



A Call For Action: The SIM IT Trends Study Is Going Global!

Over the past 38 years, the SIM IT Trends Study has grown to become **the most comprehensive source of IT issues and trends in the world**. An overwhelming majority of respondents (94.3%), however, are based in the United States. To better understand the global IT climate, **the research team has launched an initiative to expand data collection from IT professionals around the world**. Our specific target in 2017 is the European market, but we welcome participants from anywhere in the world.

To do this, we need help from IT professionals like yourself! If you have IT contacts in Europe or other international locations, please share the link below with them. Participants should expect to spend 10-15 minutes answering the first half of the survey and if they would like to continue taking the full survey, it may take an additional 15-20 minutes. More responses means better cross-cultural comparisons and more insight into globalized IT usage and concerns. It only takes a minute to share the link so please forward to your colleagues around the world!

SIM's International IT Trends Study 38th anniversary questionnaire is located at:

https://unt.az1.qualtrics.com/jfe/form/SV_3WZIWpH4OHVAueF?src=sb.

Just a reminder that SIM is also offering special sponsorship opportunities for the IT Trends Study. **Your company can gain exposure to more than 4,000 IT executives, who manage well over \$250 billion in annual IT spending, at a special 25% discount.** All sponsors will get their company names prominently featured in the comprehensive report (set to be released in December), included on the personalized benchmark reports sent to all 1200 survey participants (around October 1st), be recognized in signage and more at the **SIM Connect Live Conference in April 2018, get big discounts on conference sponsorships**, and will be featured in future articles such as this one.

We are thrilled to have two great sponsors already and would love to feature your company as a sponsor as well. For more information on sponsorship opportunities, contact Porter Rice (price@simnet.org) or Leon.Kappelman@unt.edu.

Platinum Sponsor



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