



Survey of Web Visitors
Summary Report
(Example Only)

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Conducted by



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Executive Summary

A total of 2142 respondents participated in the Survey of Web Users. The participants were 51% from the **Zone Newsletter Subscribers** who were invited by e-mail and 49% from the zone **Visitor Web-site Pop-up** invitations.

BACKGROUND

Respondents came from companies that averaged 6781 employees, with no significant differences between those invited by email and those invited by Web pop-up. However, Zone 5 (at 9021 employees on average) and Zone 2 (7812 employees average) invitees came from significantly larger companies, while Zone 4 invitees were from much smaller companies on average (2784). Zone 2 and Zone 3 invitees' companies were below the average in size. This size difference accounts for some of the differences between zones in their answers to survey questions.

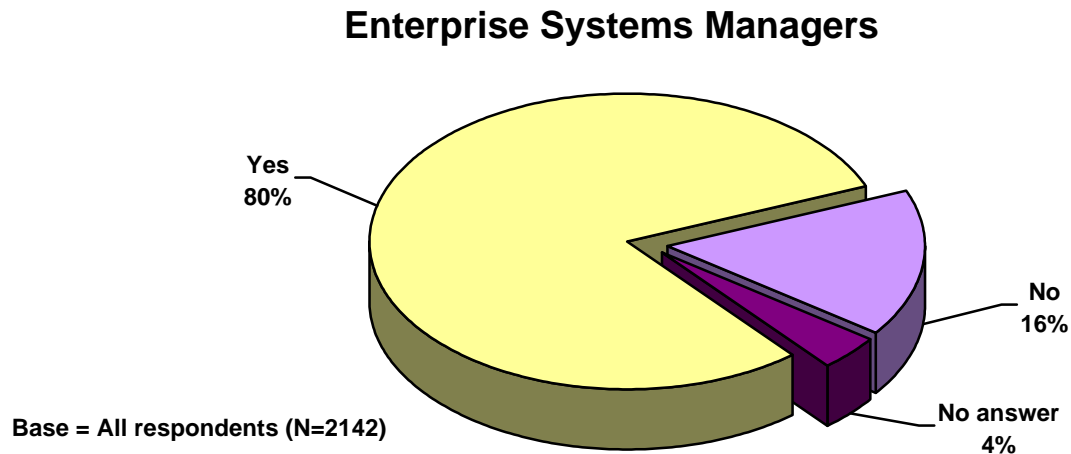
Respondents were very involved in purchasing decisions regarding the following products and services.

Involved in purchasing, approving, evaluating, or recommending:	
Any product or service	95%
Software and tools	89
PC systems and products	76
Enterprise apps (ERP, MRP, etc.)	73
Enterprise tools	71
EBusiness tools	68
Hardware servers	61
CRM	54
Enterprise middleware	51
Storage systems	46
Data acquisition/delivery systems	44
Data visualization/presentation	31
Other	7

Base = All respondents (N=2142)

ENTERPRISE SYSTEMS MANAGERS

The key question in the survey was: *Do you manage any of your organization's enterprise systems?* Eighty percent of all respondents reported they did.



