

techaisle

## Announcing First-ever Cloud Computing Survey Panel

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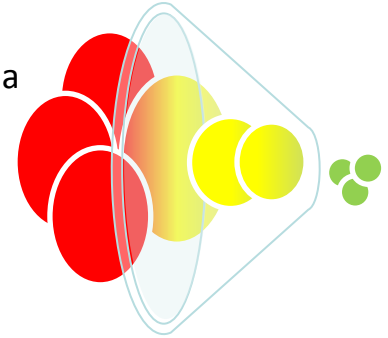




# What is Techaisle's Cloud Computing Survey Panel?

First ever Cloud Computing Survey Panel:

- 12,900 Panel members across US, UK, Germany, Brazil, India, Singapore, Australia, China
- Panelists represent businesses who have either deployed cloud in their workspace or who are intending to deploy in next six months or evaluated one or more Cloud Computing services over the last twelve months.
- Expansion to other countries coming in the next 3-6 months
- Panels members were recruited using phone based strategy ensuring proper screening and an effective sampling to get targeted respondents
- Real time access to online reports for active surveys



**This exclusive panel can be used to conduct custom surveys:  
100 completes per week**





# How were the panel members recruited?

## Recruitment

- Recruitment was done through telephonic screening using established and reputable contact database providers that are relevant for each country; for example, D&B, Kompass, OneSource, BDMI, etc.
- Phone-based recruitment ensures better profiling and screening and a direct contact with the panel members. This makes our recruitment process more personalized and “non-electronic” with human interaction element thus ensuring higher than industry average response rates. Phone Based recruitment also weeds out most of non-serious members during recruitment process, ensuring better responses and data quality
- Panel member respondents include Senior IT personnel/Management engaged in planning and purchase decision making process for Cloud Computing for their businesses
- The respondents are screened on the basis of their involvement in the planning, funding and purchasing decision process of Cloud Computing

## Maintenance

- Quarterly update of panelist profile via phone follow up
- Non-responders are removed from the panel in a systematic manner resulting in high, consistent return rates
- Continually refreshed with new panelists and addition of new geographies
- Contact information updated during each interaction
- Offering secondary research based reports (covering areas of respondent interest) as incentives
- Policy of no cash incentives attracts only serious panelists that give intelligent and honest opinions/information





# What are the Demographics of Panelists?

- For each panel member we have at a minimum collected following data:
  - Employee size of the organization: small, medium, large
  - Industry verticals
  - Revenue of the company
  - Employees in the company
  - Number of PCs in the organization
  - Number of servers
  - Existing IT infrastructure
  - Cloud Computing infrastructure in case cloud is deployed
  - IT budget
  - Data centers details

Vertical	Percentage	Revenue/Title	President/CEO	MD/CIO/CTO	Director/VP	Manager	Others
Retail & Consumer	15%	Less than \$ 1 million	30%	10%	11%	42%	5%
Technology & Telecom	20%	\$1 - \$9.9 million	26%	12%	10%	44%	8%
Manufacturing	10%	\$10 - \$49.9 million	18%	14%	12%	47%	9%
Automotive & Transportation	10%	\$50 - \$99.9 million	10%	15%	13%	52%	10%
Healthcare & Pharmaceutical	8%	\$100 - \$499.9 million	5%	14%	8%	62%	10%
Finance & Insurance	15%	\$500 million or more	4%	12%	7%	68%	11%
Government & Public sector	5%						
Professional Services	12%						
Others	5%						

# How to Contact Techaisle for a Cloud Computing Custom Survey



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