SURVEY DEMOGRAPHICS

INDUSTRY
- Retail
- Banking
- Consumer Goods
- High Tech
- Software & Platform
- Healthcare
- Insurance
- Life Sciences
- Telecom
- Oil & Gas
- Utilities
- Energy
- Chemicals

FUNCTIONAL AREA
- HR
- Supply Chain/Logistics
- Customer Care
- IT
- Finance & Accounting
- Procurement
- Shared Services/Operations
- Marketing
- Sales

JOB TITLE
- Total responses: 460
  - CEO: 78, 17%
  - Senior VP: 119, 26%
  - VP: 100, 22%
  - Director: 163, 35%

REVENUE U$D
- <$10Bn: Between $3B & $10B (322)
- >$10Bn: Greater than $10B (138)

RESEARCH METHODOLOGY
The research is based on the responses of 460 participants that are involved in buying decisions related to technology and services.

The interviews were conducted in Q3 2017 with a combination of telephone and online surveys, with follow up to open in-depth questions.