

# **2009 Eurocom Annual Technology Confidence Survey**

conducted by

**Eurocom Worldwide  
and  
Schwartz Public Relations**

March 2009

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## Tech Sector Prospects - Cup Half Full or Half Empty?

The 7th Eurocom Worldwide Annual IT Confidence survey was conducted during January and February 2009, just over a year after most experts estimate that the US economy had entered recession. It took place as the global credit crunch had taken hold (almost stranglehold) and international Stock Markets had adjusted sharply downwards. Against this background it is not surprising that confidence levels amongst senior global technology executives have fallen sharply from our survey last year. When we conducted the previous survey, 53% were more optimistic about the tech sector than before. This year, only 13% are more optimistic.

In view of the almost daily gloomy financial and economic news it is perhaps surprising that global IT executives are not more depressed. One explanation for this may lie in the question we asked about the dotcom bubble. In one sense the tech sector has already been through a major recession and veterans of that may be a little more optimistic, or at least battle hardened, than their counterparts in other sectors.

30%, or almost a third of those surveyed, feel that the current recession will have less impact on their company than the downturn following the collapse of the dotcom bubble in 2000/2001. 34% of senior executives see the current international recession as being more serious while 13% see it as having about the same impact as the dotcom collapse.

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Despite the global downturn almost half (46%) of senior executives in international technology companies expect to increase revenues in 2009. This is significantly down on the 88% last year who expected revenues to increase. The tech cup half full or half empty puzzle is reflected too on the jobs front. While one in four (25%) senior technology executives expect to reduce headcount, 28% are looking to increase jobs.

Of course senior executives in technology firms may rightly feel that they are part of the solution to the current recession. Isn't technology meant to help to reduce costs, boost productivity, maximise Web 2.0 benefits and do all the things you need to do when times are tight? An interesting finding is that in response to the current economic climate, just over half (51%) are reviewing or developing new messages about their products or services. Certainly communicating the value that tech investment can create will be high on the priority list as the industry weathers 2009. Tech firms have been here or hereabouts before and (the survivors) came though stronger than ever.

**Eurocom Worldwide and Schwartz Public Relations would like to sincerely thank all those who took part in this year's study.**

#### **Survey Methodology**

*Each year Eurocom Worldwide surveys technology business leaders and senior industry executives around the globe, measuring the sentiments and confidence levels of professionals in the sector. This year over 335 respondents participated from a broad geographical spread. The study was conducted via the Internet and field work was carried out in January and February of 2009.*

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**About Eurocom Worldwide**

Eurocom Worldwide is a global alliance of independent, privately owned Public Relations agencies. Together, we form a global business-to-business communications solution provider with a focus on technology in its broadest sense. Eurocom Worldwide has 30 member agencies comprising 900 communications specialists and consultants in 60 national capitals and centres of commerce around the globe. For more information, visit [www.eurocompr.com](http://www.eurocompr.com)

