bwwmediagroup

FUEL FOR SERIOUS TECHNOLOGISTS

2019 AUDIENCE SURVEY

Flagship Properties:

Petri | Thurrott™

Inquiries: 1.929.251.8202 | advertising@bwwmediagroup.com

Petri
IT Knowledgebase

76%
of Petri audience is part of their organization's IT purchase decisions

Website Traffic

Monthly Pageviews	**1.2 Million**	Monthly Sessions	**838K**

Email

Petri Database	**191K**	Petri O365 & SharePoint	**66K**

Reach

Petri Insiders	**88K**	Dedicated Email Open Rate	**10.3%**

34K
Twitter Followers

10K
Facebook Followers

3K
LinkedIn Group

www.petri.com

Thurrott™

65%
of Thurrott visitors rank O365 as one of their most important topics

Website Traffic

1.1 Million Monthly Pageviews	**726K** Monthly Sessions

Email

30K Thurrott Daily Newsletter Subscribers	**25%** Open Rate	**30%** CTOR Click Thru on Open Rate

Reach & Engagement

152K
Twitter Followers

3K
Facebook Followers

avgs. **12**
Comments per Article Post

www.thurrott.com

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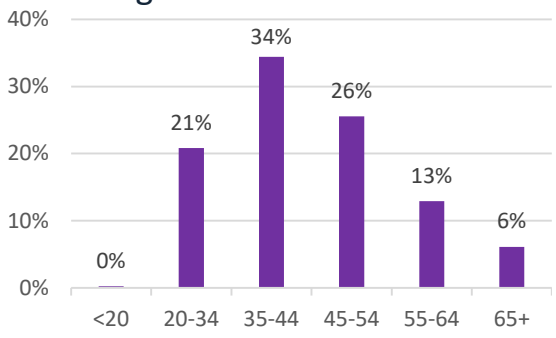
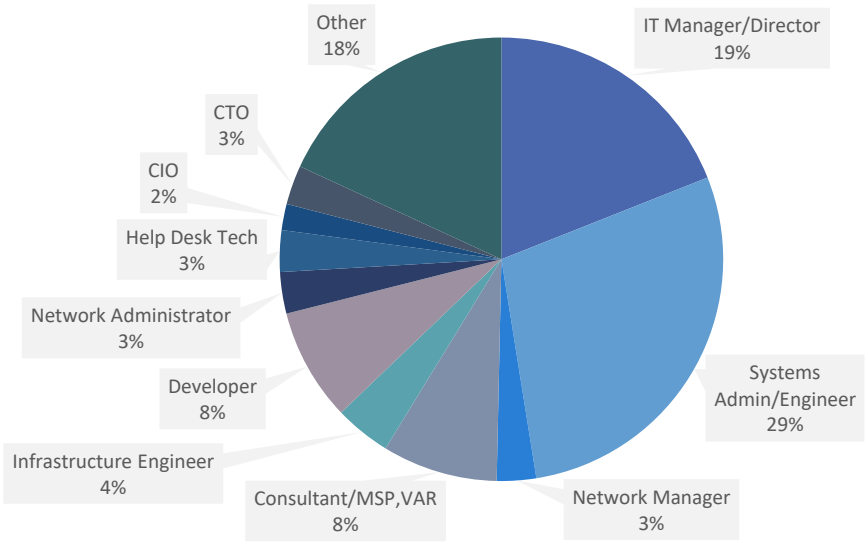
Thurrott™

Petri.com Audience | Demographics

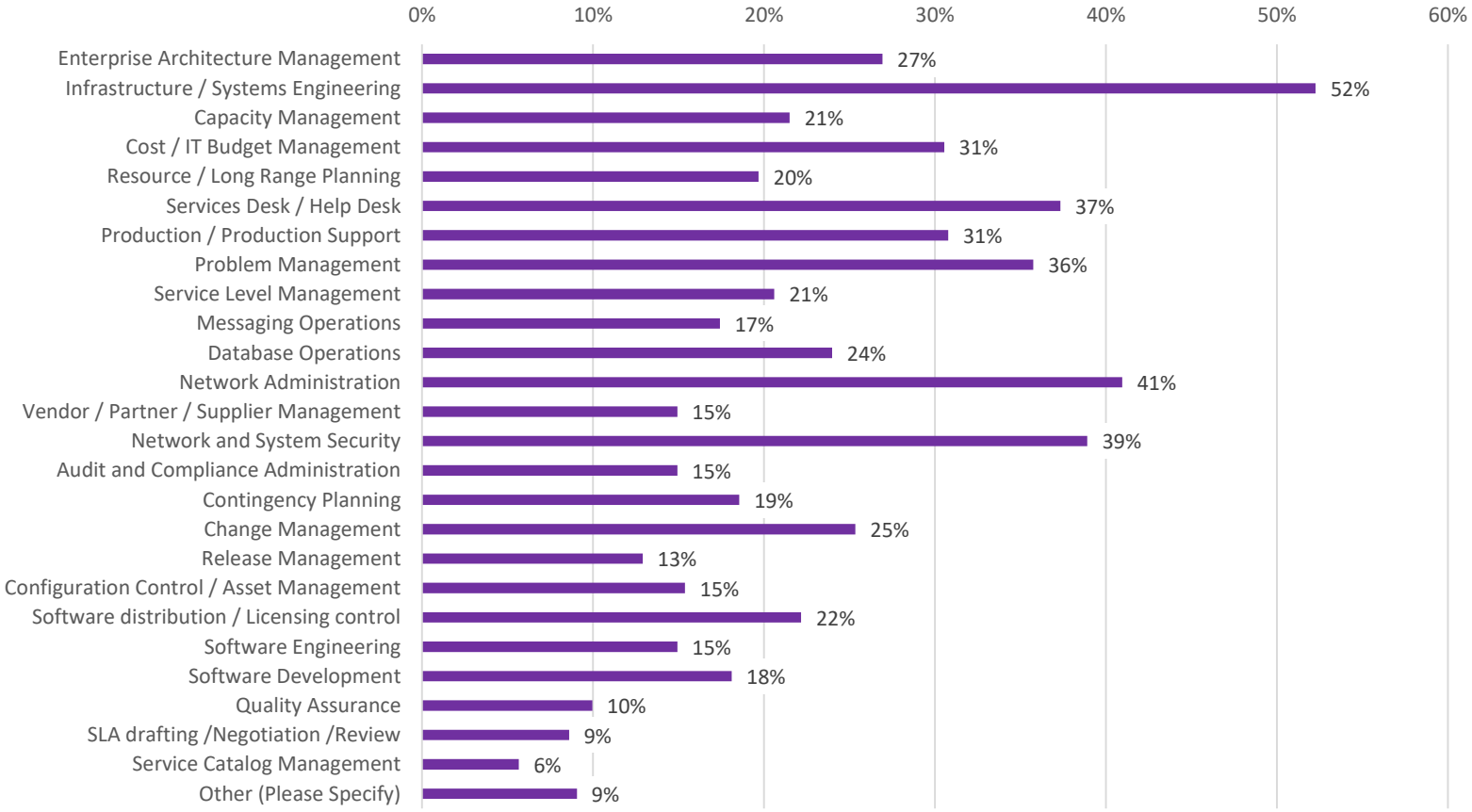
Age of Petri Audience



What best describes your current job title?

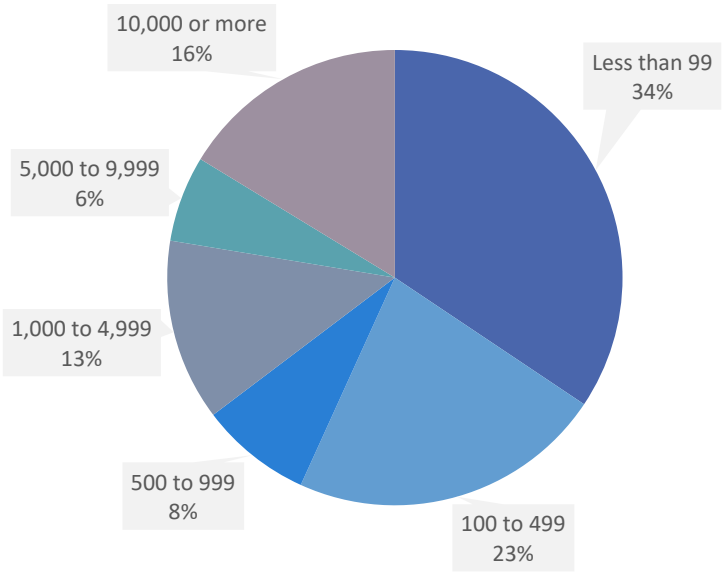


Which functional role(s) do you perform at work?
(choose all that apply)

