Audience Demographics

“Our audience is comprised of core IT and cloud executives, managers and practitioners from organizations of all sizes and verticals across the United States. These are the people who make or heavily influence the purchase and deployment of new technologies.” —Scott D. Lowe, CEO, ActualTech Media

Company Size

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 100</td>
<td>18%</td>
</tr>
<tr>
<td>100 to 249</td>
<td>11%</td>
</tr>
<tr>
<td>250 to 499</td>
<td>10%</td>
</tr>
<tr>
<td>500 to 999</td>
<td>11%</td>
</tr>
<tr>
<td>1,000 to 2,499</td>
<td>15%</td>
</tr>
<tr>
<td>2,500 to 4,999</td>
<td>7%</td>
</tr>
<tr>
<td>5,000 to 7,499</td>
<td>6%</td>
</tr>
<tr>
<td>7,500 to 9,999</td>
<td>4%</td>
</tr>
<tr>
<td>10,000 to 19,999</td>
<td>6%</td>
</tr>
<tr>
<td>20,000 or more</td>
<td>12%</td>
</tr>
</tbody>
</table>

Company Highlights

- Walmart
- Fedex
- UPS
- Lowe’s
- Starbucks
- AT&T
- Pepsi Co.
- Wells Fargo
- Kaiser Permanente
- General Motors
- Disney
- US Navy
- McDonald’s Corporation
- Bank of America
- Marriott International
- Comcast
- Verizon
- Boeing
- Pfizer
- American Airlines
- Lockheed Martin
- Northrop Grumman
- RBC
- TD Bank
- NBC Universal
- 3M
- ADP
- Metlife
- Capital One
- Delta Airlines
- All State
- Dominos
- Eli Lilly
- NASA
- USAA
- PayPal
- Booz Allen Hamilton
- Bank of America
- Wells Fargo
- AT&T
- Pepsi Co.
- Walmart

93% play a role in the purchase process
Health Care: 12%  
Information Technology: 12%  
Financial Services: 9%  
Education (University): 8%  
Business Services: 7%  
Govt. (State/Local): 6%  
Other: 5%  
Telecommunications: 4%  
Education (K-12): 4%  
Construction/Engineering: 3%  
Retail/Wholesale: 3%  
Govt. (Federal): 3%  
All Others: 16%

Industries

Which areas best describe all of your functional responsibilities in IT?

Security: 48%  
IT Ops or Service Mgmt.: 41%  
Networking: 40%  
Disaster Recovery: 39%  
Architecture/Planning: 39%  
Data Protection/Backup: 38%  
IT Project Management: 38%  
IT Mgmt. and Strategy: 37%  
Application Admin/Support: 36%  
Storage: 35%  
Service Desk/Help Desk: 28%  
Cloud Computing: 28%  
x86 Servers/Virtualization: 26%  
IT Generalist: 26%  
EUC/VDI/Endpoints: 25%  
Database Admin/Support: 24%  
Business Analyst: 16%  
Unified Comms/Telephony: 14%  
Data Science/AI/ML: 9%  
Mainframe/UNIX systems: 6%  
All Others: 1%