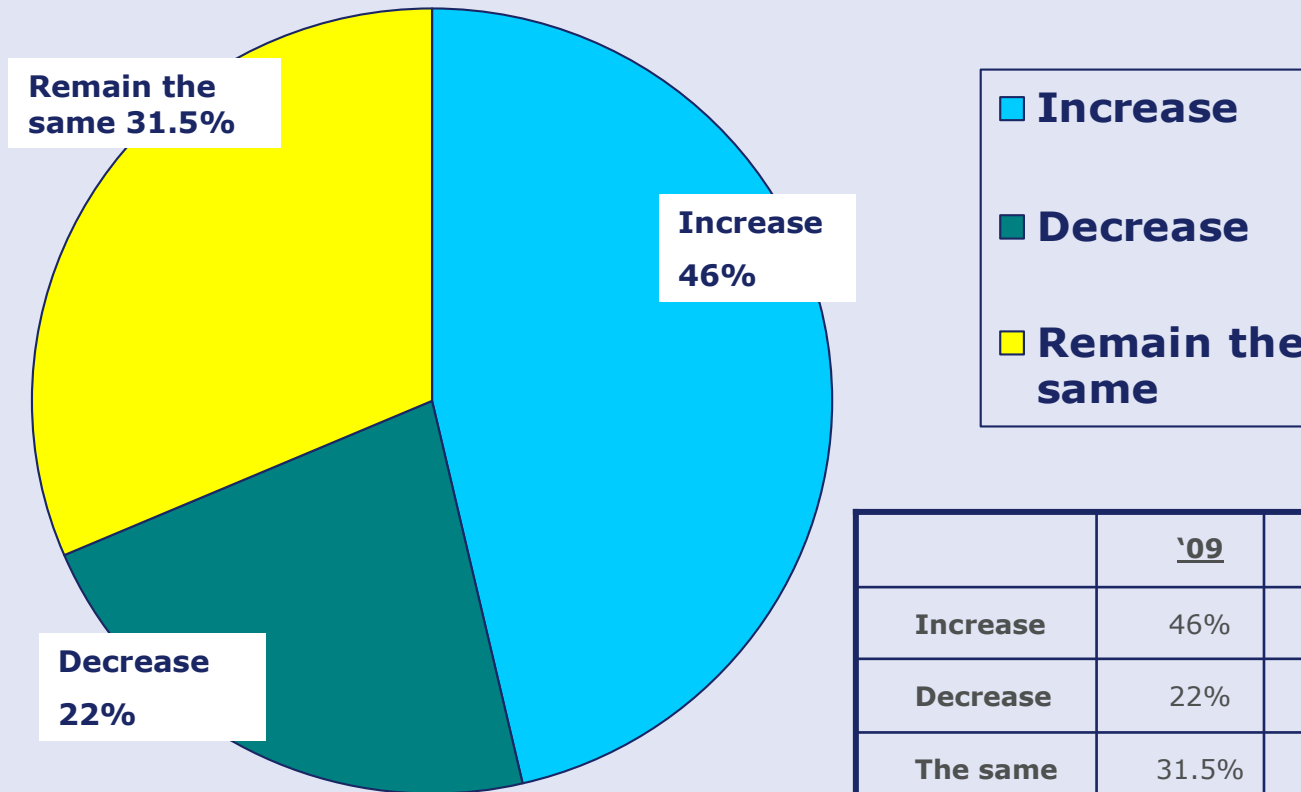
**About Schwartz Public Relations**

Founded in 1994, Schwartz Public Relations specializes in Public and Media Relations for national and international companies with a focus on technology. Schwartz Public Relations is ranked among the top 10 of Germany's technology PR agencies. Munich based Schwartz Public Relations is Eurocom Worldwide's exclusive partner for Germany, Austria and Switzerland. [www.schwartzpr.de](http://www.schwartzpr.de)