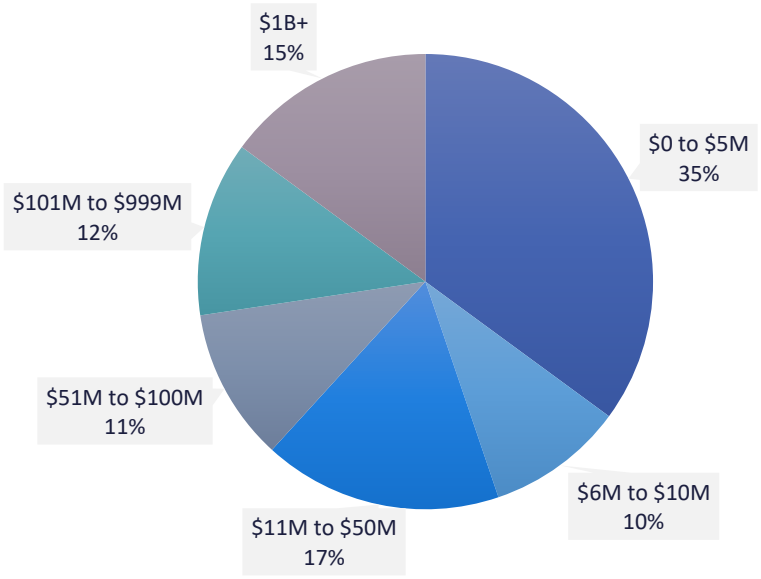


Petri.com Audience | Demographics

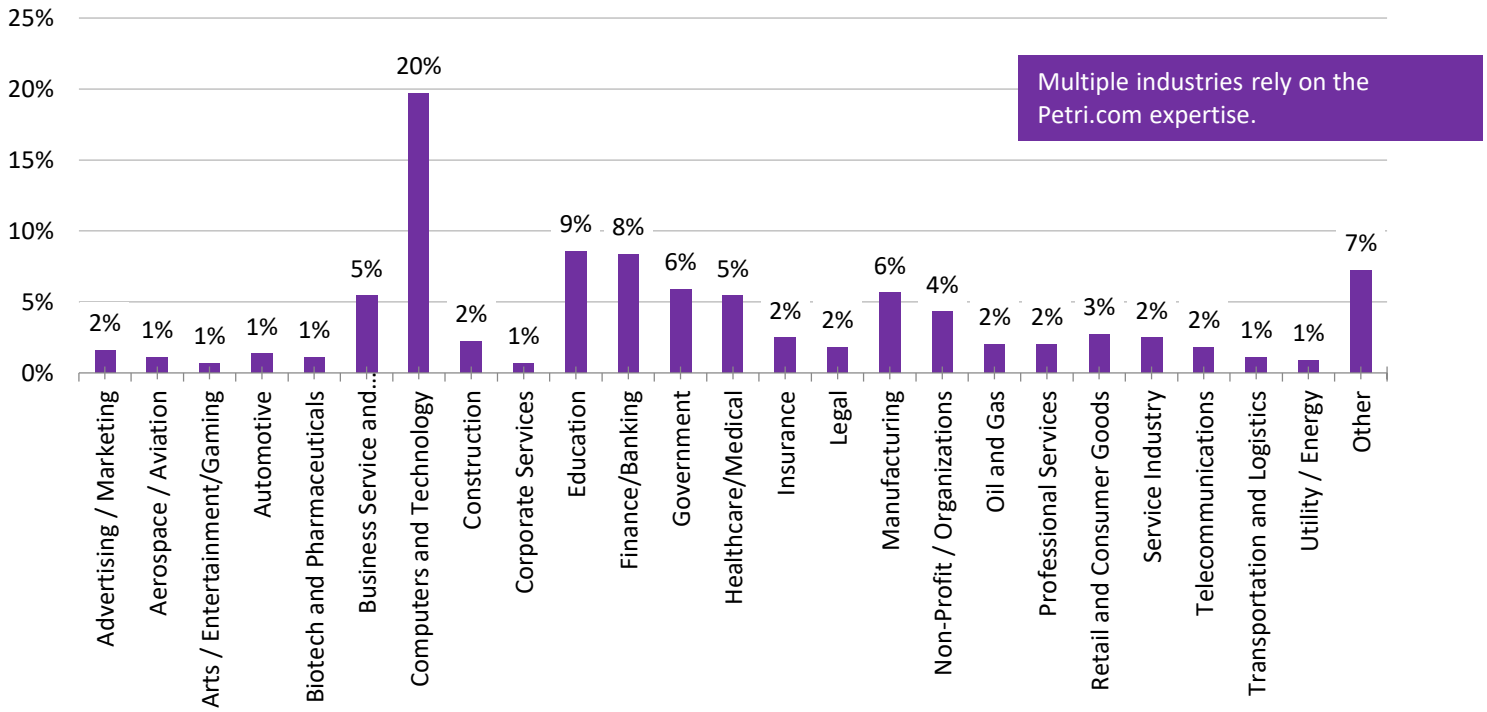
Number of Employees



Annual Organization Size in Revenues

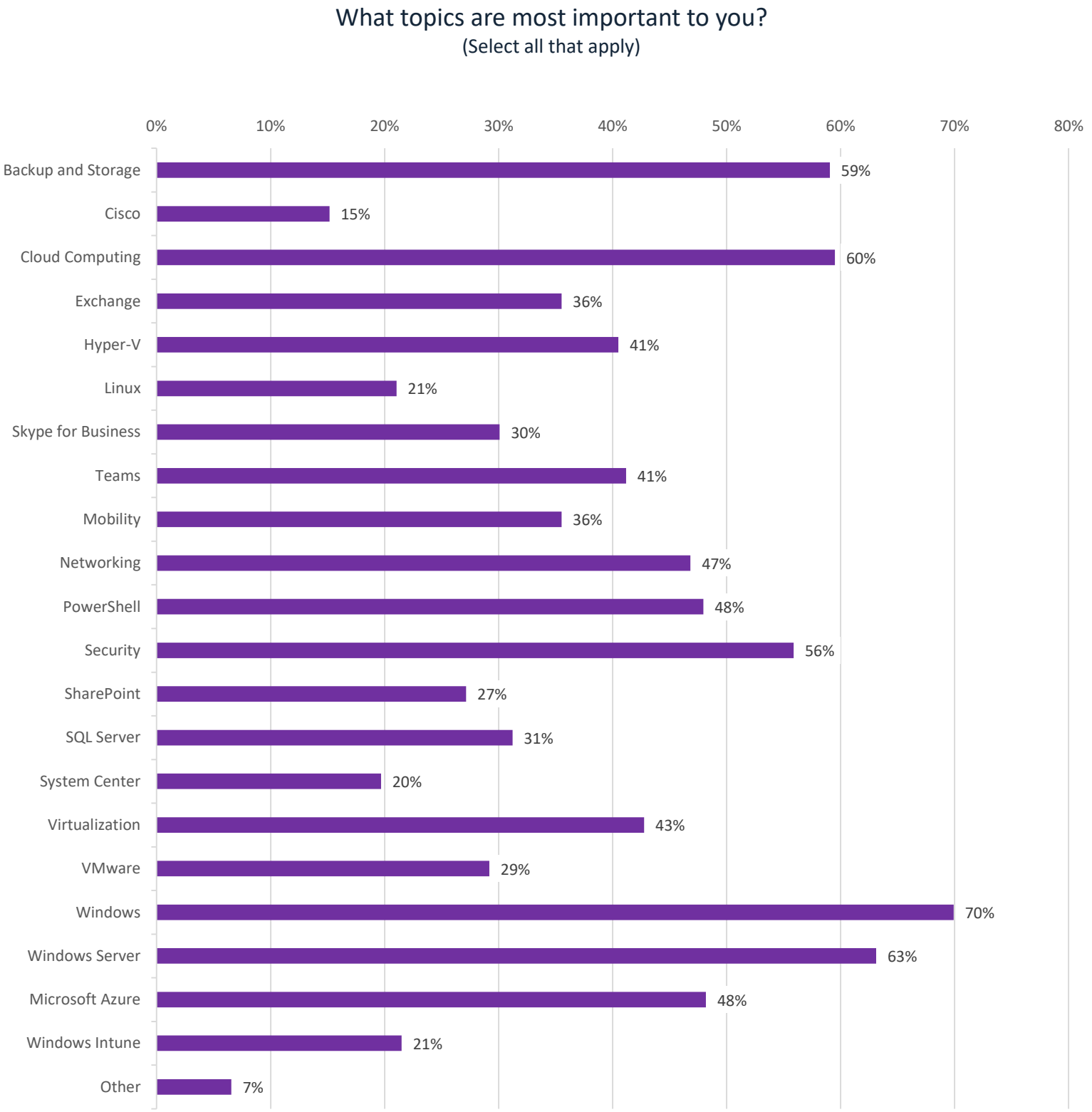


What is your industry?



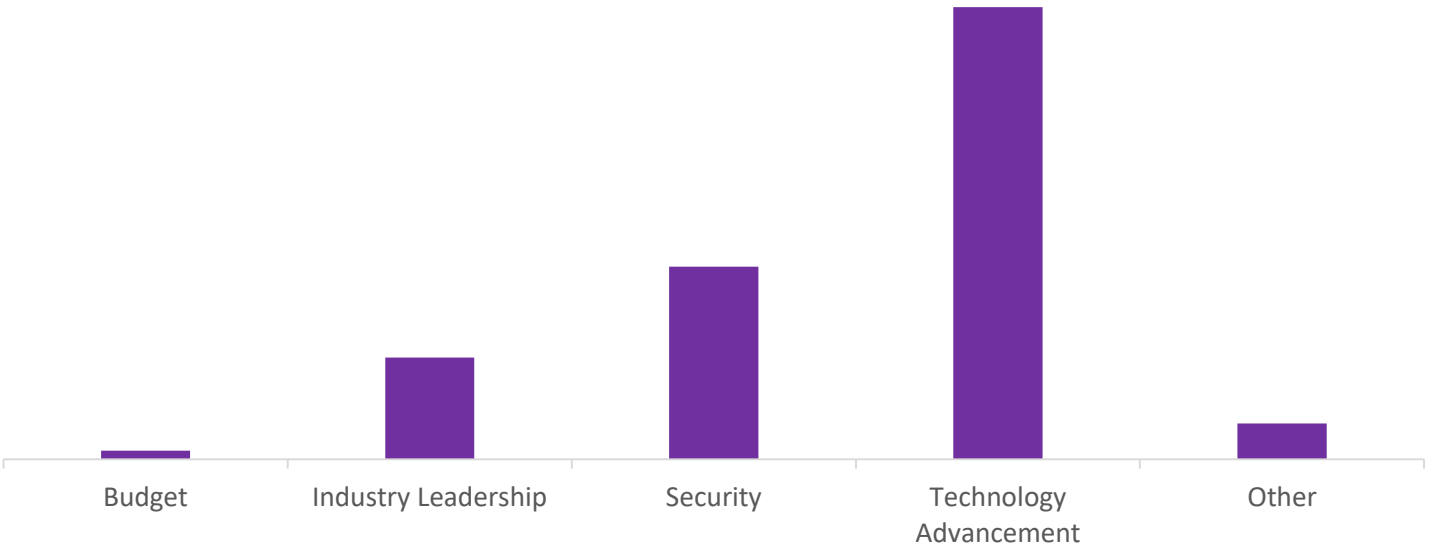
Multiple industries rely on the Petri.com expertise.

Petri.com Audience | Industry Topics & Concerns



Petri.com Audience | Industry Topics & Concerns

What is your biggest priority in for 2019 when it comes to what you need to accomplish in your current role at your organization?



BUDGET
Petri audience did not declare that Budget was an overwhelming concern in 2019 when it came to activities they needed to accomplish in their current roles.

INDUSTRY LEADERSHIP
The Petri audience that signaled Industry Leadership as the biggest priority to accomplish in 2019 further referenced “setting the standard” or being a “role model organization” was part of their mandate. Others pointed out that industry leadership for their organization included “Marketing,” “Growth,” “Business Continuation,” “Certifications,” and the “release of new products.”

SECURITY
Security topics the Petri audience detailed as their biggest priorities in 2019 included system security, security management, and disaster recovery.

TECHNOLOGY ADVANCEMENT
When speaking of Technology Advancement as their biggest priority in 2019, the Petri audience named the following specific technology topics under their directive: current documentation, compatibility, upgrades, updates, PAM for ADD, migrations, deployments, automation, storage/backups, better system performance, scalability, solid SaaS, cloud first, modernize equipment, Windows 10 rollout, O365, enterprise packages, stability, and virtualization.

OTHER
Notable are the descriptions that the Petri audience shared about Other priorities in 2019: customer service, training, hiring, time management, and company or team reorganizations.

Petri.com Audience | Industry Topics & Concerns

When you think of what you need to accomplish in 2019, what are your biggest concerns?

BUDGET
Although Budget was the lowest ranking priority for what the Petri IT Professional audience needs to accomplish in their role, it was their third highest ranking concern. Our audience defined costs, resources, funding and capital as their top budgetary concerns for 2019.

TIME
The Petri IT Professional audience described their 2019 Time concerns were specifically around time management, not having enough time and concerns with downtime.

SECURITY
Security was a slightly higher concern than Time for 2019 with the Petri IT Pro audience. Their concerns circled around system security, security management, disaster recovery, and cloud security.

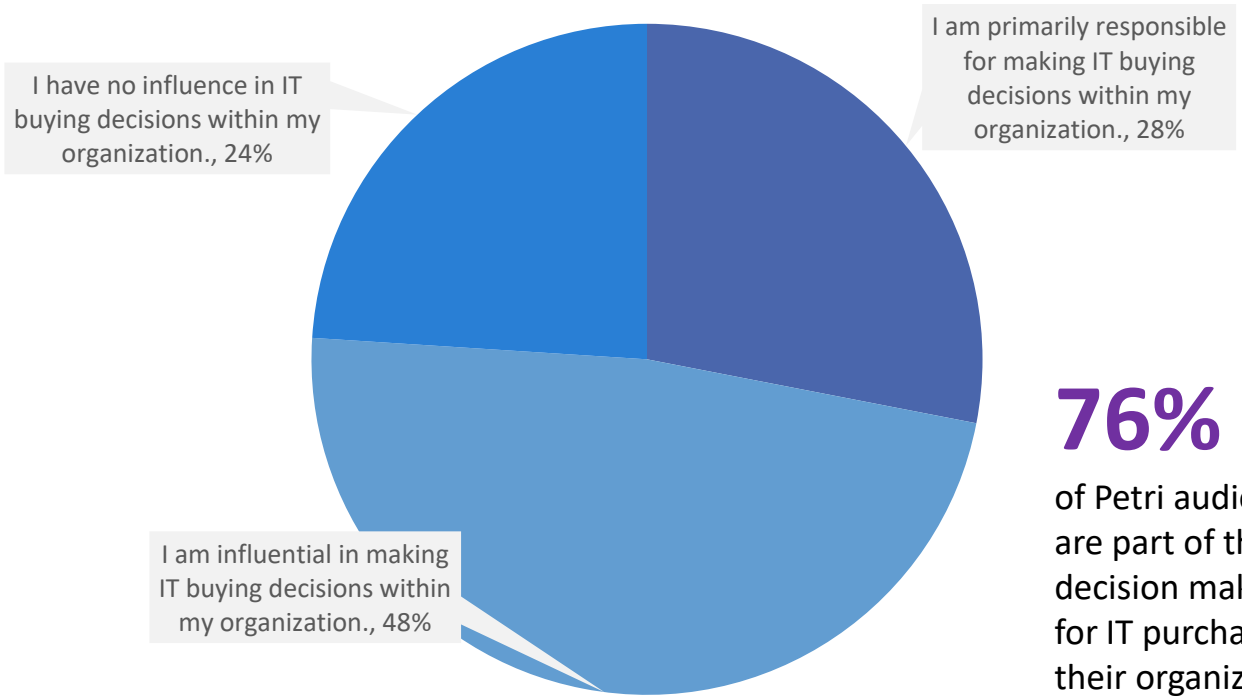
TECHNOLOGY TRENDS
The number one concern of the Petri IT Pro audience is Technology Trends. Getting current updates on upgrades, migrations, deployments, automation, software changes, tools, implementation, and the pace of technology changes were the top Technology Trends topics.

TEAMWORK
After keeping up with changing technology, Teamwork was a huge concern of the Petri IT Pro audience. The topics of concern for the Petri audience included: management, staffing, training, collaboration, knowledge, expertise, support, stress, too many meetings, D-level support, capability, experience, vision, and age of team.

CUSTOMER DEMAND
While not the biggest concern of the Petri Audience for 2019, but still on the list, is Customer Demand. The Petri audience sited concerns about not being able to meet customer demand or expectations.

