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Bitpipe Network User Study

Readership and Usage of White Papers in the IT Buying Process

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Executive Summary

Purpose:

The purpose of this study was to identify how white papers are used by IT professionals in the buying process for technology products and services. Information sought included the number of white papers technology professionals downloaded within the last year; actions taken by IT professionals after downloading white papers; influence of white papers on the direct purchase of a product or service; influence of a white paper on technology professionals' perception of a vendor/supplier; purpose for reading white papers; and their overall utility.

Summary:

White papers continue to play a critical role in the buying cycle, as demonstrated by the number of downloaded white papers a year (average = 30), and the extent that they are passed along to supervisors and colleagues. After reading a white paper, 72% of all respondents contacted a vendor or reseller/distributor for additional information about their product or sent a white paper to a supervisor with a recommendation.

Over half (57%) of respondents reported that their reading of a white paper influenced a product buying decision. White papers also lead to building a positive opinion of a company. 86% said that the availability of high quality white papers raised their opinions of that particular company and/or their products and services.

The Bitpipe Network User Study validates the effectiveness of white papers as an important tool to educate IT professionals during the buying process. Most access white papers to learn more about a company's products or technology (89%) and to specify and recommend specific companies, product and services (52%).

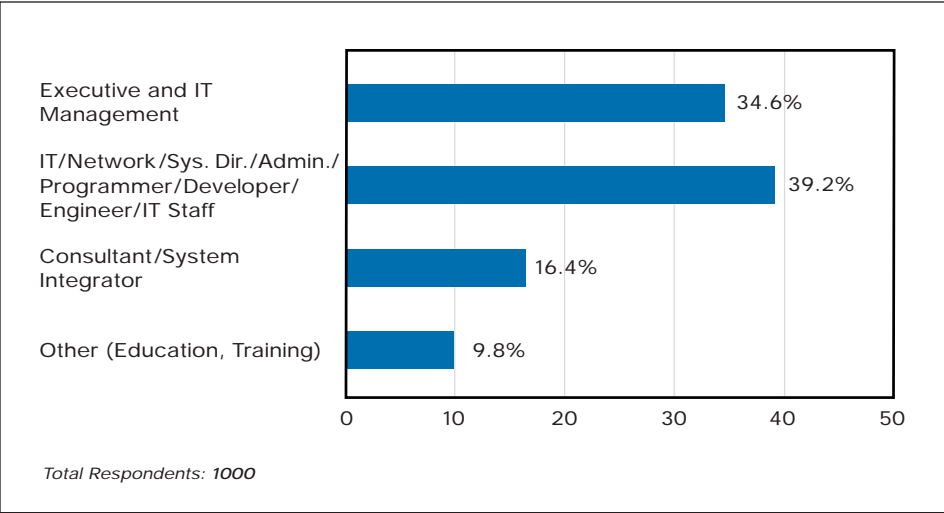
White papers are an invaluable tool in the IT professional's product buying process, with 86% indicating that white papers are helpful or extremely helpful to them.

Methodology:

The Bitpipe Network User Study was conducted over a one-month period (January 2004) using Bitpipe's KnowledgeAlert opt-in newsletter subscriber list of IT professionals. It was conducted through a third party online survey service, InsightExpress (www.insightexpress.com). A drawing for an American Express Gift Cheque was used as an incentive. As of January 21, 2004, the closing date of the survey, 1000 responses had been received.

Study Results:

1: What is your job title?