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# Revenues

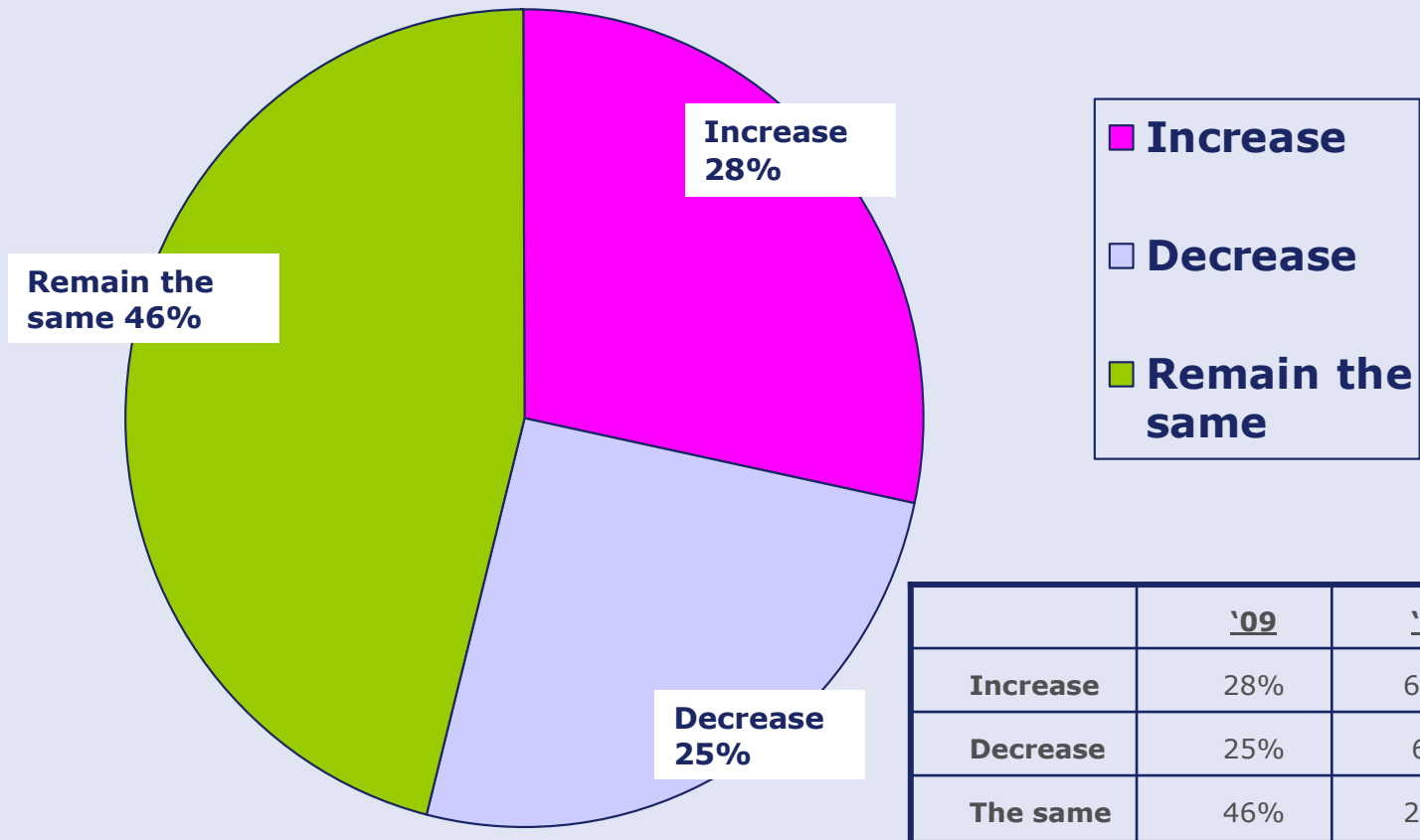
**Question:** Over the next 12 months do you expect revenues of the company you work in to:



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# Employment

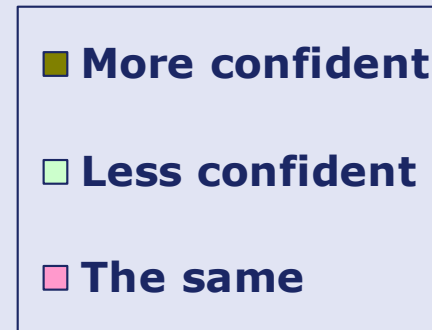
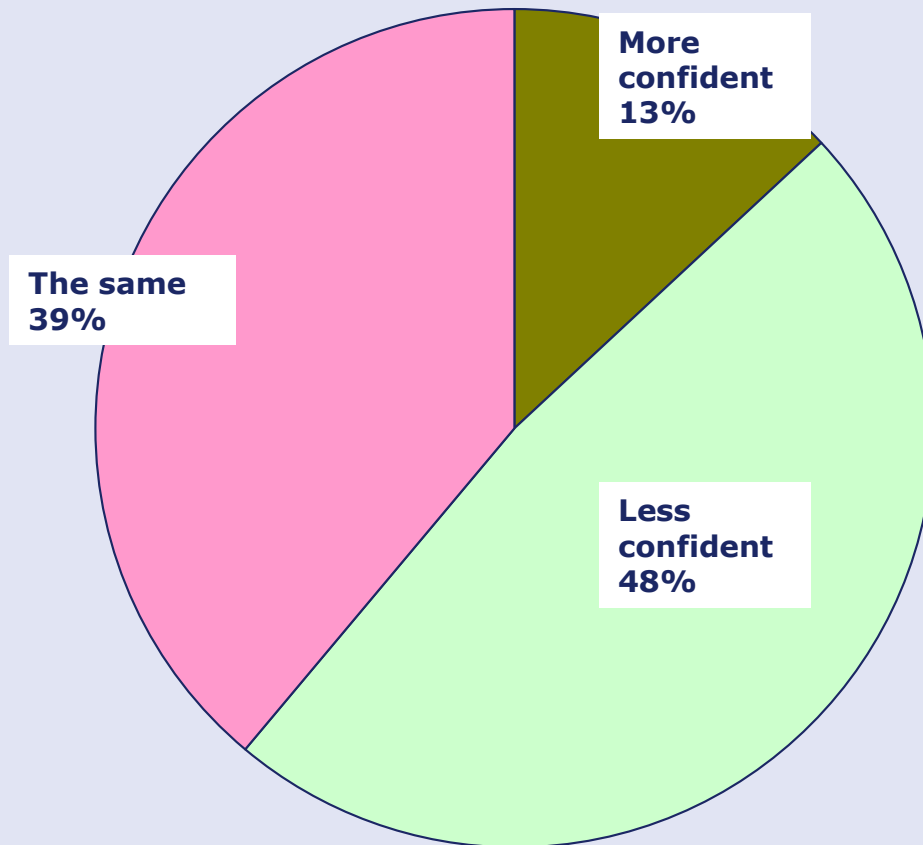
**Question:** Over the next 12 months do you expect employment/jobs in your company to:



