Federal Purchasers Rate IT Contractors and Vendors

New Research Highlights Contractors' Standing In Increasingly Competitive Tech Marketplace

A survey of *Government Computer News* readers Conducted by Campbell Communications, Inc.

With accelerating technological change, increasing mergers and acquisitions, and tightening budgets in some agencies, the federal IT market is becoming more complex, competitive and strategic than ever before.

Corporate management increasingly needs reliable, close-to-the-ground quantitative data to make decisions on product and service changes as well as strategic marketing approaches. That's why Campbell Communications recently conducted a major new survey of government decision-makers' attitudes toward IT contractor relationships and specific vendors by category.

Provocative Questions About Strategic Issues

This insightful survey probes customer satisfaction with IT vendors and answers such questions as:

? • What criteria matter most to buyers when buying computer systems, network and communications services, enterprise software, systems integration, or professional services?

? • What are the most important factors in choosing an IT vendor? What factors do buyers rely on when selecting computer systems vendors versus professional services firms?

? • Which vendors are "best" and "worst" in product quality, service quality, and value for money in five IT sectors -- computer systems, network and communications services, enterprise software, systems integration, and professional services?

? • How do federal buyers rate performance for the top 25 prime contractors by revenue?

How Federal IT Decision-Makers View Contracting and Vendors

Government Buyers Assess Over 100 IT Contractors, Choosing Best and Worst

Government purchasers rate more than 100 government IT vendors in five IT sectors including:

- Computer systems — PCs, workstations, notebooks, network computers, servers
- Networking and communications equipment and services — routers, switches, WANs, LANs, public network services
- Enterprise software applications — ERP, CRM, supply chain, web development
- Systems integration and solutions — software design, development, and implementation

Find Out What Factors Motivate Government Buyers

Are your salespeople selling what buyers want -- or are they wasting time pushing features and benefits that fail to sway buyers? In this report, find out what motivates government buyers:

- Technical capability
- Post sales service and support
- Ability to deliver on time, in quantities ordered
- Price
- Past performance
- Brand/reputation

- Innovation
- Skilled sales and support staff
- Compliance with standards
- Financial stability or instability
- Reliability
- Security

Leveraging Previous Major Survey Projects

This project builds on Campbell Communications' noted syndicated research in other markets, probing customer attitudes toward relationships with suppliers and specific vendors. For information about current and previous research, contact **info@campbellsurveys.com** and see **www.campbellsurveys.com**.

CAMPBELL
communications

Methodology

Respondents are invited to complete the survey form on a secure web site after promotion through e-mail messages.

Participants complete the survey online.

Respondents are assured anonymity, ensuring validity of responses and higher response rate; their names and agencies are kept confidential. All data in reports are presented in the aggregate.

### Incentive for respondents to participate:

• **Complimentary summary report**. Following analysis and tabulation, all respondents will receive an electronic copy of generic findings — not strategic, proprietary information — on the attitudes of their peers toward federal IT contract decision-making.

• **Ease of participation**. Simple online function, web-based, can be accomplished at convenience of respondent at home or office, day or night.

• **Length and simplicity**. Relatively brief instrument requires little time, no need to refer to documents. Virtually all information needed is present in mind of respondent.
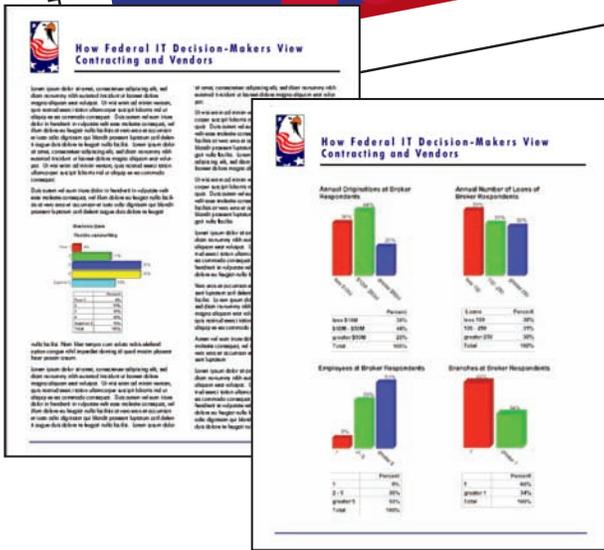
Targeted Respondents

Targeted respondents were recruited in two ways:

• A substantial sample of federal IT program and contract officers recruited via a database of more than 40,000 subscribers to *Government Computer News*.

• Additional respondents recruited through publicity and membership organizations.
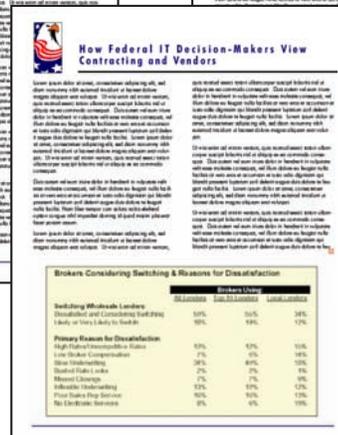
For more information, call 202.363.2069

Review the Survey Online

The survey instrument may be reviewed online at www.campbellsurveys.com/govIT. Pre-tested regarding content, online compatibility, and ease of completion.

Pricing and Delivery

Price of the full report is $1,500 per user or $2,500 for unlimited company use. Customers will receive expedited electronic delivery of findings in order of purchase.

Questions and Further Information

Call John Campbell **202.363.2069**, or e-mail **john@campbellsurveys.com**.

To Order Survey Report

- E-mail **info@campbellsurveys.com**, providing name and company name and contact information
- Call **202.363.2069**

CAMPBELL
communications

Campbell Communications, Inc. is a marketing and research company based in Washington, D.C. which conducts syndicated research in vertical marketplaces. The survey instrument used in this project and the survey report are copyrighted materials and may not be used by any individual or organization without written permission of Campbell Communications.

www.campbellsurveys.com