ENTERPRISE VENDORS AND PRODUCTS

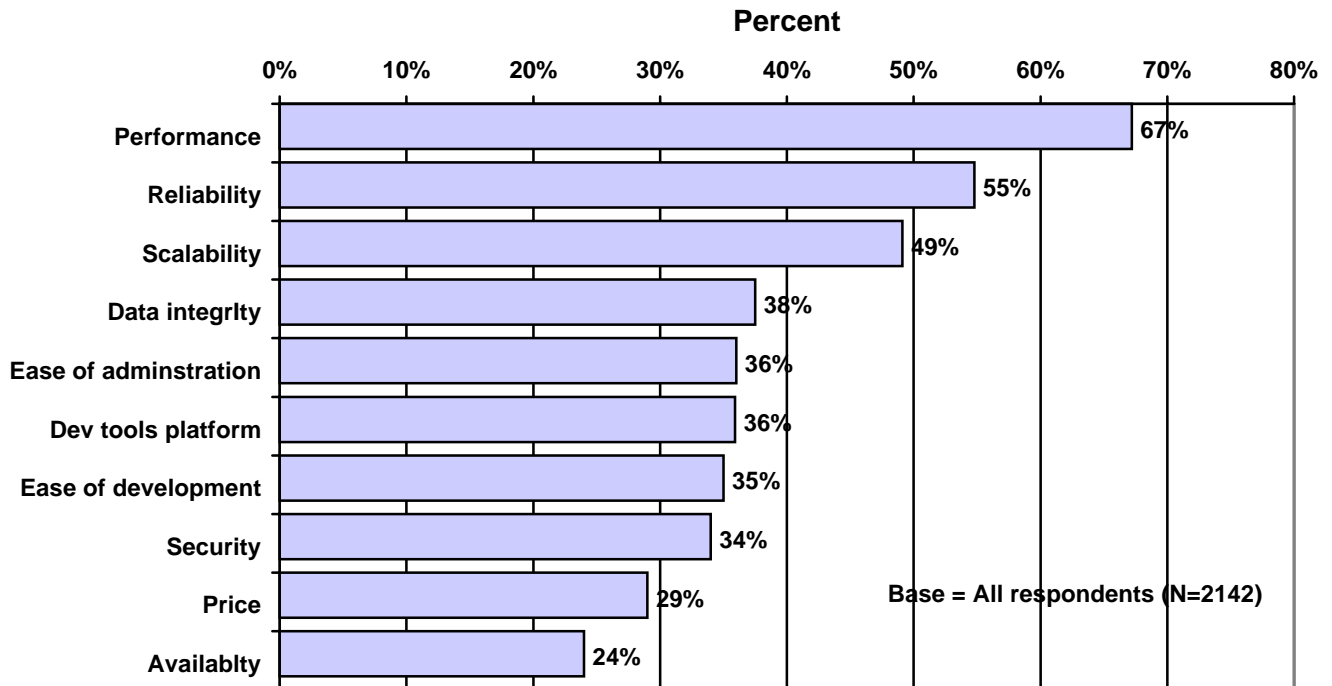
The top seven enterprise vendors with which respondents have familiarity are reported below. Global ABC leads substantially in most categories, the exception being "leading database technology" where Database Enterprise is perceived to be at the same level as Global ABC. Also almost as many respondents are as familiar with Global's XYZ as with Gopal's ABC. Zone 4 respondents (68%) were far less likely to perceive Global ABC server as the leading technology.

Databases	Familiar with	Best DB technology	Primary DB	Primary DB next 12 mos	Installed at site	Plan to purchase	Manage/administer
Global ABC Server	88%	89%	58%	51%	64%	24%	61%
Global XYZ	84	13	6	2	53	9	44
Database Enterprise	58	89	21	21	35	14	23
Ebase Systems	29	3	1	-	7	-	5
Enterprise DB	26	19	2	2	8	1	5
IGH Systems	24	38	6	6	13	2	6
International Systems	12	8	2	1	4	1	2

Base = All respondents (N=2142)

What do respondents look for in selecting a enterprise solutions? The following chart illustrates the 10 chief characteristics. Zone 5 respondents emphasized even more *reliability* (62%) and *data integrity* (47%).