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# Confidence

**Question:** Are you more or less confident now about the tech sector in 2009 than in 2008?

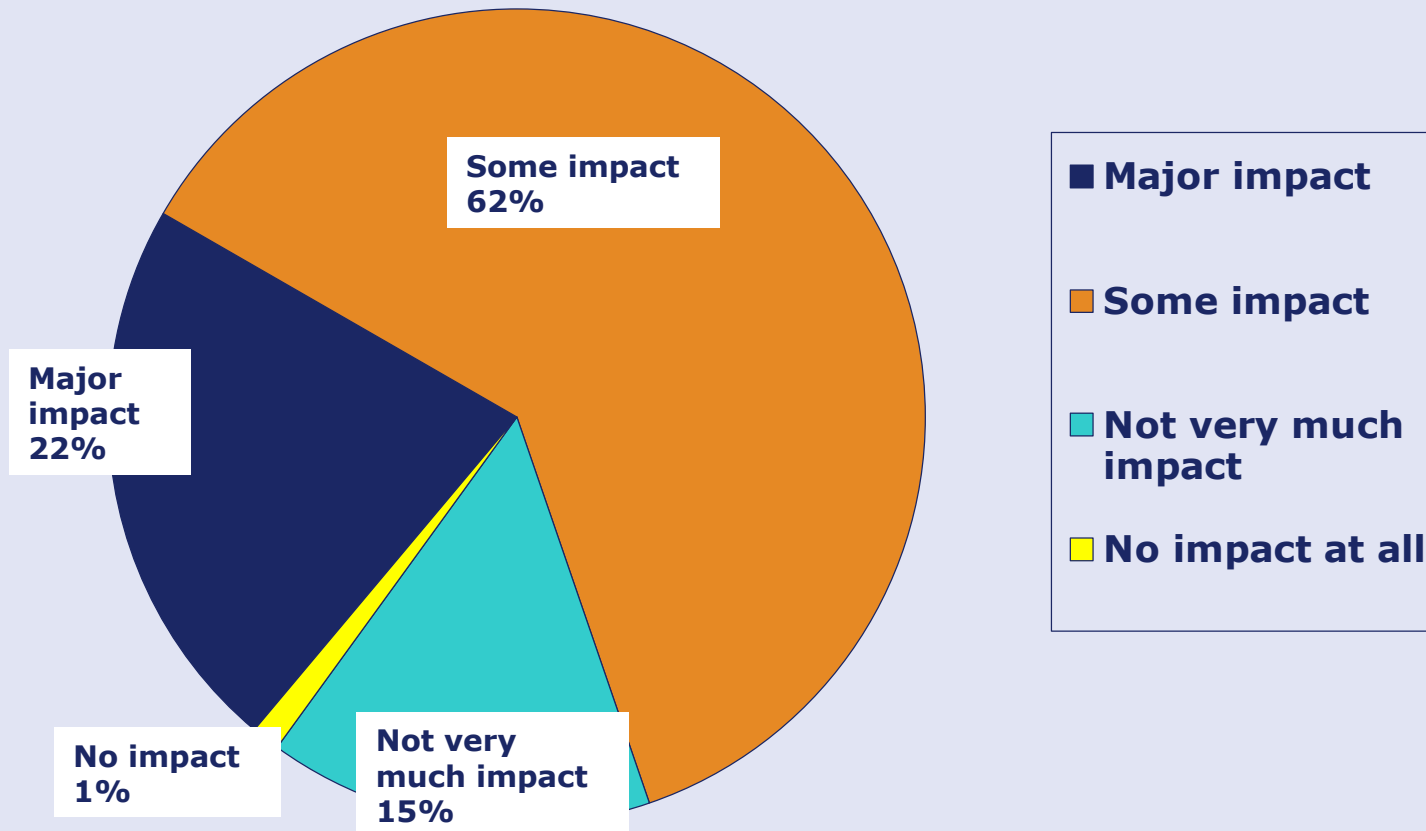


	<u>'09</u>	<u>'08</u>	<u>'07</u>
<b>More</b>	13%	53%	65%
