Understanding the IT Pro and IT Business Audience that access our knowledgebase

2020 Audience Survey
2020 Petri.com Audience Survey

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Over 15 years as a premier IT Knowledgebase.

Traffic
Avg. Monthly Sessions 750K
Avg. Monthly Users 530K
Avg. Monthly Pageviews 900K

Reach
Twitter Followers 35K
Facebook Followers 10K
LinkedIn Group 3K

@Petrifeed + Executive Editor

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What best describes your current job title?

- IT Manager/Director: 27%
- Systems Admin/Engineer: 29%
- Network Manager: 2%
- Consultant/MSP/VAR: 10%
- Infrastructure Engineer: 6.5%
- Developer: 5%
- Network Administrator: 3%
- Help Desk Tech: 3%
- CIO: 3%
- CTO: 1.5%
- Other (please specify): 10%

In the Other category, our audience reported: Tech & Ops Coordinator, Business Analyst, Information Architect, Business Systems Analyst, SharePoint Administrator, Solutions Architect, Business Owner, CEO, Senior DevOps Architect, Product Engineer, Operations Manager, Capacity Manager.

Please choose which functional role(s) you perform at work (choose all that apply)

- Enterprise Architecture Management: 31%
- Infrastructure/Systems Engineering: 60%
- Capacity Management: 25%
- Cost /IT Budget Management: 42%
- Resource /Long Range Planning: 22%
- Services Desk /Help Desk: 41%
- Production /Production Support: 33%
- Problem Management: 40%
- Service Level Management: 23%
- Messaging Operations: 19%
- Database Operations: 18%
- Network Administration: 45%
- Vendor /Partner /Supplier Management: 22%
- Network and System Security: 47%
- Audit and Compliance Administration: 22%
- Contingency Planning: 19%
- Change Management: 28%
- Release Management: 12%
- Configuration Control /Asset Management: 18%
- Software distribution /Licensing control: 28%
- Software Engineering: 13%
- Software Development: 14%
- Quality Assurance: 6%
- SLA drafting /Negotiation /Review: 7%
- Service Catalog Management: 10%
- Other (please specify): 4%

Other included: Lean Six Sigma Methodology, Systems Administration, Senior IT consultant, Training, Information architecture, content strategy, All the above, SharePoint Administrator, Analyst, Identity and access management, System Administrator, Systems Center Operations.

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What is Your Age?

- <20: 0.4%
- 20-34: 15%
- 35-44: 38%
- 45-54: 31%
- 55-64: 12%
- 65+: 5%
<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>0.4%</td>
</tr>
<tr>
<td>Automotive</td>
<td>0.9%</td>
</tr>
<tr>
<td>Biotech and Pharmaceuticals</td>
<td>1.3%</td>
</tr>
<tr>
<td>Business Service and Consulting</td>
<td>3.5%</td>
</tr>
<tr>
<td>Computers and Technology</td>
<td>24.1%</td>
</tr>
<tr>
<td>Construction</td>
<td>4.3%</td>
</tr>
<tr>
<td>Consumer Packaged Goods</td>
<td>0.4%</td>
</tr>
<tr>
<td>Corporate Services</td>
<td>0.4%</td>
</tr>
<tr>
<td>Education</td>
<td>9.9%</td>
</tr>
<tr>
<td>Finance/Banking</td>
<td>4.7%</td>
</tr>
<tr>
<td>Government</td>
<td>5.2%</td>
</tr>
<tr>
<td>Healthcare/Medical</td>
<td>7.8%</td>
</tr>
<tr>
<td>Insurance</td>
<td>2.6%</td>
</tr>
<tr>
<td>Legal</td>
<td>0.9%</td>
</tr>
<tr>
<td>Lodging/Hospitality/Food Service</td>
<td>0.4%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>4.7%</td>
</tr>
<tr>
<td>Media</td>
<td>0.9%</td>
</tr>
<tr>
<td>Non-Profit/Organizations</td>
<td>6.5%</td>
</tr>
<tr>
<td>Oil and Gas</td>
<td>2.2%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>4.7%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>0.4%</td>
</tr>
<tr>
<td>Retail and Consumer Goods</td>
<td>2.2%</td>
</tr>
<tr>
<td>Service Industry</td>
<td>2.2%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>1.3%</td>
</tr>
<tr>
<td>Transportation and Logistics</td>
<td>0.9%</td>
</tr>
<tr>
<td>Utility/Energy</td>
<td>2.2%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

Other included: Sports, Entertainment, MSP, Food and Beverage, Maritime, Distribution, Consulting, Market Research, Funeral Services, Research University

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

- I am primarily responsible for making IT buying decisions within my organization. (32%)
- I am influential in making IT buying decisions within my organization. (48%)
- I have no influence in IT buying decisions within my organization. (20%)
How many employees work at your organization?