Most Important Attributes in Selecting Enterprise Solutions



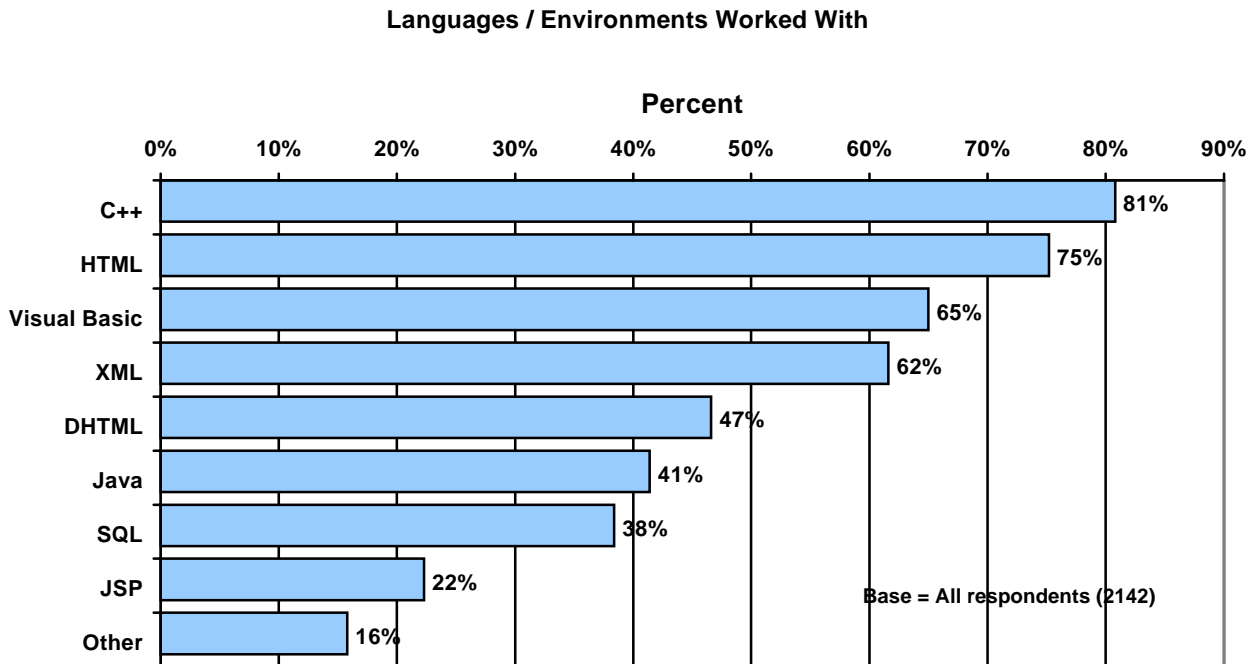
Respondents were asked which enterprise product was the *best* for six of the above attributes. Global ABC Server led all others. However, Zone 1 respondents rated Database Enterprise much higher across the board: as a development tools platform (34%), performance (45%), ease of development (27%), application integration (34%), scalability (56%), and on security (67%).

Databases	As a development tools platform	Performance	Ease of development	Application integration	Scalability	Security
Global ABC	70%	56%	64%	54%	34%	47%
Global XYZ	56	45	31	32	21	45
Database Enterprise	14	29	8	13	30	28
Ebase Systems	10	11	17	14	5	23
Enterprise DB	8	13	11	12	9	14
IGH Systems	5	7	3	3	5	6
International Systems	2	1	3	2	5	8

Base = All respondents (N=2142)