<b>Less</b>	48%	4%	4%
<b>The same</b>	39%	43%	31%

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# Impact of Global Financial Crisis

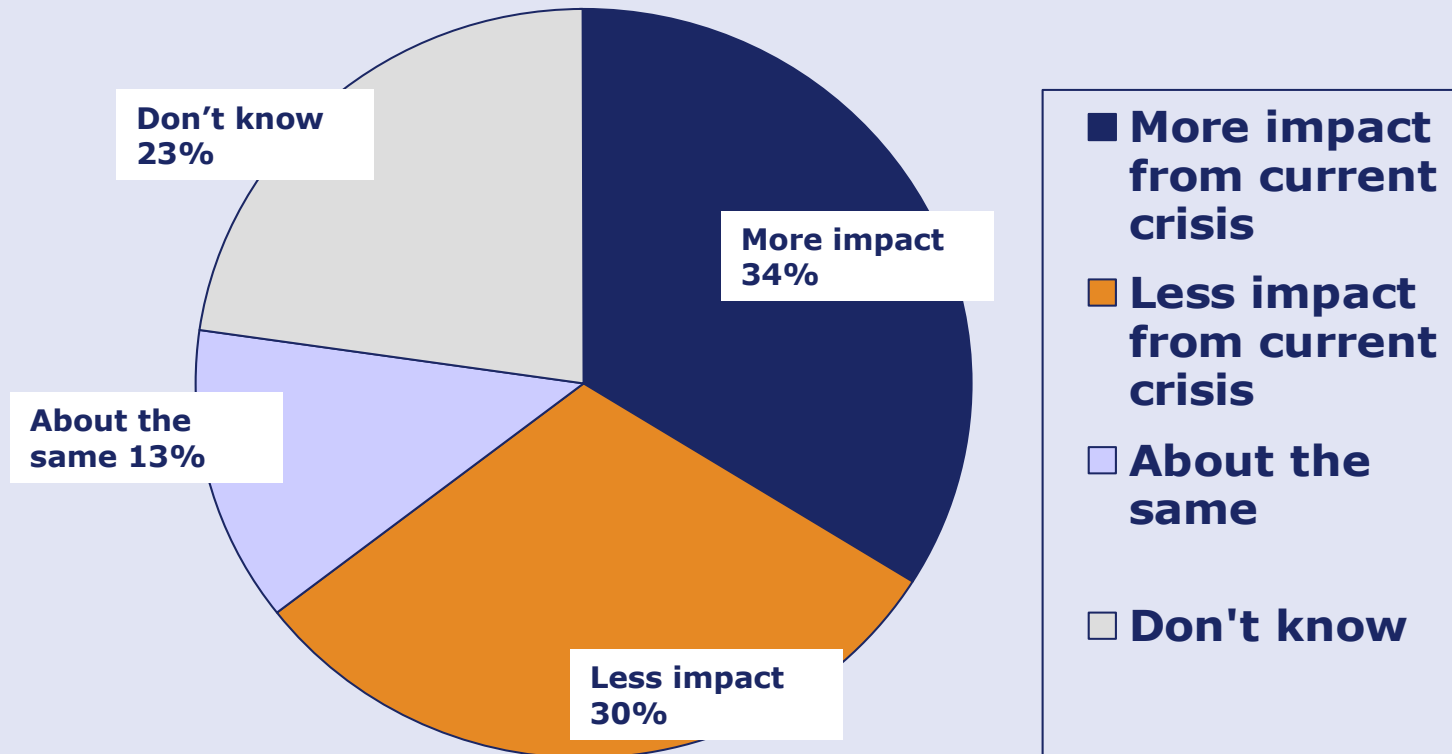
**Question:** What impact, if any, does the global financial crisis have on your business?



