

Software Study

Background & Objectives

The end client is a leading Industrial software manufacturer. They provide solutions and products for a range of industries. The study objectives were to provide insight with a focus on current usage of industrial software products and future usage plans.

Key Channels:

Key criteria involved the decision making with respect to involvement with Industrial software (e.g. CAD, CAM, CAE, PDM, MES) selection and/or purchasing, encompassing other specific criteria below



Methodology

All data was collected through a combination of the following:

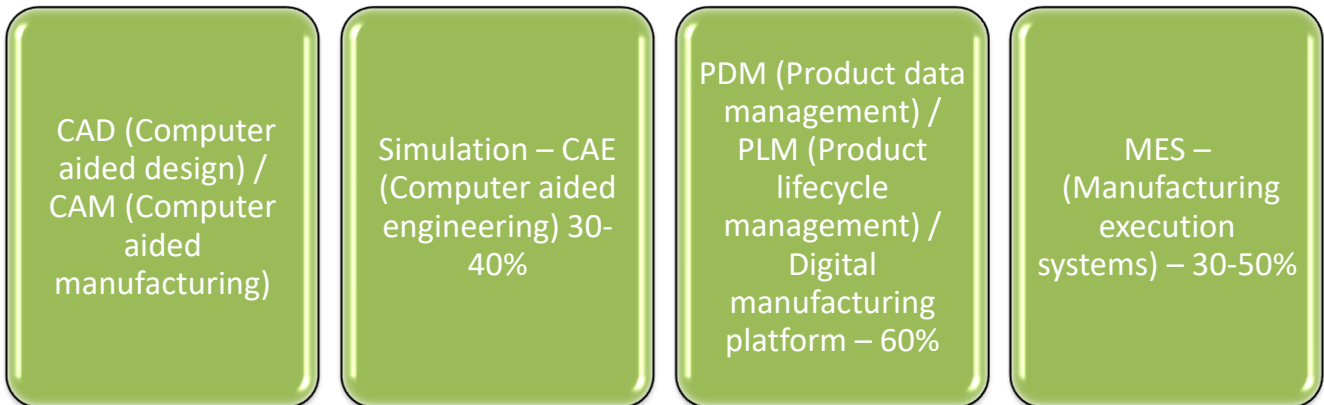
- Social media recruitment (LinkedIn) with a subsequent Recruit to Web approach to the online study.
- Current IT panel in-house.
- Niche partner panel, ability to profile specialists within the IT industry.

Key Sectors



Target Audience

High level decision maker (primary or joined) for type of software purchased for company. A mix of C-suite, SVP/Global Head, VP and Director levels.



Users of client and competitor software products from the above categories (% is the share of brands we are interested in within the category – so a % of software used is made by Company A, B, C, D

Conclusion:

The survey focused on company's current usage of industrial software products and future usage plans. We targeted personnel that had both a role in the decision-making process and familiar with the business across multiple locations. Participation was voluntary and in compliance with all employer policies, with no disclosure of any material non-public information relating to any company.

Scripting and fielding the questionnaire went smoothly. Following pilots and translations we delivered all components of the study i.e. data in Excel/SPSS as well as a pre-agreed number of X-tabs. We also delivered an overall summary of the respondent profile as an extra to enable the client to garner more on the exact criteria.