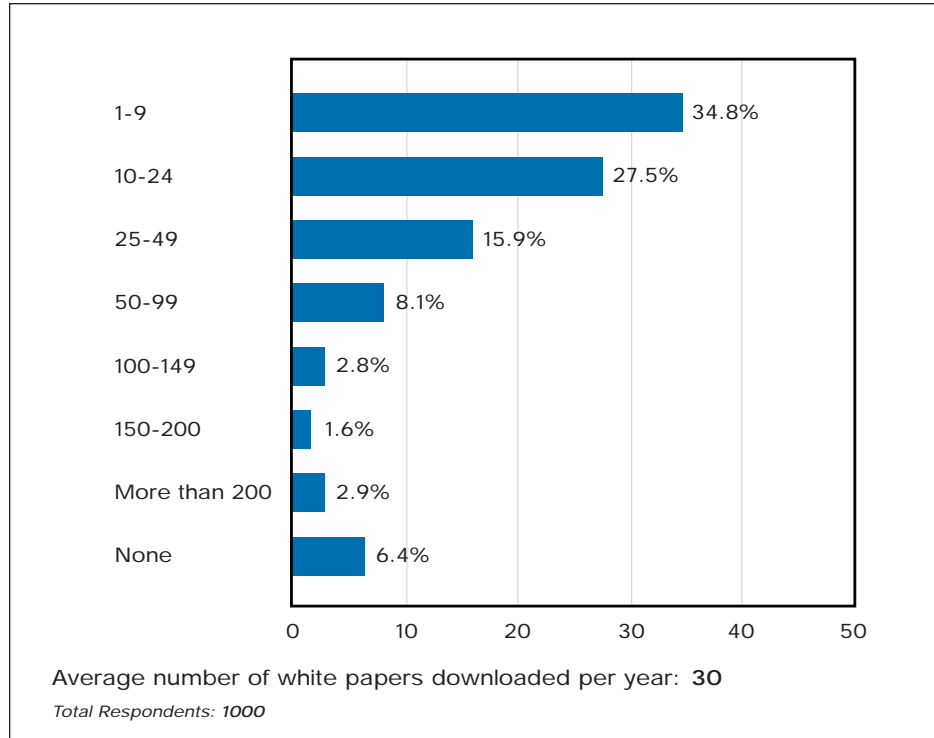


2: How many employees does your organization have?

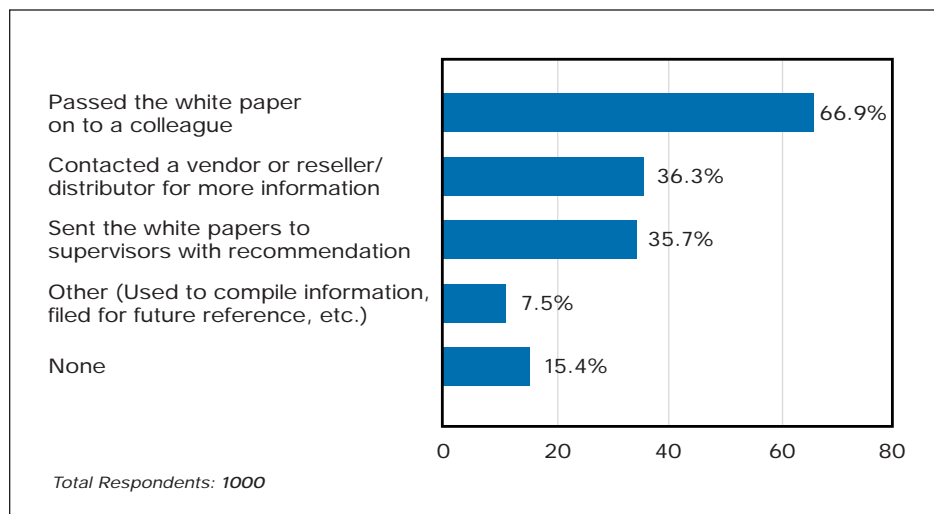
10,000 or more	12.1%
1,000-9,999	16.5%
100-999	26.6%
Less than 100	44.8%

Total Respondents: 1000

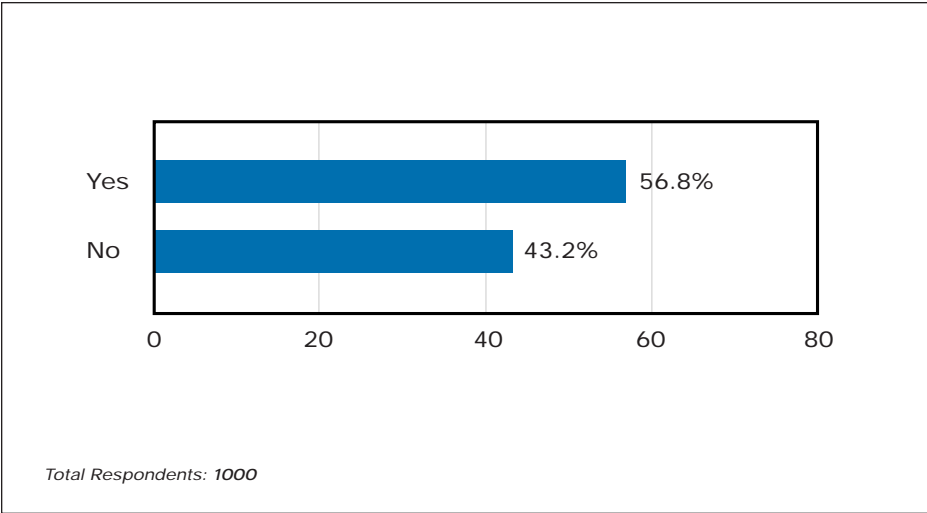
3: In the past 12 months, approximately how many IT vendor white papers have you downloaded from the web?