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# Now vs Dot.com

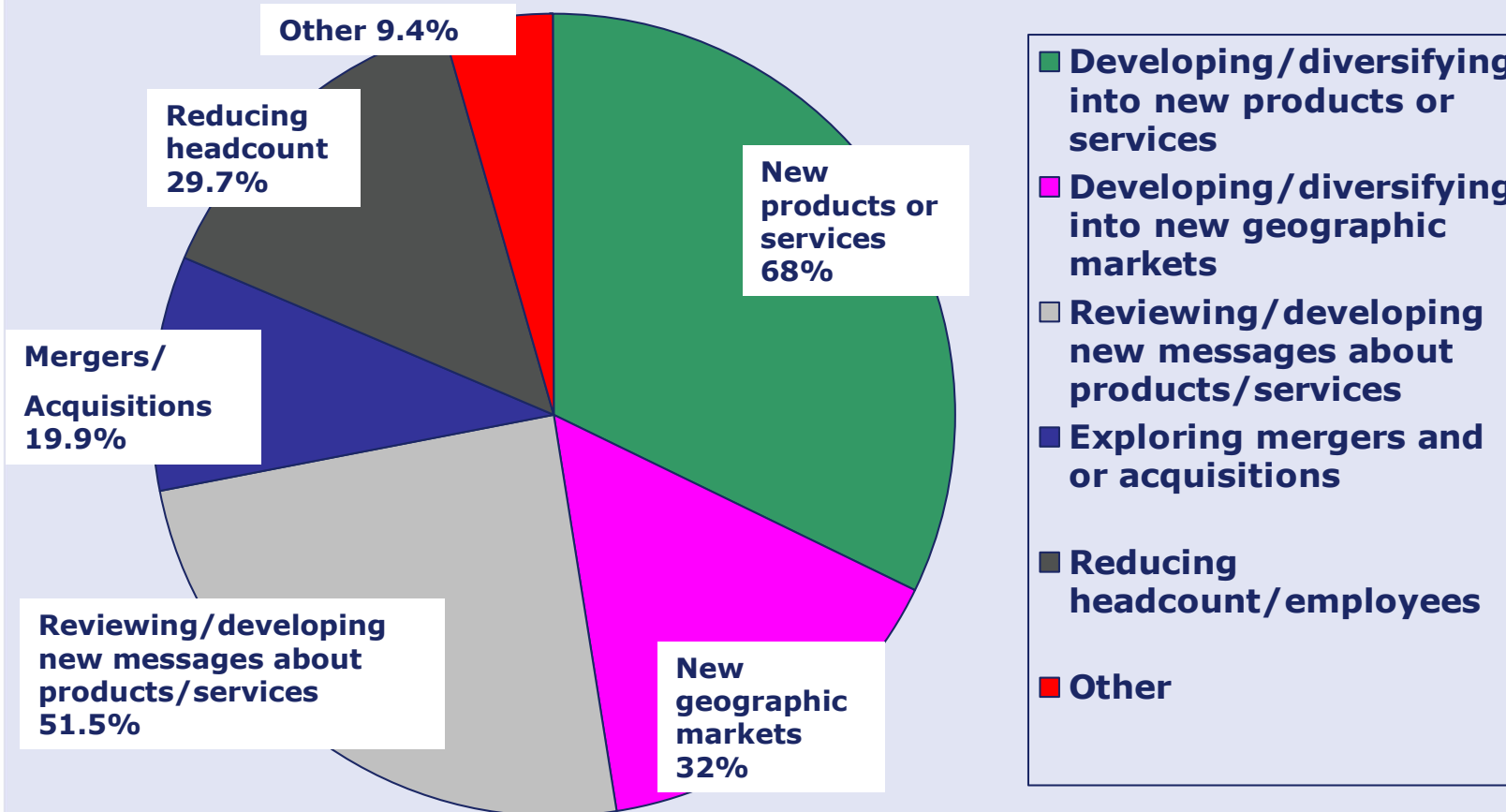
**Question:** What will be the effects on your company from the current global financial crisis, compared to the downturn following the dot.com bubble in 2000/2001?