- Less than 99: 36%
- 100 to 499: 23%
- 500 to 999: 12%
- 1,000 to 4,999: 10%
- 5,000 to 9,999: 8%
- 10,000 or more: 11%

What is your company's annual revenue?

- $0 to $5M: 34%
- $6M to $10M: 13%
- $11M to $50M: 16%
- $51M to $100M: 10%
- $101M to $999M: 15%
- $1B+: 12%

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

- Backup and Storage: 62%
- Cloud Computing: 60%
- Security: 59%
- Windows: 58%
- Microsoft Azure: 55%
- Windows Server: 53%
- PowerShell: 48%
- Networking: 47%
- Teams: 47%
- Virtualization: 43%
- Hyper-V: 40%
- AWS: 35%
- Exchange: 34%
- SharePoint: 32%
- VMware: 31%
- Mobility: 29%
- Windows Intune: 26%
- Linux: 23%
- SQL Server: 22%
- System Center: 18%
- Skype for Business: 16%
- Cisco: 16%
- Other (please specify): 3%

Percentages reflect a representation of the population of Petri.com survey respondents interested in the topic.

Other Included: Remote Desktop Technologies (non-cloud based); Visual Studio Code WPF and WCF development; Power BI and power platform
Through our annual survey, we see that the IT Professional role continues to grow in complexity as technology and systems advance. With this persistent growth in responsibilities, there were five overwhelming themes that seemed to top almost all respondents’ priority lists.

What is your biggest priority in 2020 when it comes to what you need to accomplish in your current role at your organization?

1. Security / Endpoint Security

   Security was the top priority for our audience. With privacy laws becoming stricter globally and systems, business software, back-up, and work environments leaving the physical business premises, our audience is feeling the pressure of the increasing complexity of security. A consistent theme among respondents was the need to get all users on two-factor authentication (2fa) in 2020 while also strengthening their organization’s security posture.

2. Migration to and adoption of the Cloud

   Cloud is everywhere. Our audience overwhelmingly reported on the importance in their 2020 plans of not only completing migration of their systems to cloud solutions but then also creating KPIs and processes to ensure a proper governance and adoption.

3. Get more value from cloud / More knowledge of cloud

   Many of our respondents spoke to wanting to get more from all their cloud solutions such as better use of OneDrive and SharePoint to learning more about cloud platforms for efficiency’s sake throughout the org. They spoke of simply learning the technology better and being concerned about getting costs down. Their roles are revolving around the cloud for their businesses and end-users.

4. Modernize support for end users / Provide more choice in devices for end users

   IT Professionals want to help their business end users more by rolling out solutions faster and giving them more device choices at work.

5. Keeping up with pace of technology change

   Still in the top five from last-year is the priority of our IT Pro respondents to continue to learn and keep up with new technology.
Along with understanding our audience’s priorities, we also want to understand what concerns they have in their roles for 2020.

When you think of what you need to accomplish in 2020 in your current role, what are your biggest concerns?

1. Security

Security was the number one concern of our audience due to worries about external and internal bad actors. From Ransomware, compliance issues, data security, translating security policies all the way to not knowing what they don’t know due to rogue IT and lack of control over mobile devices were all significant concerns of our respondents.

2. Lack of team resources / knowledgeable manpower

Our survey respondents mentioned two concerns related to team resources. First was a general concern about having enough manpower on their teams to accomplish what needed to be accomplished, and the resulting burnout of both themselves and their teams. Second, they had concerns about the team having enough knowledge or training to keep up with the pace of technology changes to be efficient.

3. Time

Our IT Professional audience reported great concerns about not having enough time to complete all their priorities, learn new technologies, and support users.

4. Buy-in and support of leadership

Our IT Pro audience was also concerned about a lack of leadership support for technology upgrades and other changes to keep pace with the market. They were likewise very concerned about not having enough budget.

5. User rejection / user adoption / user support

Our IT Pros are concerned about their business users. Under the theme of users, the IT Pros spoke greatly about user adoption and rejection of new technology and its accompanying processes. There was a concern about user support and training with continuous and massive technology shifts.
We dove deeper into the Petri.com audience concerns in 2020.

What are the trends you currently see in your industry that keep you up at night when it comes to work-related tasks?

1. Security:
   - Ransomware
   - Password insecurity
   - Recovery from new attacks
   - Data breach
   - Cybersecurity

2. Cloud:
   - “Cloud moves fast hard to keep up”
   - “Cloud keeps changing rapidly, and migrations are always evolving”
   - “In adequate cloud infrastructure, no one-size-fits-all, no matter what upper management thinks!”
   - “The move of more and more services to cloud-only. That leaves us with ever-fewer realistic options for our systems.”

3. Data management
   - Backup & Recovery
   - Data control
   - Big data and legacy data
   - “Users wanting to access company data anywhere at any time with no VPN.”