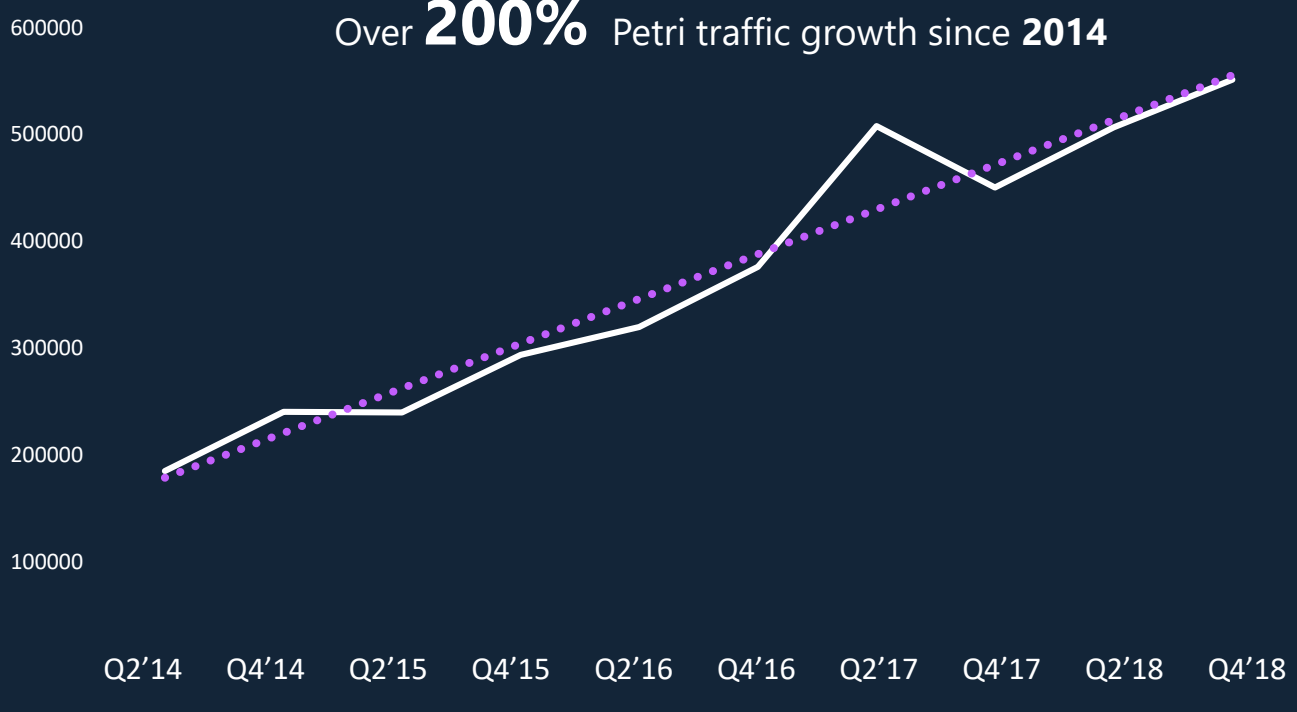
Petri.com Audience | Industry Topics & Concerns

What best describes your role in IT buying decisions in your organization?

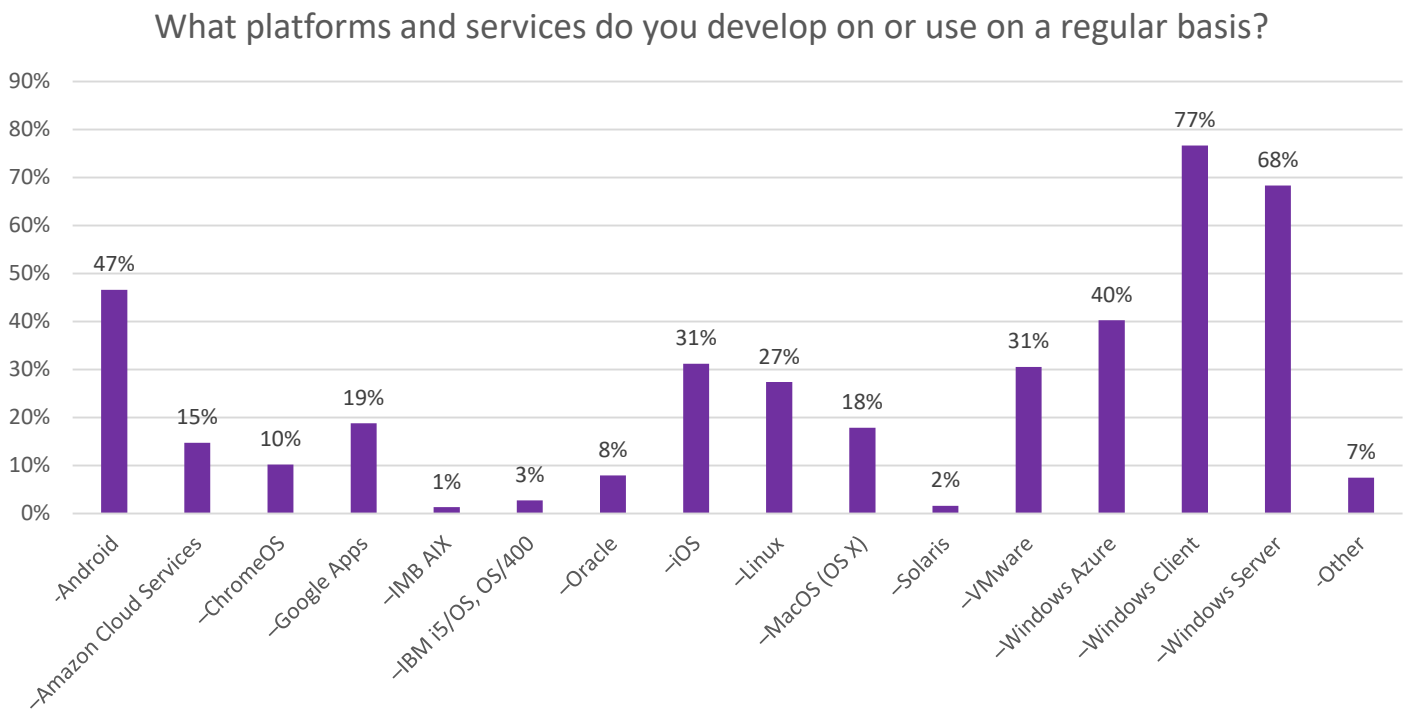


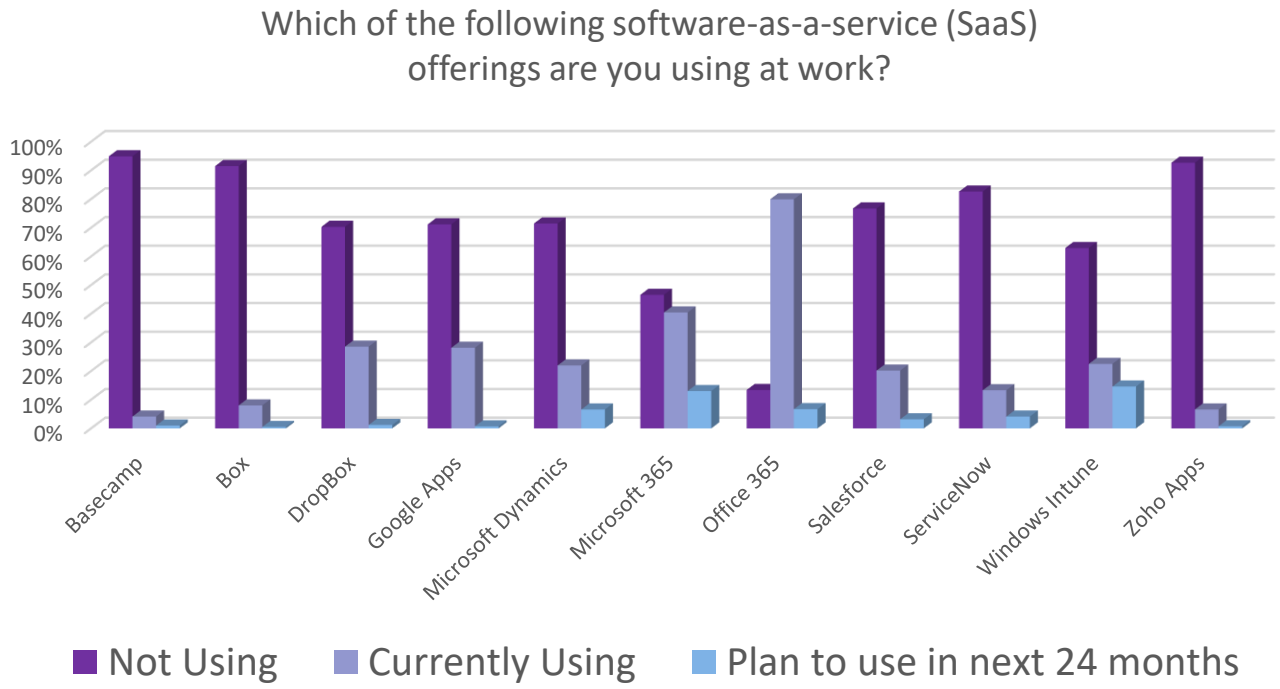
76%

of Petri audience are part of the decision making for IT purchases in their organizations



Petri.com Audience | Industry Topics & Concerns





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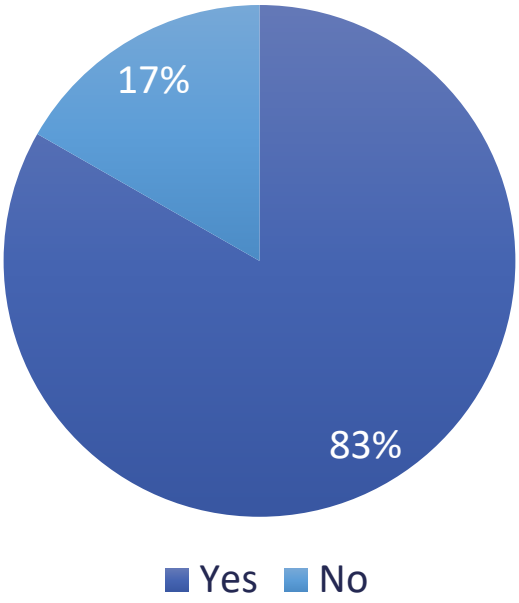
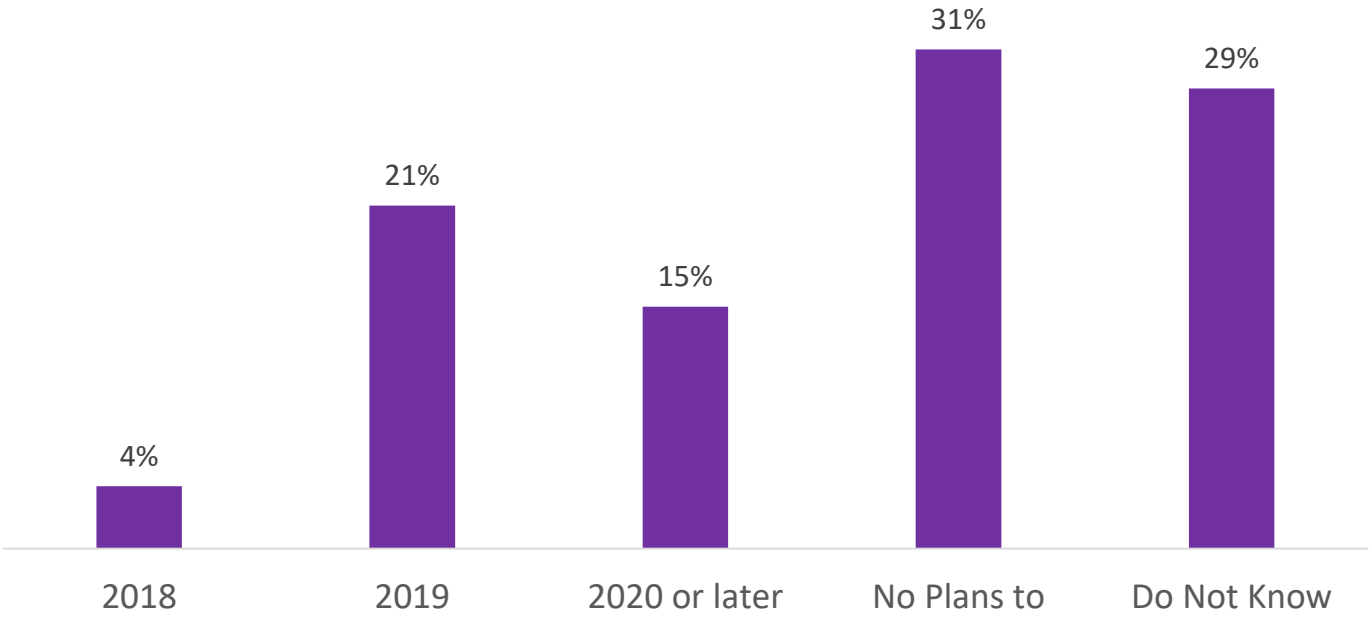
Petri.com Audience on Microsoft