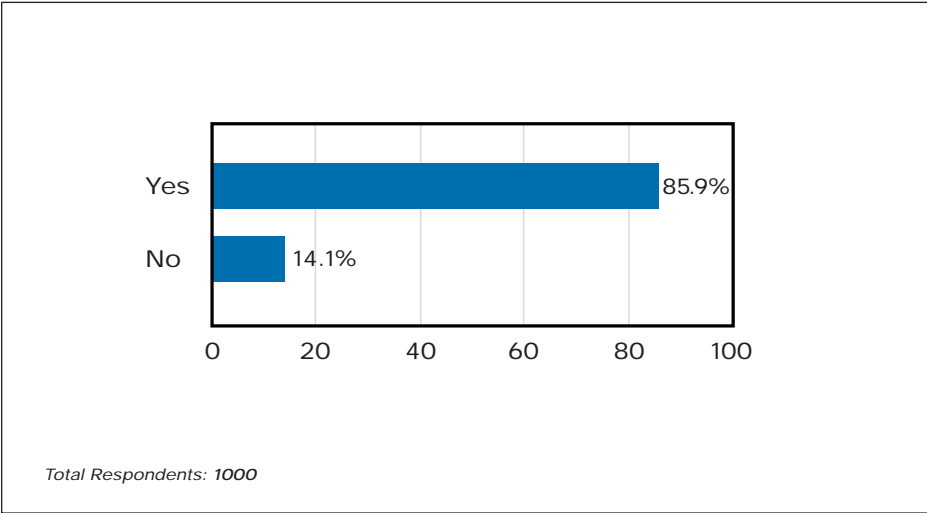
4: After downloading a white paper, have you ever taken any of the following steps? (Select All That Apply)



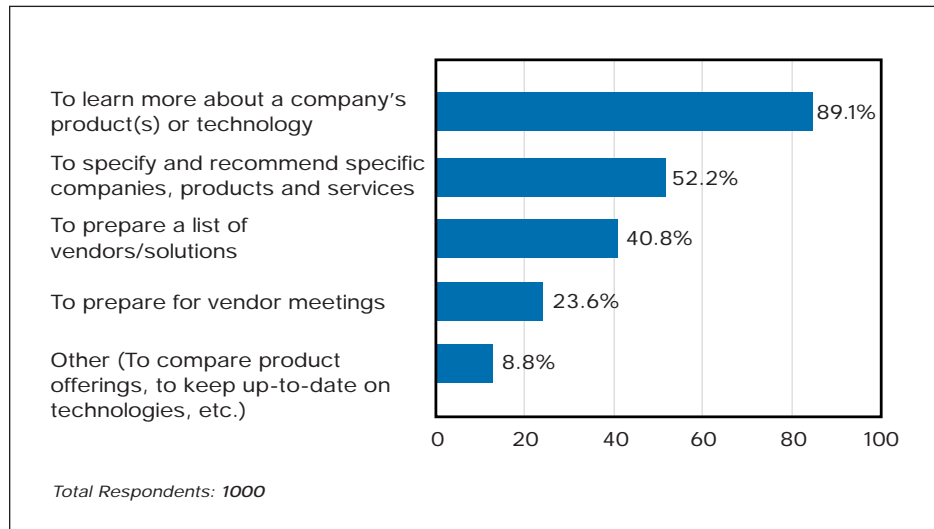
5: In the last 12 months, has your decision to purchase a vendor's product or service been influenced by what you read in a white paper?



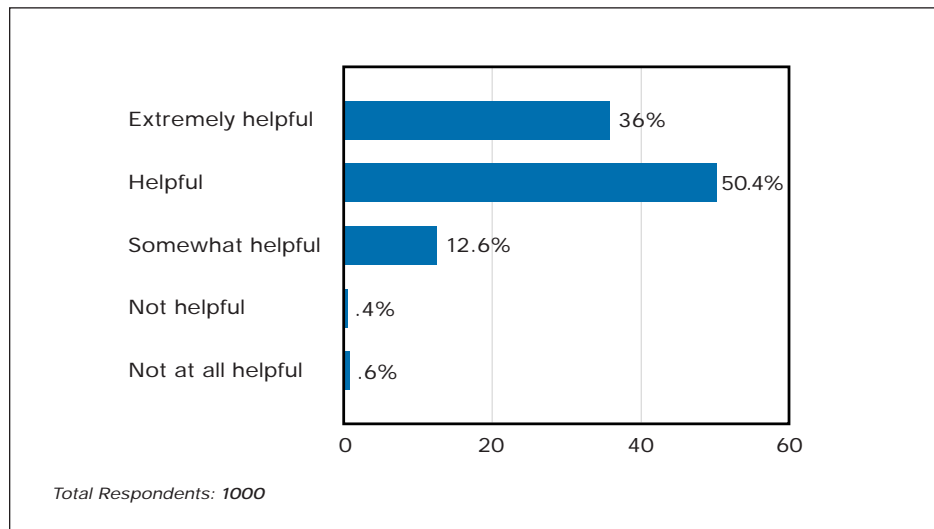
6: Does the availability of a high quality vendor white paper positively influence your opinion of a company and/or their products and services?



7: Why do you read white papers? *(Select All That Apply)*



8: How would you rate the helpfulness of white papers?



About Bitpipe

Bitpipe, Inc. (www.bitpipe.com) is the leading source of in-depth information technology content including white papers, product literature, webcasts, analyst reports and case studies.

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