

Denver, Colorado - ICT Intuition, LLC asks: “What Do Enterprises Want?”

Enterprises want to buy connected digital services - that’s it. They don’t want to build or maintain or modify them. They want a true service.

Based on surveys of 1003 business leaders across four global regions and five business sectors; we discovered that there is tremendous pent-up demand for connected digital services; but enterprises want service providers to deliver real, honest-to-goodness services; not just pieces of a solution that they have to put together themselves or pay a third party to integrate.

C-level executives, senior directors, and department heads were eager to share their opinions and insights on the current market for connected digital services and what they hope to see from providers going forward.

- 72% are considering buying industry-specific applications as a service
- 66% want the platforms and services to be managed by someone else
- 71% would like to bundle connectivity into products they sell
- 95% would partner with a service provider to offer connected products

With few exceptions, the responses from these business leaders were surprisingly consistent across industries and geographies. Connected digital services will become increasingly popular with enterprises worldwide if - and it’s a big if - the providers of those services make them secure, affordable, easy to buy, and easy to use.

“What Do Enterprises Want?”

1. Introduction
2. Enterprise Scale
 - a. Not as Easy as It Looks
3. Selling Into the Enterprise
 - a. Time to Go Over the Top
4. Integration is Everything
5. Bundling Connectivity and Generating Revenue
 - a. A Matter of Trust
6. Conclusions

For more information or to purchase a copy of the report:

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