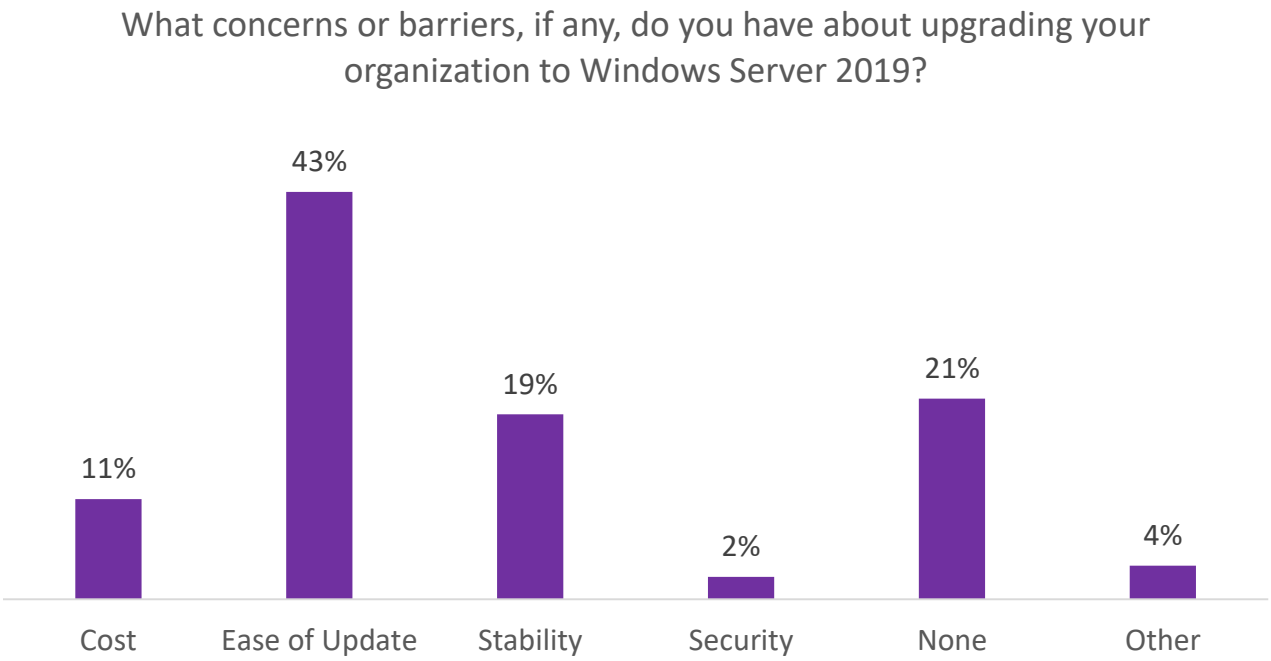
Are you aware that Windows Server 2019 is launching this year?



When is your organization planning to upgrade to Windows Server 2019?



Petri.com Audience on Microsoft



COST
The Petri IT Professional audience did not overwhelmingly mention cost as a concern to upgrading to Windows Server 2019. When cost was mentioned as a reason not to upgrade, it was mentioned more as a budget barrier than an actual concern.

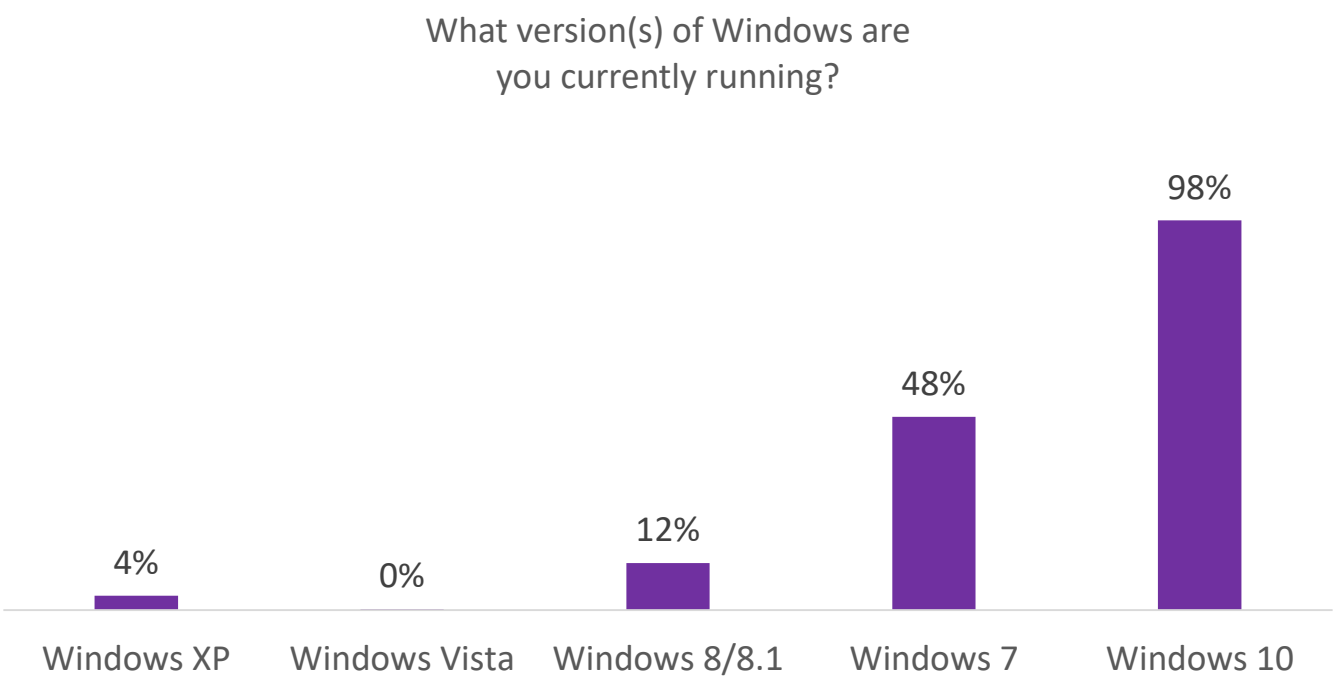
EASE OF UPDATE
Our audience elaborated on upgrading concerns describing it as inconvenient, anxieties around issues with 3rd-party compatibility, legacy compatibilities, aging infrastructure worries, ease of integration fears and the process being too time consuming. The audience also mentioned having caution around a new OS in their infrastructure and some said they haven't even deployed Windows Server 2016 yet.

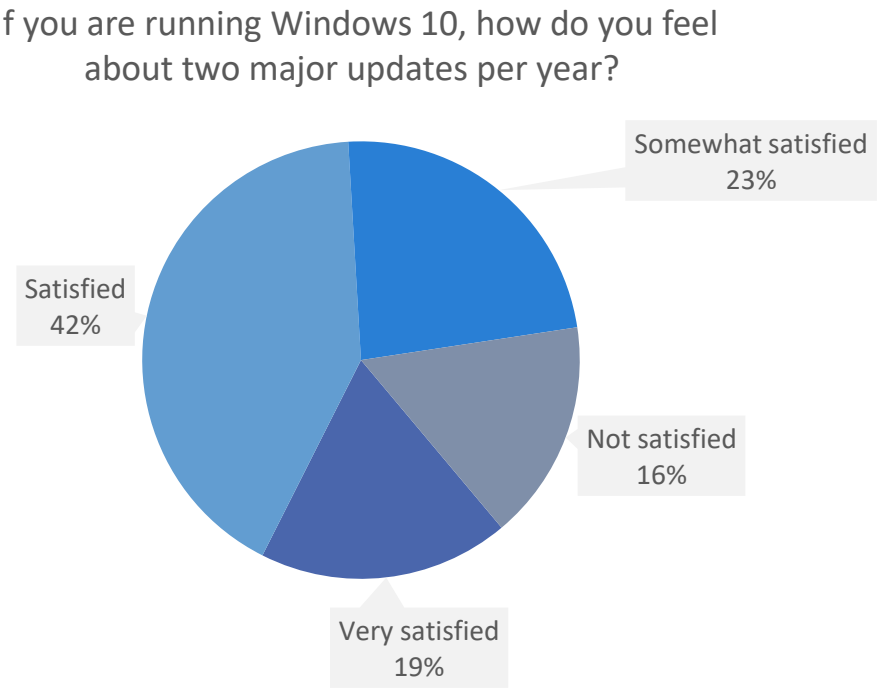
STABILITY
Stability concerns centered around worries of bugs, mentions of releasing the new OS too soon and it causing malfunctions and unpredictability issues in their organizations.

SECURITY
Even though security is a top concern to our IT Professional audience in their day-to-day jobs, when speaking about upgrading to Windows Server 2019, security was a minimal concern.

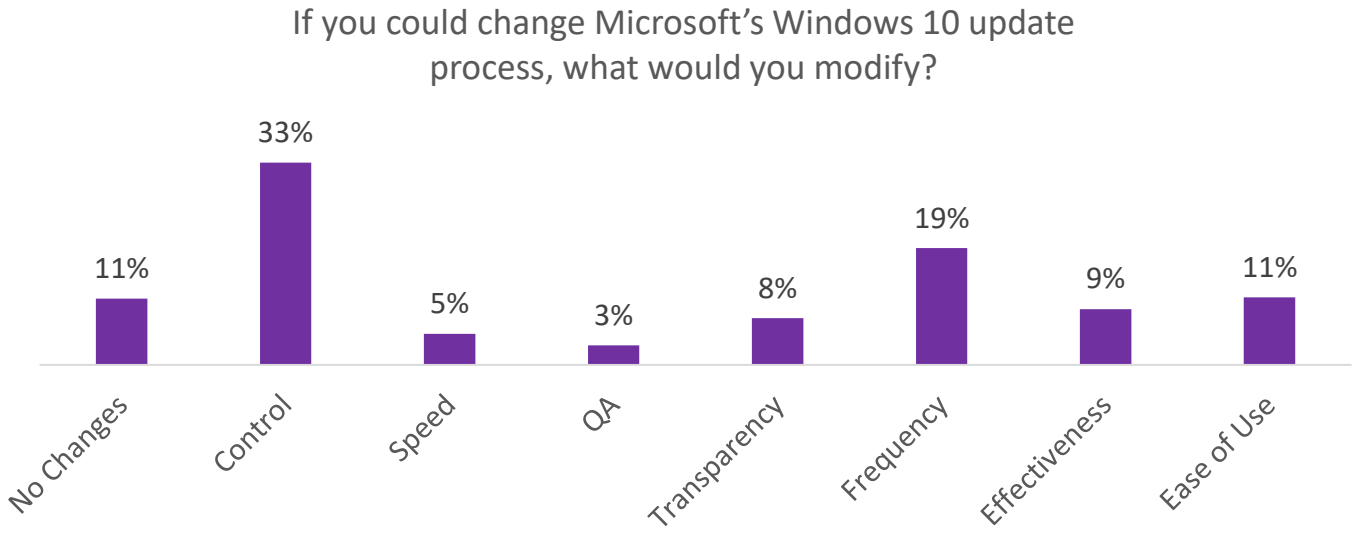
NONE
Nearly a quarter of our audience reported they had no concerns or barriers to upgrading to Windows Server 2019.

Petri.com Audience on Microsoft





Petri.com Audience on Microsoft



CONTROL
The Petri IT Professional audience mentioned wanting more control over the timing of the update as well as wanting to make features optional. They also addressed wanting to disregard the update, have the ability to stop or pause the release as an option. They also wanted control to completely uninstall it.

SPEED
The general consensus was that the update process needs to be faster.

QA
Among the top mentions were avoiding bugs, blue screen, system failures with a better QA by Microsoft prior to rollout.

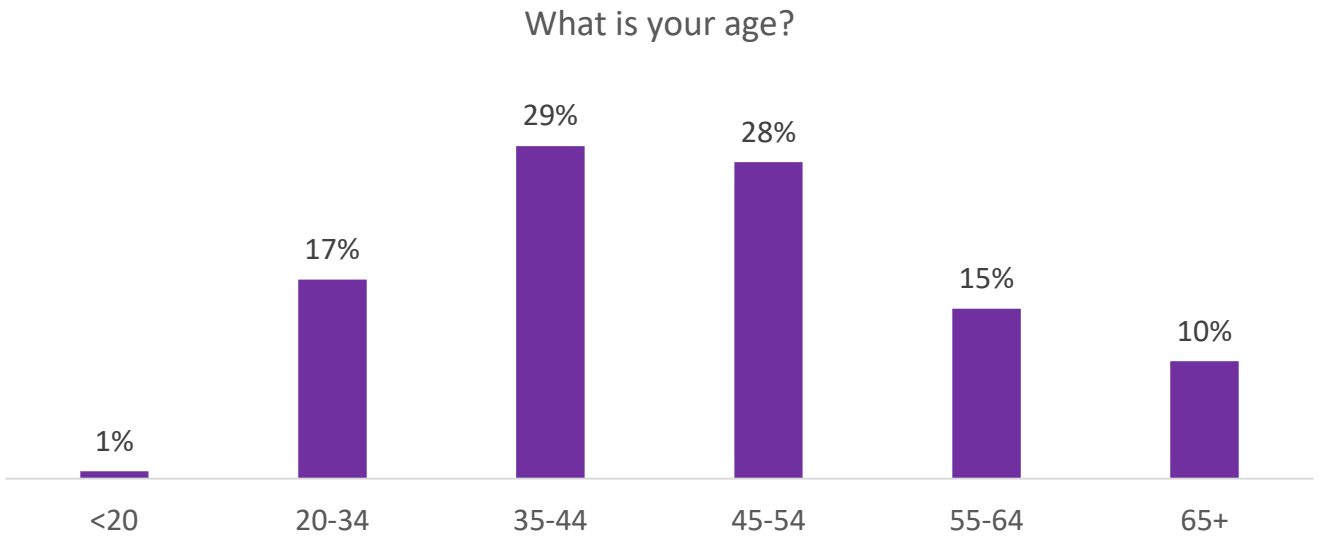
TRANSPARENCY
Our audience asked for more communication about the updates including giving a complete list of what is in the update, give enough notice to prepare for an update and even to stop automatic updates. The audience asked Microsoft to be more open to feedback.

