

## Business Data Services

Understanding The Impact Of Technology On Business

### Forrester's 2008 Business Data Services Survey Schedule and Topic Timeline

#### SCHEDULE SUBJECT TO CHANGE

**SYNDICATED SURVEYS:** Access to survey data is part of the Business Data Services subscription. While Forrester analysts are the primary authors of these surveys, we welcome client input on topics and survey drafts. Clients receive survey drafts prior to fielding and work with their Data Data Advisor during the Survey Feedback periods. Please see "Study Topics" and "Survey Feedback" sections below.

Survey Name/Topic	Targeted Field Date	Sample	Methodology	Population	Date Data Available
<b>Networks and Telecommunications Survey</b>	February 25, 2008 – March 31, 2008	2,200 respondents Enterprise and SMB, North America and Europe	Online	IT Executives and Business Technology Decision Makers	April 15, 2008
<b>Enterprise Services Survey</b>	March 27, 2008 – April 28, 2008	1,100 respondents Enterprise, North America and Europe	Online	IT Executives and Business Technology Decision Makers	May 15, 2008
<b>Hardware Survey</b>	May 15 – June 10, 2008	2,200 respondents Enterprise and SMB, North America and Europe	Online	IT Executives and Business Technology Decision Makers	June 25, 2008
<b>Security Survey</b>	May 30 – July 25, 2008	2,200 respondents Enterprise and SMB, North America and Europe	Online	IT Executives and Business Technology Decision Makers	August 10, 2008
<b>Global-Technology Adoption Study</b>	July 16 – September 10, 2008	750 respondents Enterprise Japan, India, Greater China, Australia & New Zealand, Singapore, South Korea	Telephone	IT Executives and Business Technology Decision Makers	September 25, 2008
<b>Software Survey</b>	August 18 – October 13, 2008	2,200 respondents Enterprise and SMB, North America and Europe	Online	IT Executives and Business Technology Decision Makers	October 28, 2008
<b>2009 IT Budgets and Spending Survey</b>	September 23 – December 2, 2008	3,300 respondents Enterprise and SMB, North America, Europe, and Asia Pacific	Telephone	IT Executives and Business Technology Decision Makers	December 17, 2008

# BUSINESS DATA SERVICES STUDY TOPICS

## **Networks and Telecommunications Study**

Landline data, Landline voice, Unified communications, Contact centers, Wireless mobility

## **Enterprise Services Study**

Offshoring, Infrastructure Outsourcing, Application Management, Technical Consulting & Systems Integration, Vendor Management

## **Hardware Study**

Mobile Devices, PC's & Laptops, Servers, Systems Management, Storage, Networks, Data Center & Disaster Recovery, Green IT

## **Security Study**

Sourcing and services, Internal policy and process, Privacy, Security technologies

## **Global Technology Adoption Study**

Topic questions directly lifted from the N&T, Services, Hardware, Security, and Software surveys

## **Software Study**

Packaged Applications, SaaS, Open Source, Web 2.0, SOA, Platform Software, Application Development

## **2009 IT Budgets Outlook Study**

Analyze budget plans, including an in-depth examination of IT business trends, future market outlook, R&D, consulting, financial analysis methodology, and choice of vendors

# SURVEY FEEDBACK SCHEDULE

**Networks and Telecommunications Study: Dec 1 – December 15, 2007**

**Enterprise Services Study: March 6- March 20, 2008**

**Hardware Study: April 15- April 30, 2008**

**Security Study: May 1- May 15, 2008**

**Global Technology Adoption Study: June 15- July 1, 2008**

**Software Study: July 15- July 31, 2008**

**2009 IT Budget Outlook Study: August 23- September 6, 2008**

**\*\*Your Dedicated Data Advisor will personally advocate for your edits to be incorporated into our studies you subscribe to.**