

INFORMATION TECHNOLOGY



LABELS

- Project Name
- Objective
- Respondent Title
- Geography
- Type Of Interview
- Mode

■ IT Brand Tracker Study

■ To measure and track business awareness and preferences among the top decision makers for business software

■ Strategic Level Officials like CIO, CTO, CISO or VP- IT. Operations as well as those responsible for actual execution of the IT objectives such as software-backup, security, storage, database, server applications etc.

■ US, UK, Australia, Singapore

■ Quantitative

■ CATI

■ Application Quality Management Study

■ With regard to application functionality, performance and/or security of Automated Software Testing Tools

■ The respondents who test software testing process like Software Tester, QA Director, QA Manager, CIO, CTO etc.

■ India, US, UK

■ Qualitative

■ CATI

■ Customer Satisfaction Survey

■ To measure and track business awareness and preferences for specific brands

■ Consumers using different brands of mobile phones India

■ India

■ Quantitative

■ CATI

■ Cloud Computing Study

■ To measure the scope and understanding of IT professional in regards to Cloud Computing

■ Respondent Sample constitutes of Chief information Officer (CIO), Head - IT, Vice President - IT, Senior Vice President-IT, Executive Vice president-IT, Director – IT, General Manager - IT, Manager-IT

■ UK, US

■ Quantitative

■ CATI