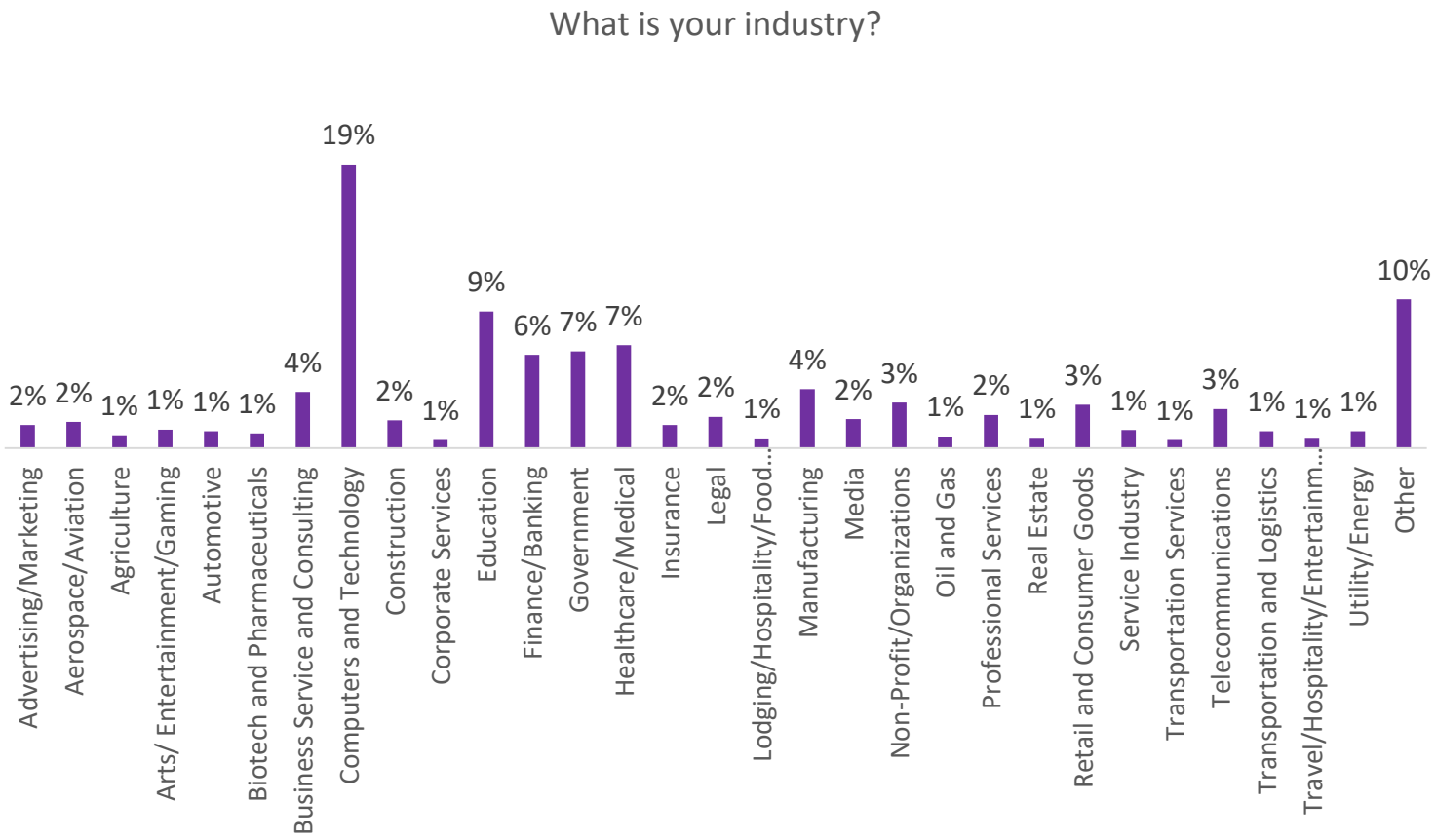
FREQUENCY
The Petri IT Professional audience differed on this topic with half of the audience asking for only an annual update and the other half suggesting more frequent but smaller updates.

EFFECTIVENESS
This was an interesting topic with our audience including suggestions to focus more on security and to split the major updates into minor updates. The audience even suggested that Microsoft back-off the "half-baked" features in the releases and just concentrate on going deeper into what needs fixing.

EASE OF USE
Our audience overwhelmingly mentioned wanting updates to download in the background and to reduce the reboot process. They mentioned that the update process was unintuitive and that it should be a planned and set time every year.

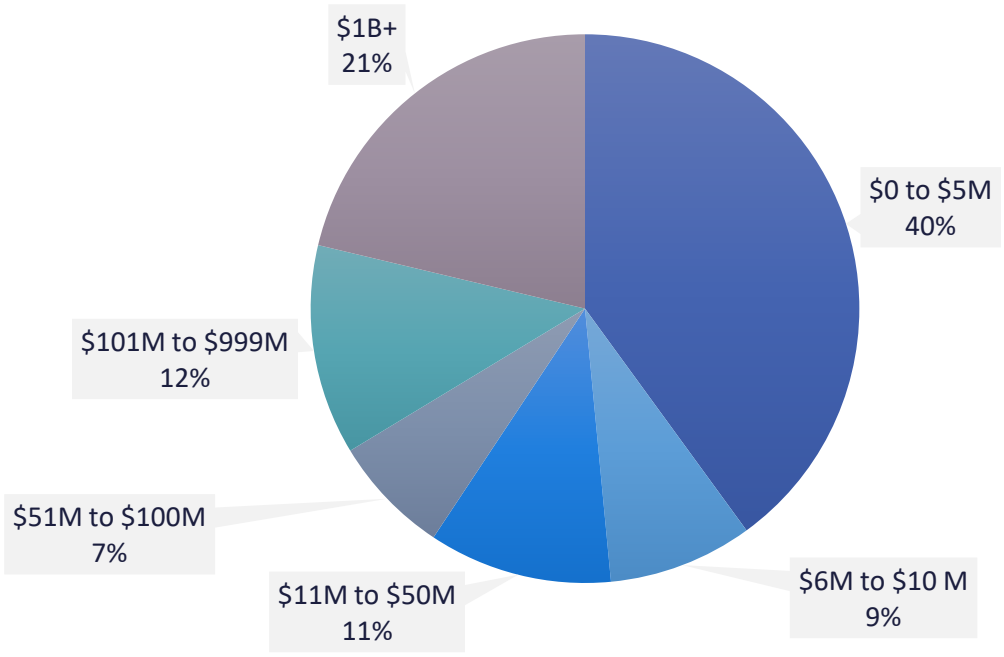
Thurrott.com Audience | Demographics



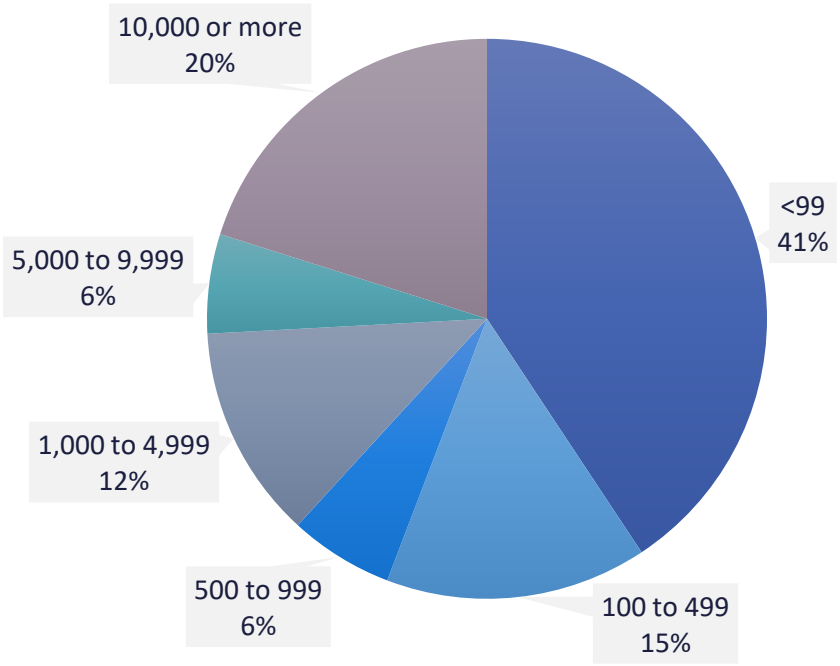


Thurrott.com Audience | Demographics

What is your company's annual revenue?

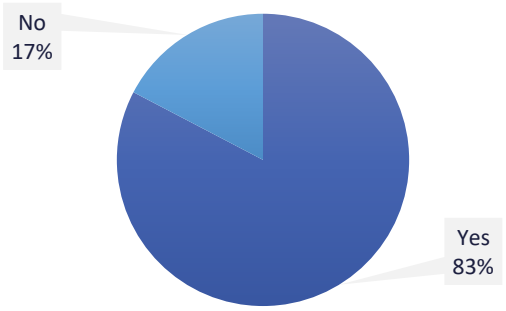


How many employees work at your organization?

