



Nordic Enterprise Survey 2005

AN IDC NORDIC MULTI CLIENT STUDY

IDC's annual survey of Nordic IT decision makers is an unique study, which examines the market from an end-user perspective. While most IDC studies size and forecast markets, position vendors etc., the Nordic Enterprise Survey identifies the motivations behind the IT managers' investment plans and reveals perceptions and preferences for different brands, technologies etc.

The Nordic Enterprise Survey 2005 is a multi client study, meaning that a number of sponsors sign up before the final content is decided.

Markets Covered

This service covers the following segments:

- SMB vs. Corporate Accounts
- Vertical Market Characteristics
- Four Nordic Countries

Subjects Analyzed

This report will address the following topics:

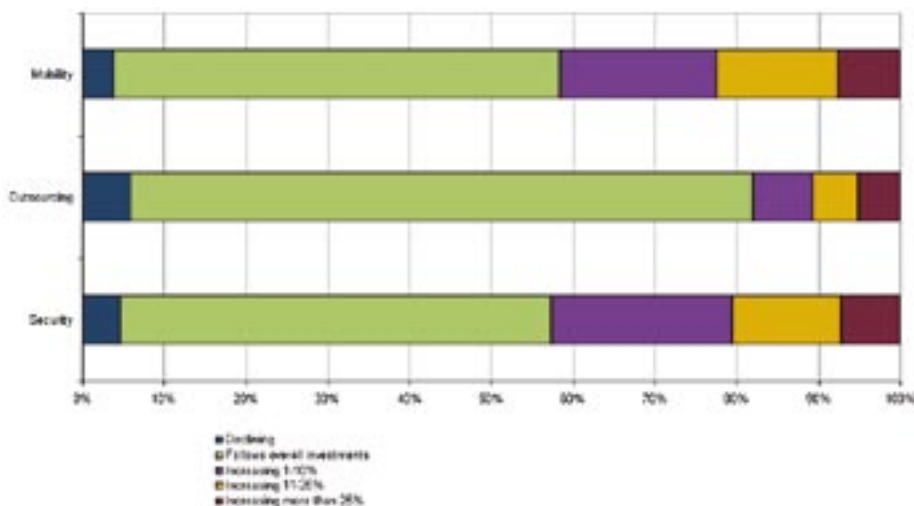
- End-user awareness and perception
- Trend analysis on the subjects analyzed
- IDC opinions on respondents' replies
- Guidance and recommendations based on survey results
- The actual content is finalized based on sponsor input

Key Questions Answered

Our research addresses the following issues that are critical to your success:

- What does the decision-making process look like?
- Which technologies and solutions are sought after?
- How do IT decision makers perceive the suppliers?
- What are the differences between segments?

IT investments compared to overall IT investments



Source: IDC 2004

Geographical Coverage: Nordic

Delivery:

August 2005

Price per Report:

5000 Euros - 15000 Euros
depending on scope

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