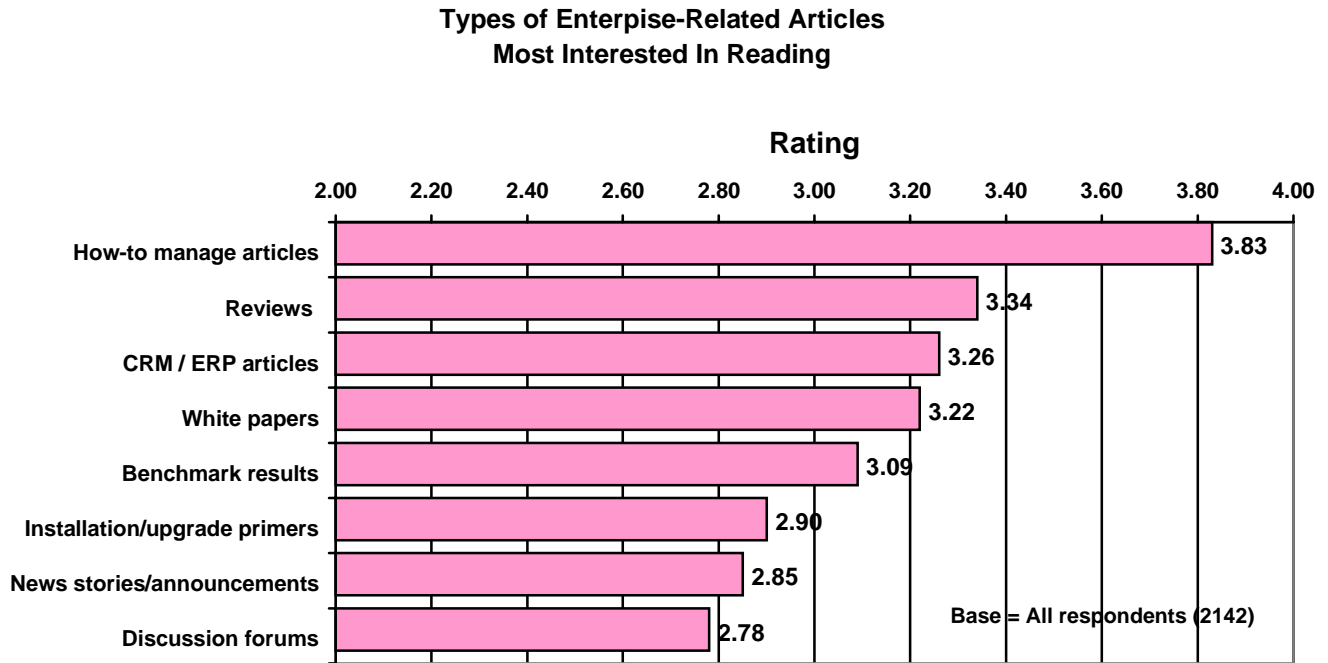
LANGUAGES USED

Respondents worked with the following programming languages and enterprise environments.

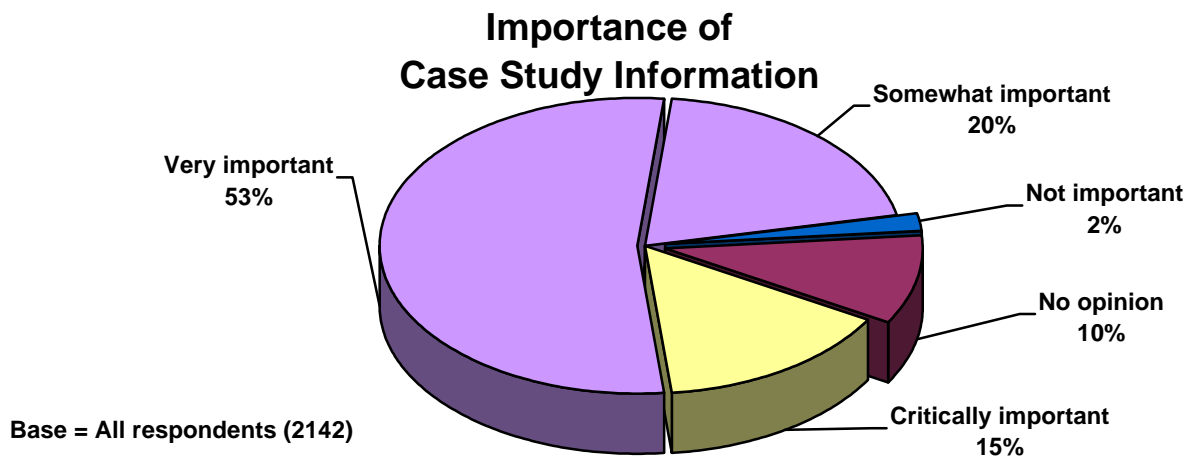


INFORMATION SOURCES

Respondents were also asked what types of enterprise-related articles they are most interested in reading online at HighTech Company's Web site. The following chart shows how they rated their interest based on a four point scale, where 4 is high interest and 1 is not at all interested.



Case study information was important to respondents. Only 2% said it was *not* important.



Products that respondents want more coverage of are consistent with other results in this survey:

Level of Coverage of Enterprise Vendor Products	Mean
Global ABC	2.95
Global XYZ	2.82
Database Enterprise	2.77
EBase	2.52
Enterprise DB	2.41
International Systems	2.34
Big DB Pro	1.83
Okey Dokey Data	1.54
Real Good Systems	1.60

Base = All respondents (2143) 3=More Coverage, 2=Same, 1=Less Coverage

WEB SITES VISITED

Online sites that respondents visit for *technical information related to enterprise solutions* are show in the following chart.

Web sites routinely visited for technical information on app development	
HighEnd.com	74%
G2000Net.com	71
WayBigNet.com	65
EBSETNet.com	48
EnterPrimeNet.com	47
MasterSite.com	28
SystemWorks.com	16

Base = All respondents (2143)

HIGHTECH COMPANY WEB SITE ZONES VISITED

Respondents said they visited HighTech Company Zone 5 on Enterprise Management more than any other zone (96%). See the Detailed Tables Report for how each zone responded to survey questions by size of company, by job title, by purchasing authority, and scope of purchasing influence within the enterprise.

HighTech Company Zones Visited by Respondents