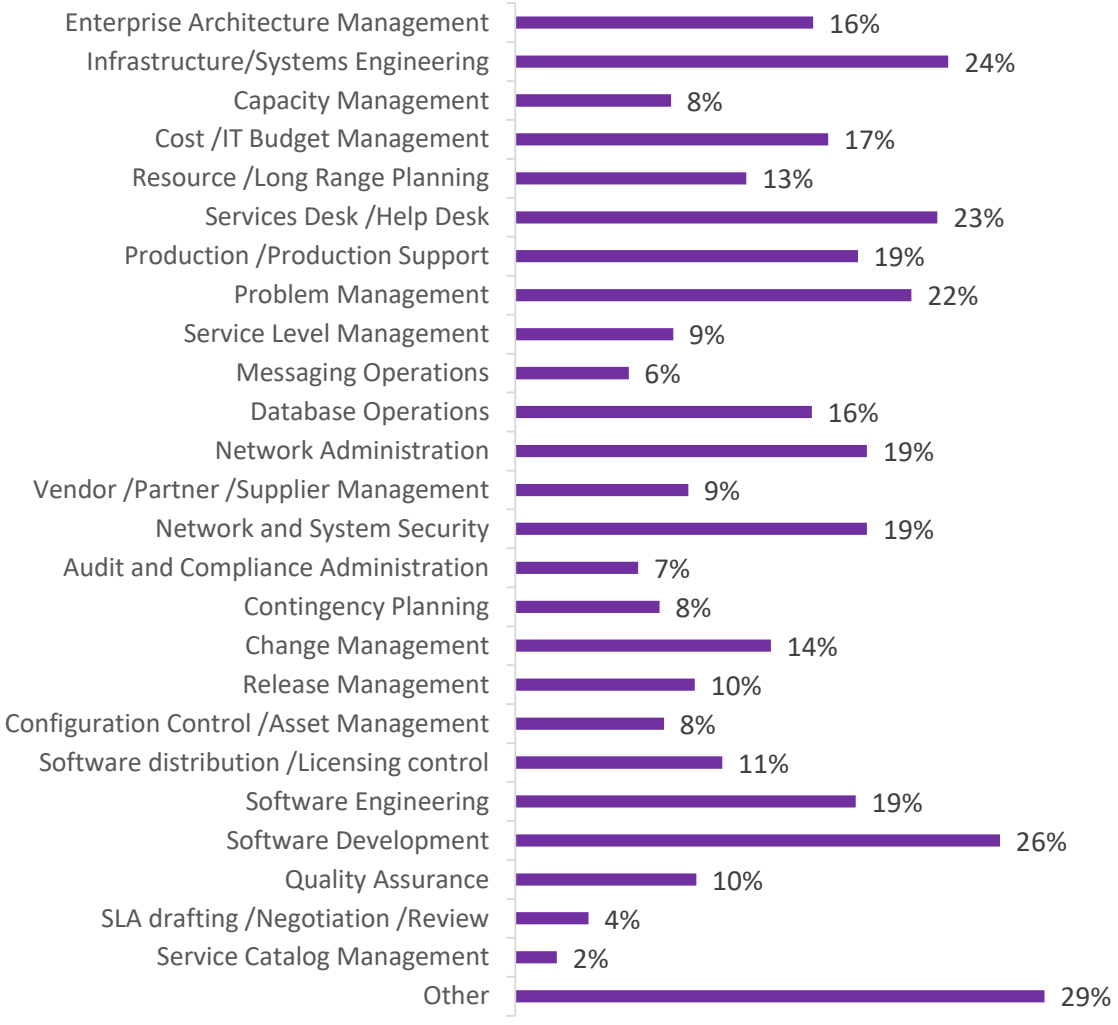


Thurrott.com Audience | Demographics

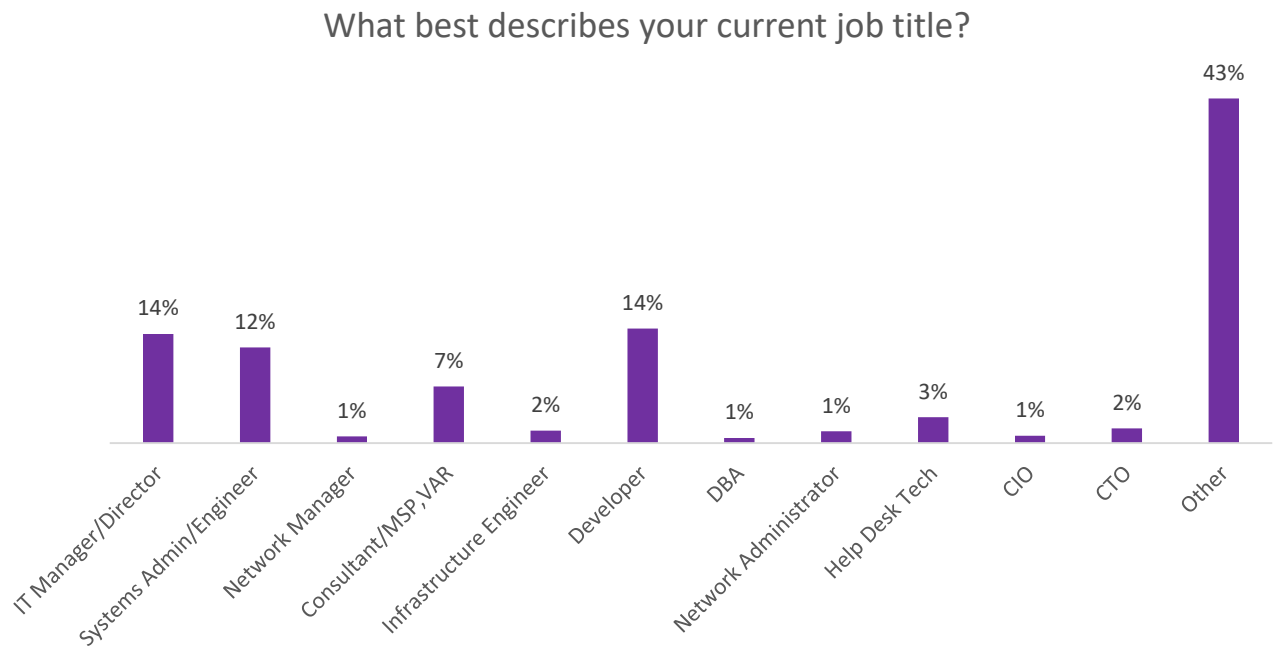
Is your job in any way technology related?

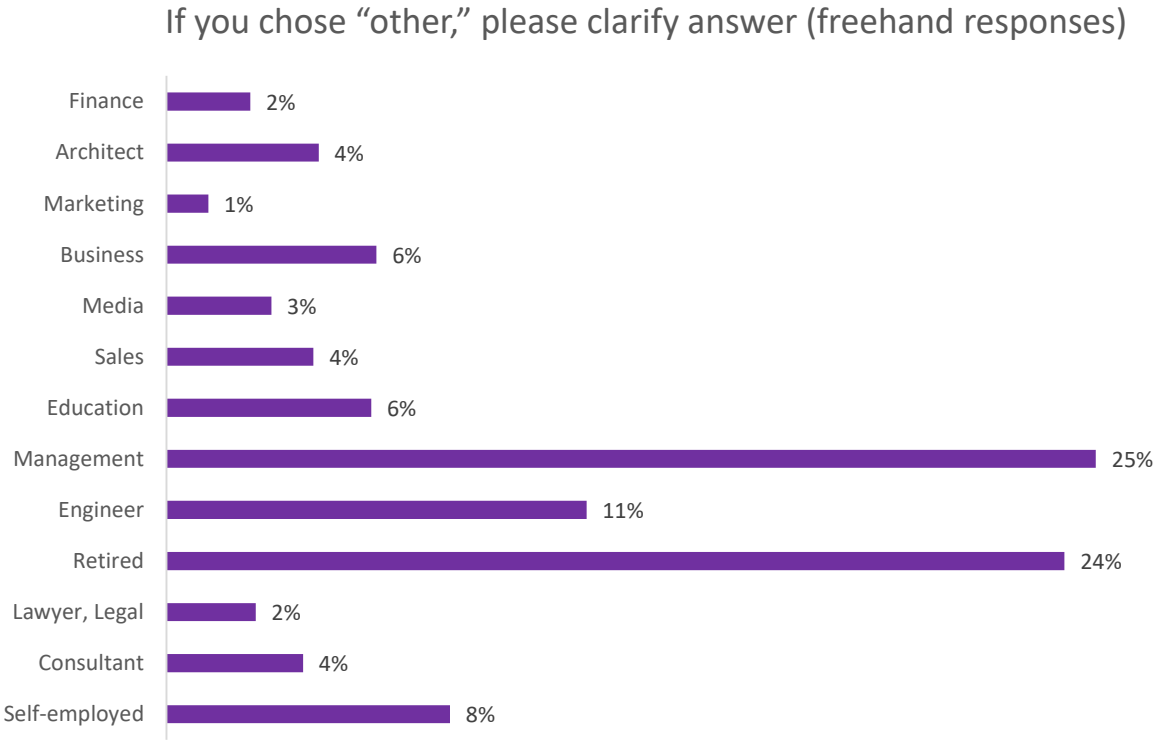


If you do work in an IT or IT-like capacity, which functional role(s) do you perform at work? Choose all that apply.



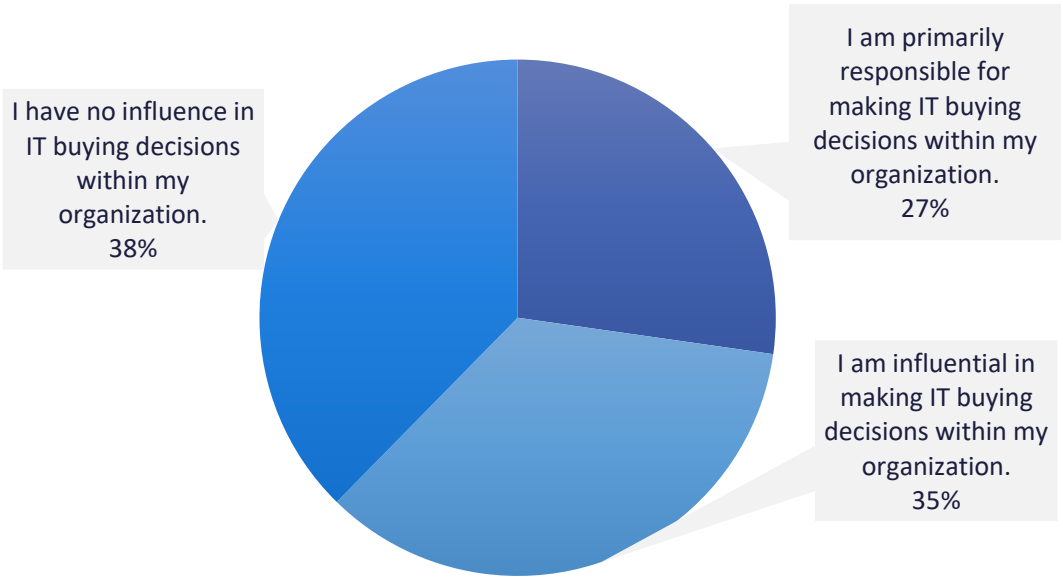
Thurrott.com Audience | Demographics





Thurrott.com Audience | Demographics

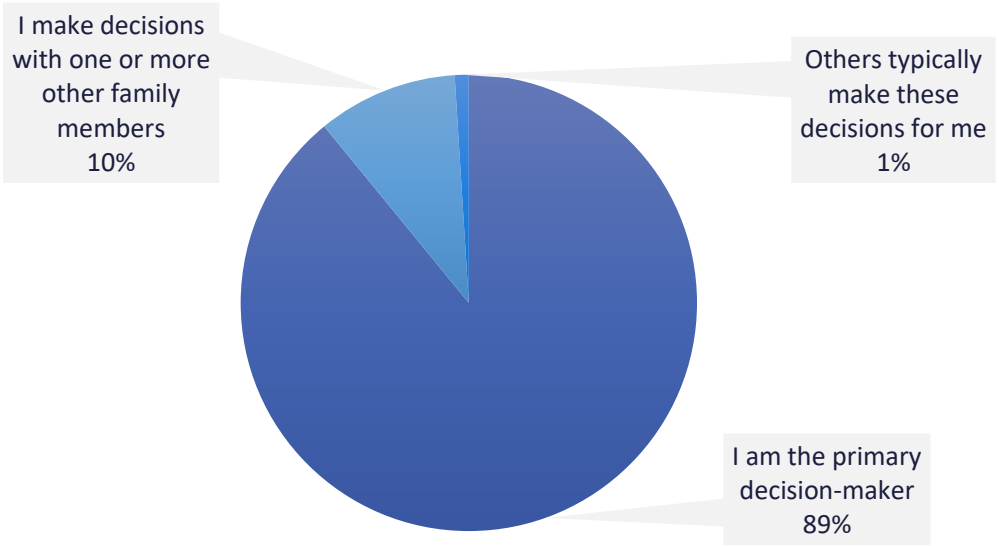
What best describes your role in IT buying decisions in your organization?



62%

Of Thurrott audience are part of the IT buying decision process in their organizations

When it comes to technology purchase decisions and your family, what is your role?

