

Introduction

Media-Screen conducted research in order to gain a global understanding of the role of the online and traditional sources in IT decision-making purchase process. It is a global study, but this summary focuses on the UK findings*.

About the Study:

- Who: Respondents' companies all had over 100 employees and IT budgets of over \$30k p/a.
- Total interviews: 260 respondents with IT Decision Making roles.
- When: April-May 2008
- By: Media Screen LLC, an independent strategic market research company.

Key Messages

1.The **internet** is the most important source of information at **every stage** of the decision phase

2.A significant proportion of IT B2B **purchases** are **made online**

3.The majority of respondents are likely to **increase** their **SaaS investment** in 2008 – with **cost reduction** seen as the main benefit

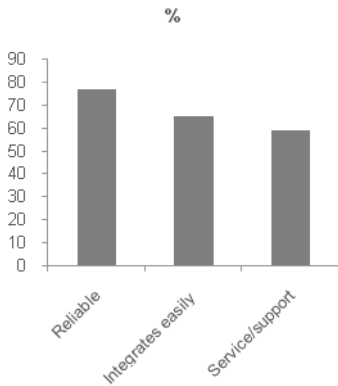
4.97% of respondents **use Google** to help them in the decision making process

Global IT B2B Purchasing Trends - UK

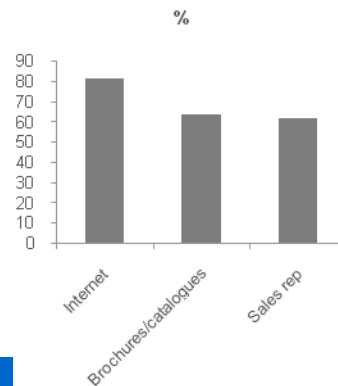


Decision making

Key factors in IT decision making

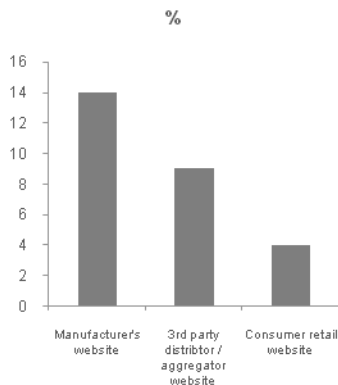


Internet is the most important source at every stage of the purchase process

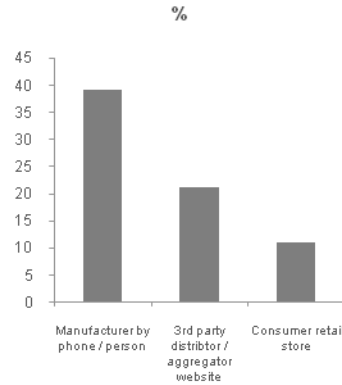


Purchasing

27% of purchases are made online



71% of purchases are made offline



A significant proportion of purchases are made online

Even if the final purchase itself occurs offline, research shows buyers use the internet - vendor websites, search engines, trade websites etc - more than traditional resources at every decision phase

97% of buyers use Google at some point in the research/purchase process and this creates an invaluable opportunity for advertisers to promote their products throughout the majority of the purchase funnel

Key Takeaways:

1. **Use SEM to target messaging** (e.g. reliability and service) at every stage of the purchase process
2. **Be found:** The B2B buying process is lengthy with many stages. Ensure your products and services can be easily found through always-on campaigns
3. **Content is King:** IT purchases have many online touch-points – vendor websites, search engines, trade, review and magazine sites – in the decision making process. Ensure you are targeting the right message at each stage through effective search, content and display marketing.

Appendix: About the Study

- Nine types of IT products and services were covered in the study:

Security products	Networking products
Wireless products	Hardware products
Enterprise applications	Telecommunications
Storage products / services	Web technology
Software / Application dev	

- Research examined the role of online and traditional sources at each phase of the IT decision-making and examined the activities and criteria used in reaching a purchase decision
- Current use of Software as a Service (SaaS) and opportunities for expansion were also examined in detail

This summary is designed as an introduction. If you are interested in further insights and data from the study (including EMEA and Global information), please get in touch with the Technology sales team at Google. If you do not know who to contact, please email techteamuk@google.com.