4. Resources
   - “Pressured to do more with less”
   - “Not enough total resource allocation for IT and always expecting Rolls Royce performance”
   - “Increasing costs as the cloud is much more expensive.”

5. Change
   - “Speed of change in field and being able to keep up/staying relevant”
   - “Lack of process”
   - “Change happening too quickly causing chaos”
   - “Keeping up with pace of change”
Does your organization have a CISO (Chief Information Security Officer)?

Yes: 29%
No: 71%

What is the biggest concern with safeguarding your data? (choose all that apply.)

- Outage with data loss: 43%
- Ransomware: 62%
- Outsider threats: 51%
- Insider threats: 28%
- Other (please specify): 6%

Other included: Oversharing data; Leaking of internal data; Snooping Cloud Providers; Complexity of data placement possibilities; DDoS attacks; User errors; Users working out of office; No control of data security or integrity, user incompetence, Speed and recovery.
Which cloud vendors are you using? (Choose all that apply)

- Microsoft: 81%
- Amazon: 33%
- Google: 22%
- IBM: 1%
- Oracle: 3%
- Other (please specify): 9%

Other Included: Open Stack, Citrix, BackBlaze, pCloud, Box, CtrlS

Which cloud vendors are you considering? (Choose all that apply)

- Microsoft: 64%
- Amazon: 35%
- Google: 24%
- IBM: 4%
- Oracle: 7%
- Other (please specify): 12%

Other Included: Afraid to move to the cloud, Open Stack, OVH, Wasabi, None (Not moving to cloud)

When was the last time you had a service outage at work?

- Less than 1 month ago: 19%
- 1-2 months: 10%
- This quarter: 16%
- This Year: 29%
- No outages: 25%

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

- Windows Client: 72%
- Windows Server: 70%
- Android: 48%
- Windows Azure: 45%
- iOS: 34%
- VMware: 34%
- Linux: 28%
- Amazon Cloud Services: 19%
- MacOS (OS X): 15%
- Google Apps: 14%
- ChromeOS: 11%
- Oracle: 10%
- Other (please specify): 4%
- IBM AIX: 2%
- IBM i5/OS, OS/400: 2%
- Solaris: 2%

Other included: SharePoint, FreeBSD, Power Platform, Google Cloud, Synology, Desktop applications C/C++/C#/CLI, .Net/.Net Core/.Net Standard 2.0/Boost C++ libraries/OpenCV
Which of the following Software-as-a-Service (SaaS) offerings are you using at work? (NU = Not Using, CU = Currently Using, 24 = Plan to use in next 24 Months)
What was the hardest part about migrating to Office 365?

- Moving files: 24%
- Onboarding new users: 11%
- Managing permissions: 16%
- Compliance: 12%
- Other: 15%
- Have not migrated: 24%

If you have not moved to Office 365, will you…:

- Migrate during the upcoming year: 10%
- Stick with perpetual Office (Classic versions of Office): 12%
- Undecided: 12%
- We have already migrated: 67%
Are you using Microsoft 365?

- Yes: 53%
- No: 30%
- In Deployment: 3%
- In Consideration: 15%

Is your organization using Microsoft Teams?

- Yes: 52%
- No: 22%
- Planning to in the next 24 months: 17%
- No plans to use Teams: 9%

What is your biggest concern with Microsoft 365?

- Cost: 44%
- Complexity: 26%
- Feature redundancy: 17%
- Onboarding: 15%
- Other: 15%
- None: 17%
What version(s) of Windows are you currently running

<table>
<thead>
<tr>
<th>Windows</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows XP</td>
<td>5%</td>
</tr>
<tr>
<td>Windows Vista</td>
<td>1%</td>
</tr>
<tr>
<td>Windows 8/8.1</td>
<td>12%</td>
</tr>
<tr>
<td>Windows 7</td>
<td>36%</td>
</tr>
<tr>
<td>Windows 10</td>
<td>97%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>13%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>37%</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>33%</td>
</tr>
<tr>
<td>Not Satisfied</td>
<td>17%</td>
</tr>
</tbody>
</table>

If you could change Microsoft’s Windows 10 update process, what would you modify?

- “Being able to push updates to clients silently without a reboot.”
- “Give enterprise clients more control. Fewer mistakes by Microsoft.”
- “Make it yearly. Separate apps to be independent of OS (Edge, 3D Paint, Mixed Reality) so they are easier to remove.”
- “Do more testing. MS is going to shoot us all in the foot one of these days.”
- “Fewer ‘feature’ updates. Just stabilize the thing and fix bugs.”
- “Do not force any updates at all!”
- “The updates sometimes appear to cause more troubles than it solves!!!”
- “Clearer control and reduced confusion.”
- “Warn me before it updates.”