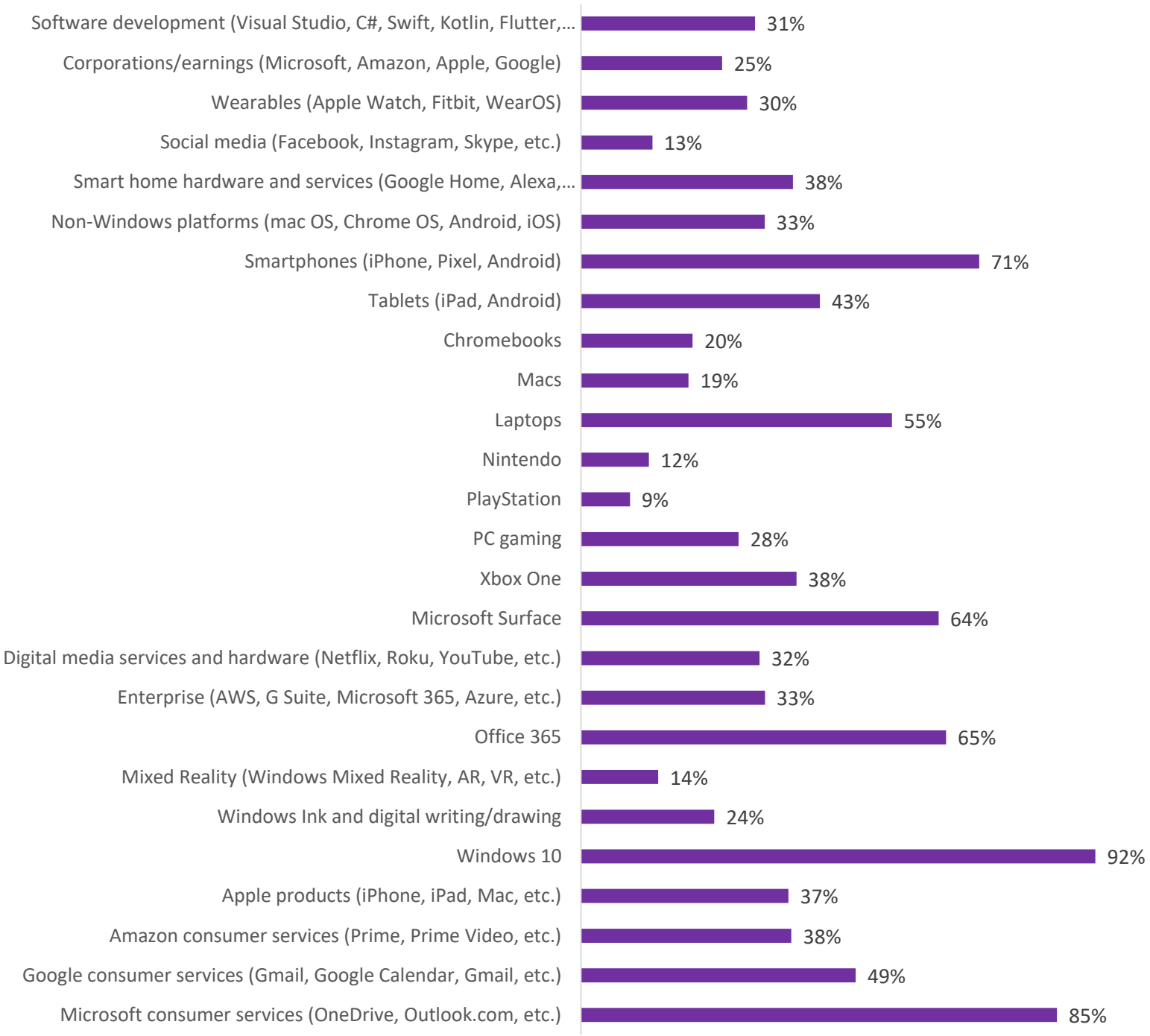


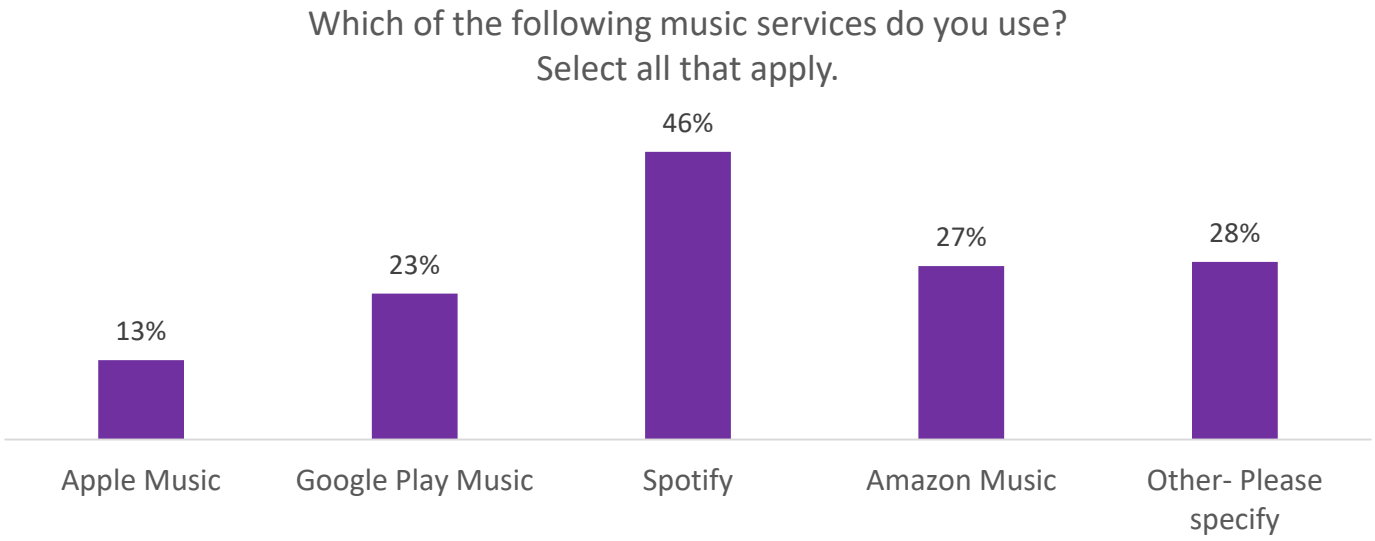
89%

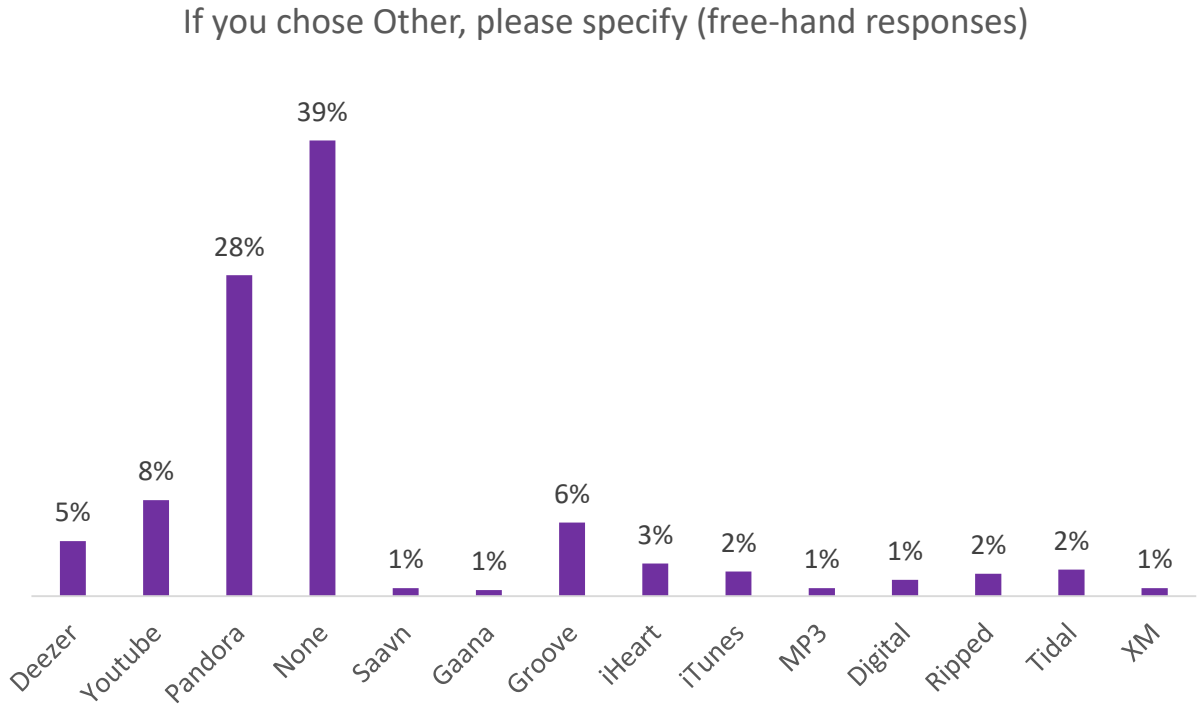
of Thurrott audience are the primary decision maker in their families

Thurrott.com Audience | Personal Technology & Services

What topics are most important to you?
Please select all that apply.

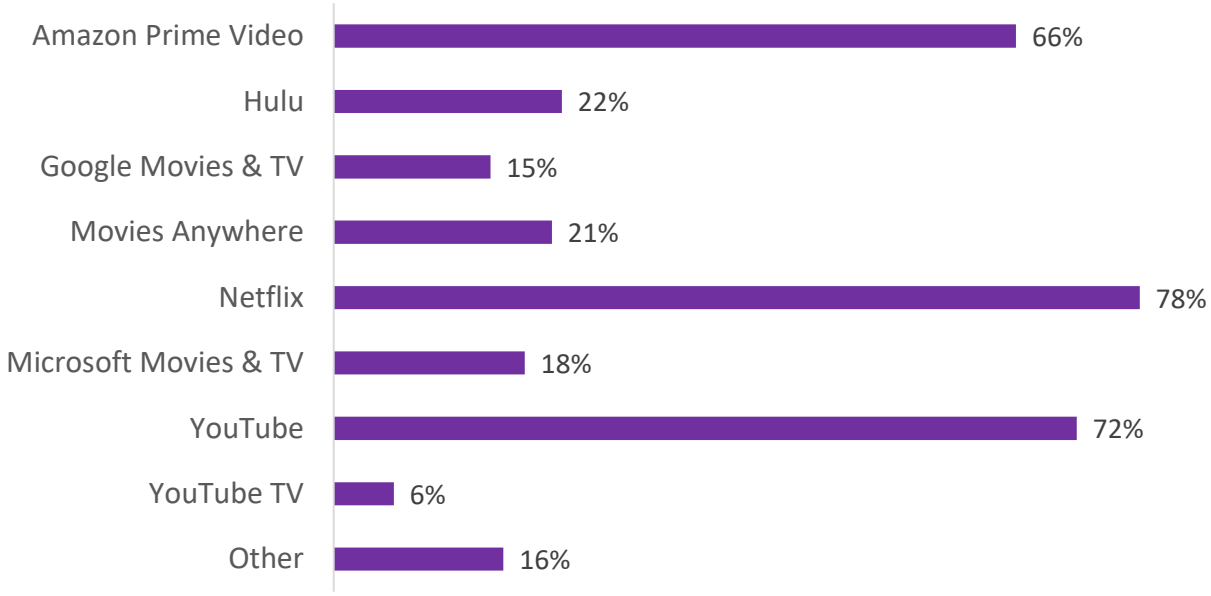



Which of the following music services do you use?
Select all that apply.
13%
23%
46%
27%
28%
Apple Music
Google Play Music
Spotify
Amazon Music
Other- Please specify

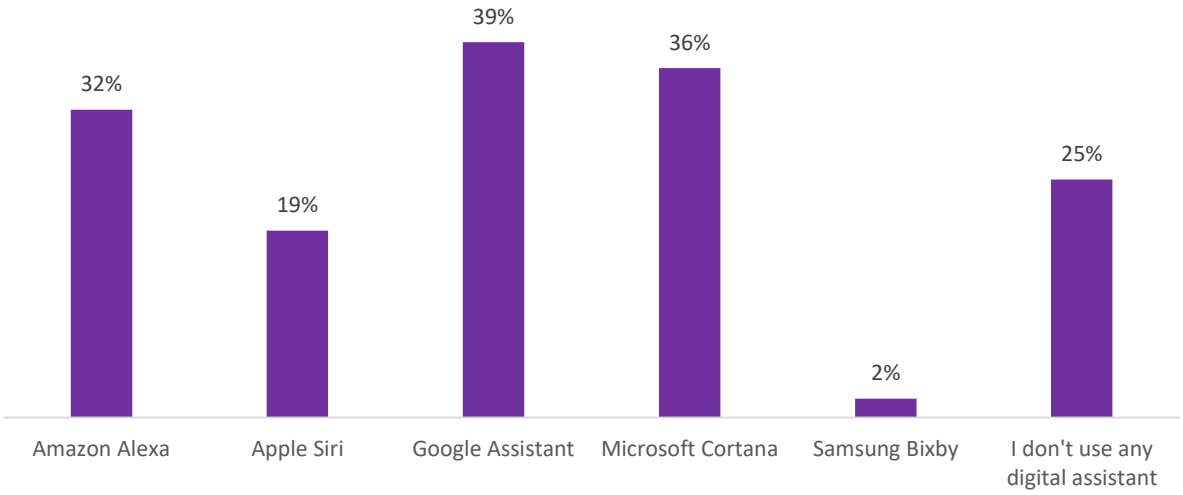

If you chose Other, please specify (free-hand responses)
5%
8%
28%
39%
1%
1%
6%
3%
2%
1%
1%
2%
2%
1%
Deezer
Youtube
Pandora
None
Saavn
Gaana
Groove
iHeart
iTunes
MP3
Digital
Ripped
Tidal
XM

Thurrott.com Audience | Personal Technology & Services

Which of the following video services do you use?
Select all that apply.

