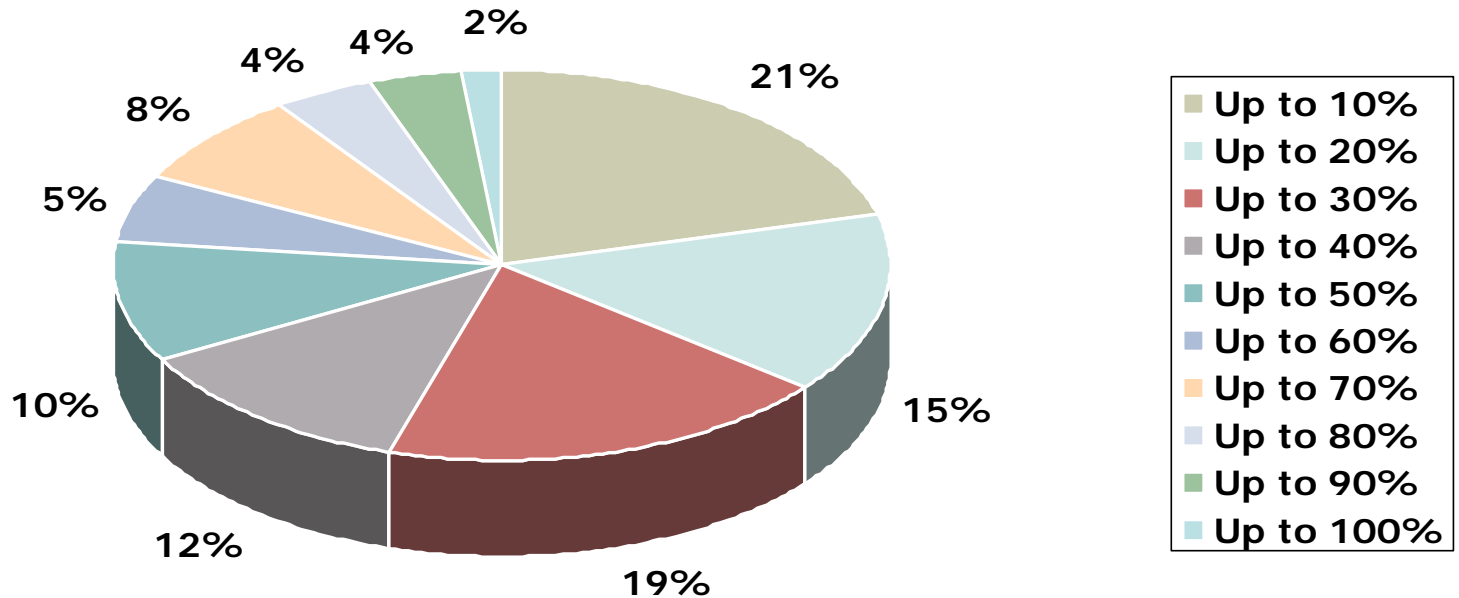
How does this 2008 budget compare to your company's 2007 budget? (600 responses)



N/A	No Change
Increased < 5%	Decreased < 5%
Increased 5-10%	Decreased 5-10%
Increased > 10%	Decreased > 10%

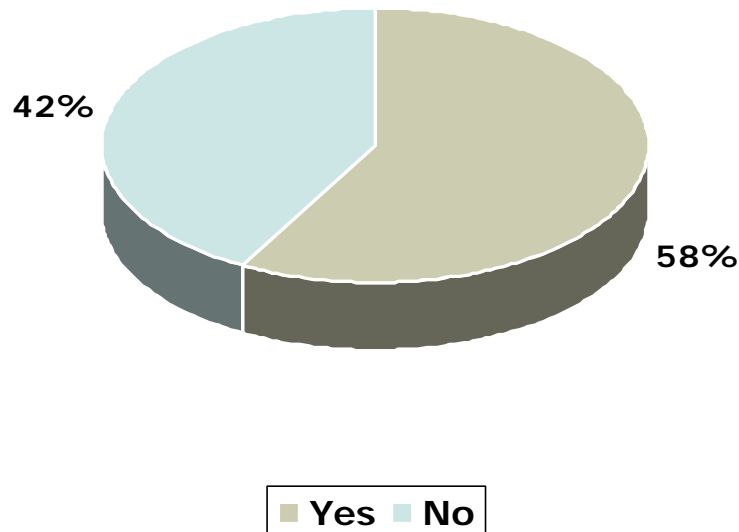
End users spend half or less of their equipment/service budget with resellers

What percentage of your annual equipment/ service budget is spent with VARs/resellers? (346 responses)

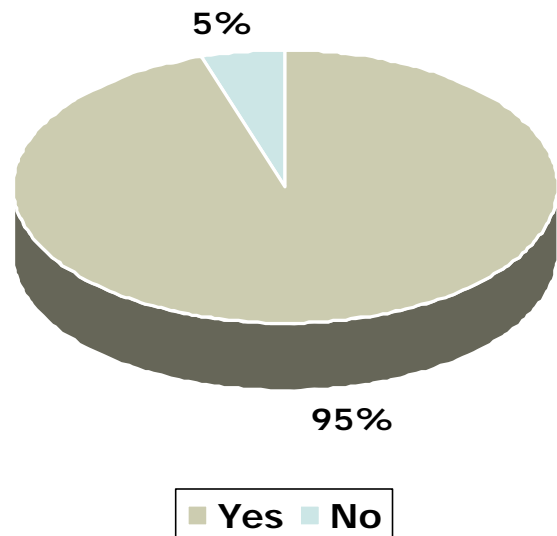


End users engage manufacturers or vendors far more than VARs

Does your company work with resellers/VARs? (600 responses)



Does your company work with vendors/ manufacturers? (349 responses)



For access to the complete report and in-depth analysis on...

- Understanding end user expectations
- Understanding the end user's selection criteria
- End user spending and engagements

...visit www.SearchITChannel.com/making_the_sale

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