

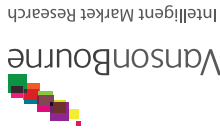


vansonbourne.com/research-insights

If you'd like to know more, the detailed analysis behind these headlines is in the Recent Insights section of our website:

SCIENCE NOT ART

only 10% of marketers say creativity is the most valuable marketing skill



HEADLINES

Recent Insights:



IT Security Insight
Security challenges for UK enterprises



Social Media
the key to buyer engagement?



Tech Marketing
Power, disruption & leads: tech marketing in the social economy

At a glance infographics:



UK Mobile Strategy
Mobile strategy in UK mid-market and enterprise businesses



A Corporate View of 4G
Are UK businesses looking to take advantage of 4G coverage?

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IT SECURITY

65% of ITDMs say spend on IT security has increased in last 3 years

4G 6 in 10 organisations hope to harness the potential of 4G coverage

TECH MARKETING

More than 1/3 of tech marketers say they are bringing marcoms work in-house

SOCIAL MEDIA

73% of ITDMs redistribute information via social media

MOBILE STRATEGY

8 in 10 organisations have a mobile strategy in place for their employees

SOCIAL MEDIA

52% increase from 2010 to 2013 in ITDMs describing social media as useful information channel

TECH MARKETING

4/5 tech marketers say budget reduction is a key trend

IT SECURITY

58% of enterprises are not entirely confident of the controls/protection they have against ANY security threat

MOBILE STRATEGY

7 out of 10 have mobile strategies in place for their customers

4G More than 7 in 10 organisations believe 4G will bring added value and benefits to their customers and employees