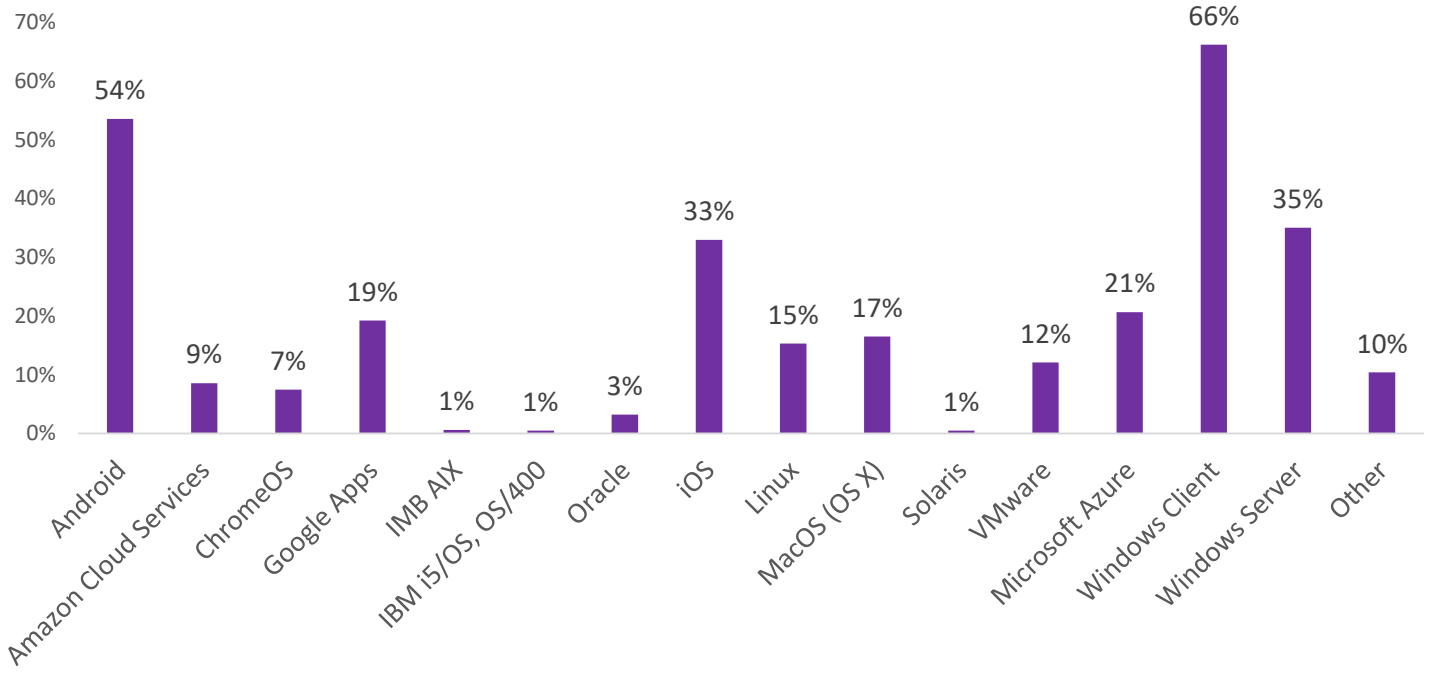


Which of the following digital assistants do you use?
Select all that apply.

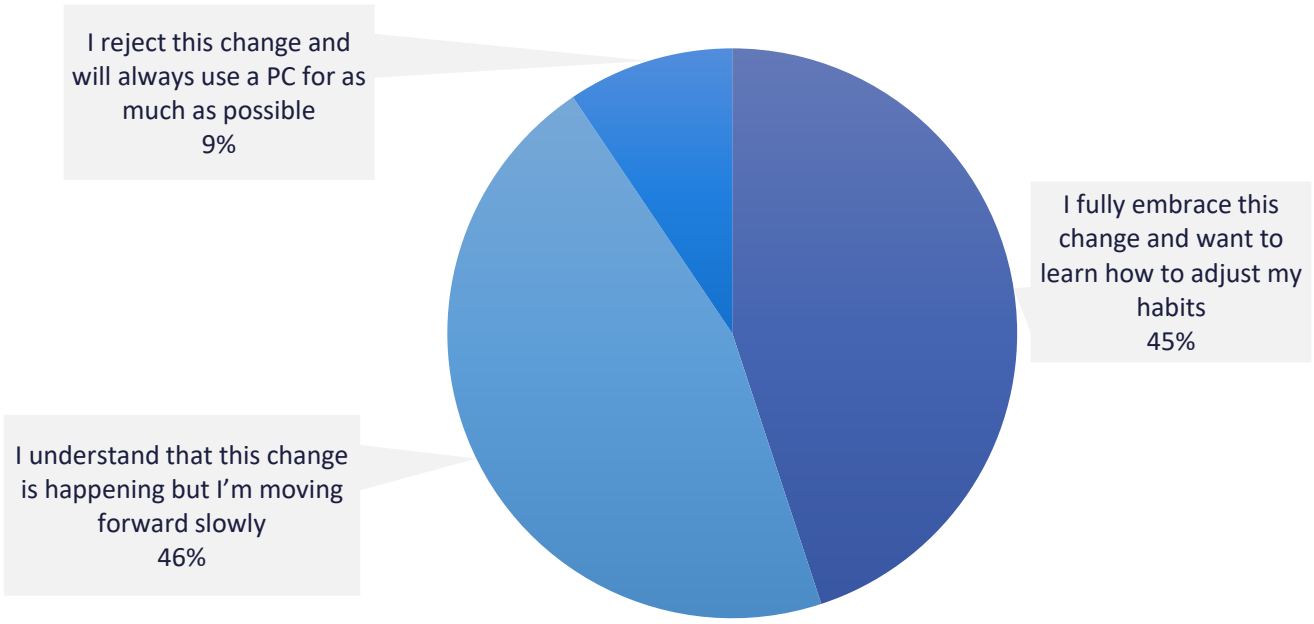


Thurrott.com Audience | Personal Technology & Services

What platform and services do you develop on or use on a regular basis?

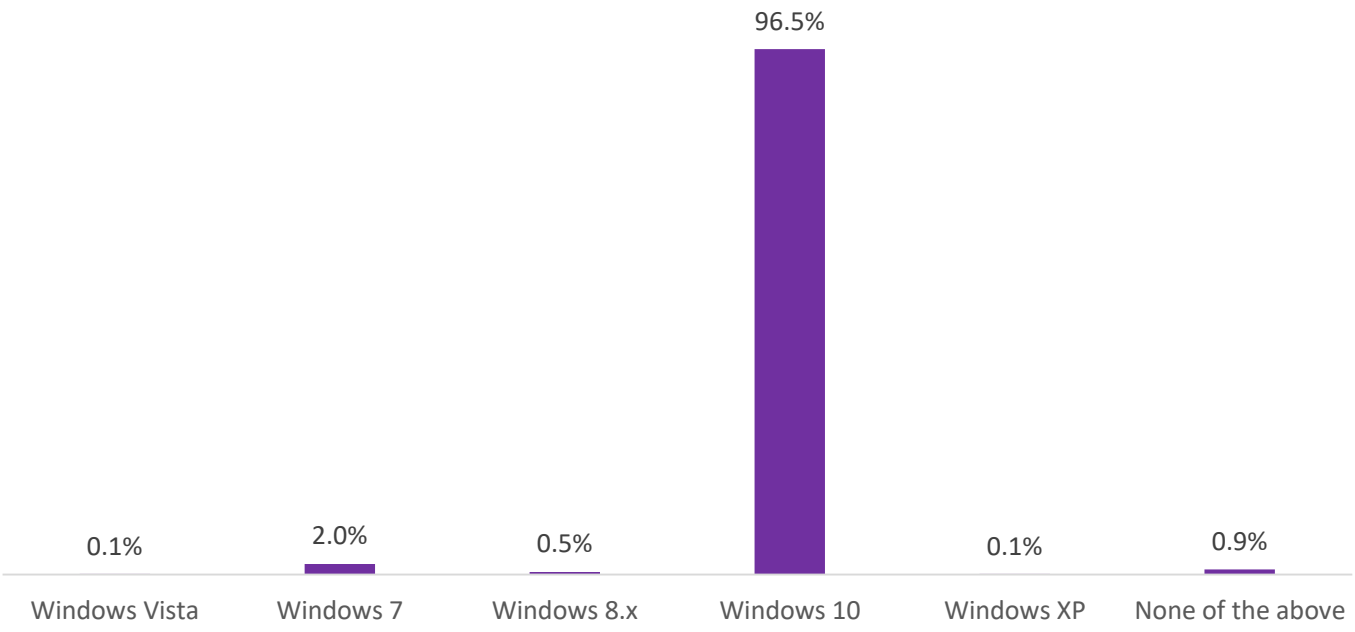


When you think about the transition from PC-based computing to the current "mobile first, cloud first" era, what most closely describes your feelings?

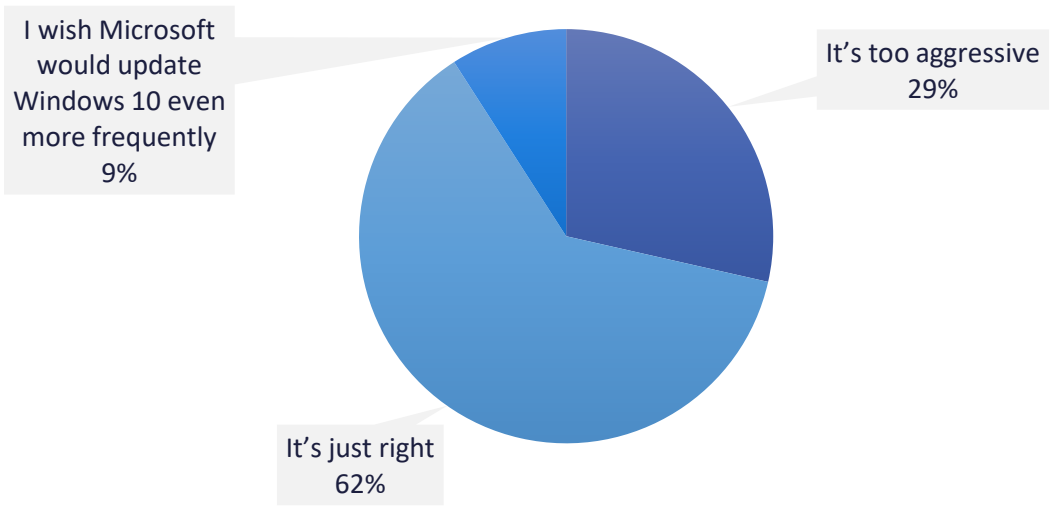


Thurrott.com Audience on Microsoft

What version of Windows are you currently using on your primary PC?



If you are running Windows 10, how do you feel about two major feature releases per year?



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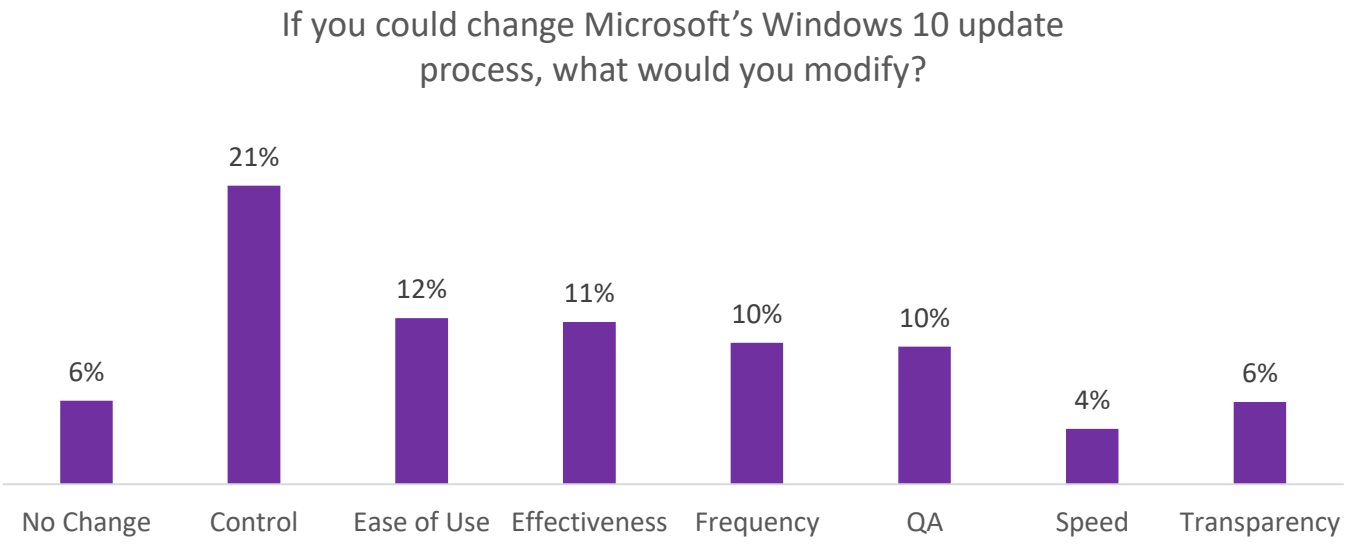

CONTROL
The Thurrott Tech enthusiast audience mentioned wanting more control over the update process by being able to pick which aspects of the update they wanted to install. They spoke to making features being optional and also being able to control when to patch with the ability to pause or stop the update.

EASE OF USE
The top ease of use mentions from our Thurrott audience included reducing or never rebooting with the update as well as a significant number of mentions to "stop messing with the system settings."

EFFECTIVENESS
The Thurrott audience very clearly stated wanting to see more focus on what is needed with the updates, a fix in inconsistencies in the UI (User Interface) and also called for better management of old versions.

FREQUENCY
Our audience was split on frequency with a third calling for annual updates, a third asking for smaller but more frequent and the last third calling for updates only every 2 – 3 years.

QA
Among the top mentions were for Microsoft to "please do a better/deeper QA prior to download."

SPEED
The general consensus was that the update process takes too long and needs to be faster.

TRANSPARENCY
Our Thurrott audience asked for several items including: all the changes were shown to the user after the update, give a complete list of what is in the update, and for Microsoft to supply update notifications.

Thank You!

Inquiries: 1.929.251.8202 | advertising@bwwmediagroup.com