Forrester's Business & Technology Buyer and User Data delivers 360 degree insights across all IBM buyer roles and offering categories

Buying Priorities & Journey
- Business & Technology Strategic Priorities
- Decision Influencers
- Information Vehicles
- Content Needs

Buyer Attitudes & Behaviors
- Technology usage preferences
- Technology policy attitudes
- Organizational attitudes

Technology Adoption
- Disruptive technology adoption
- Migration to newer technologies
- Preferred solution providers

Technology Spending
- Overall technology budget levels
- Business investment in technology solutions
- Allocation of budget for specific solutions

Technology Inhibitors
- Barriers to success
- Experiences with existing investments
- Perception of IT policy

Purchasing Drivers
- Business drivers for purchasing
- Technology drivers for purchasing
- Desired outcomes for investments

Forrester Business Technographics® is an essential resource for IBM

1. It equips IBM Marketing with a **deep, 360 degree view of IBM's key buyer professions.**

2. It provides prescriptive insights to help IBM Marketing teams deliver the most effective message and content, spend their limited dollars on the most impactful programs, and deliver **best-in-class buying experiences**, especially in the digital channel.

3. It makes Marketing teams more agile, while avoiding costs. As a long-running, robust, syndicated service, IBM gets access to instant insight, trendable over time. And, it saves IBM from expensive, time-consuming primary research on buyer priorities and journeys.