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# Response to Economy

**Question:** How is your company responding to the slowing global economy?

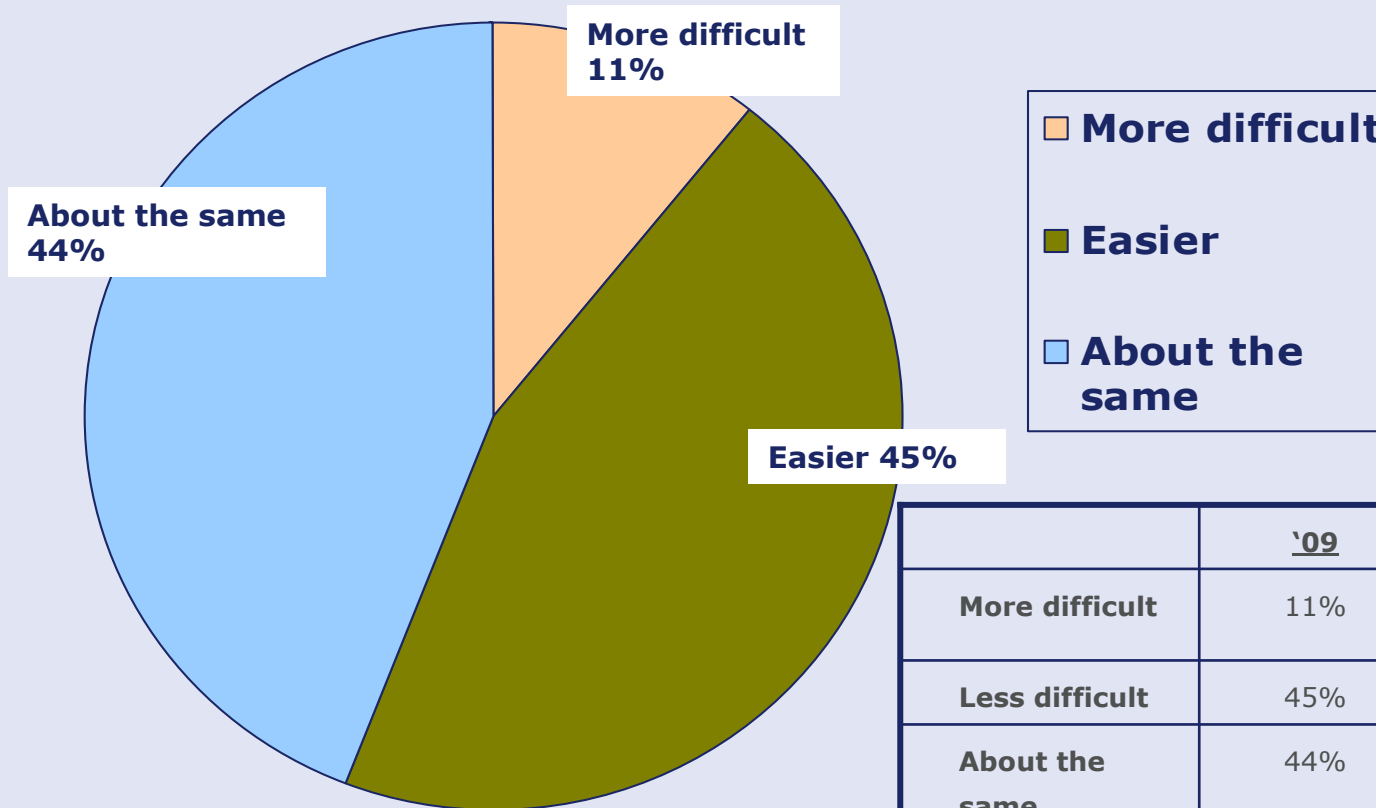


**Note:** Multiple answers possible to this question so total does not equal 100%

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# Job Recruitment

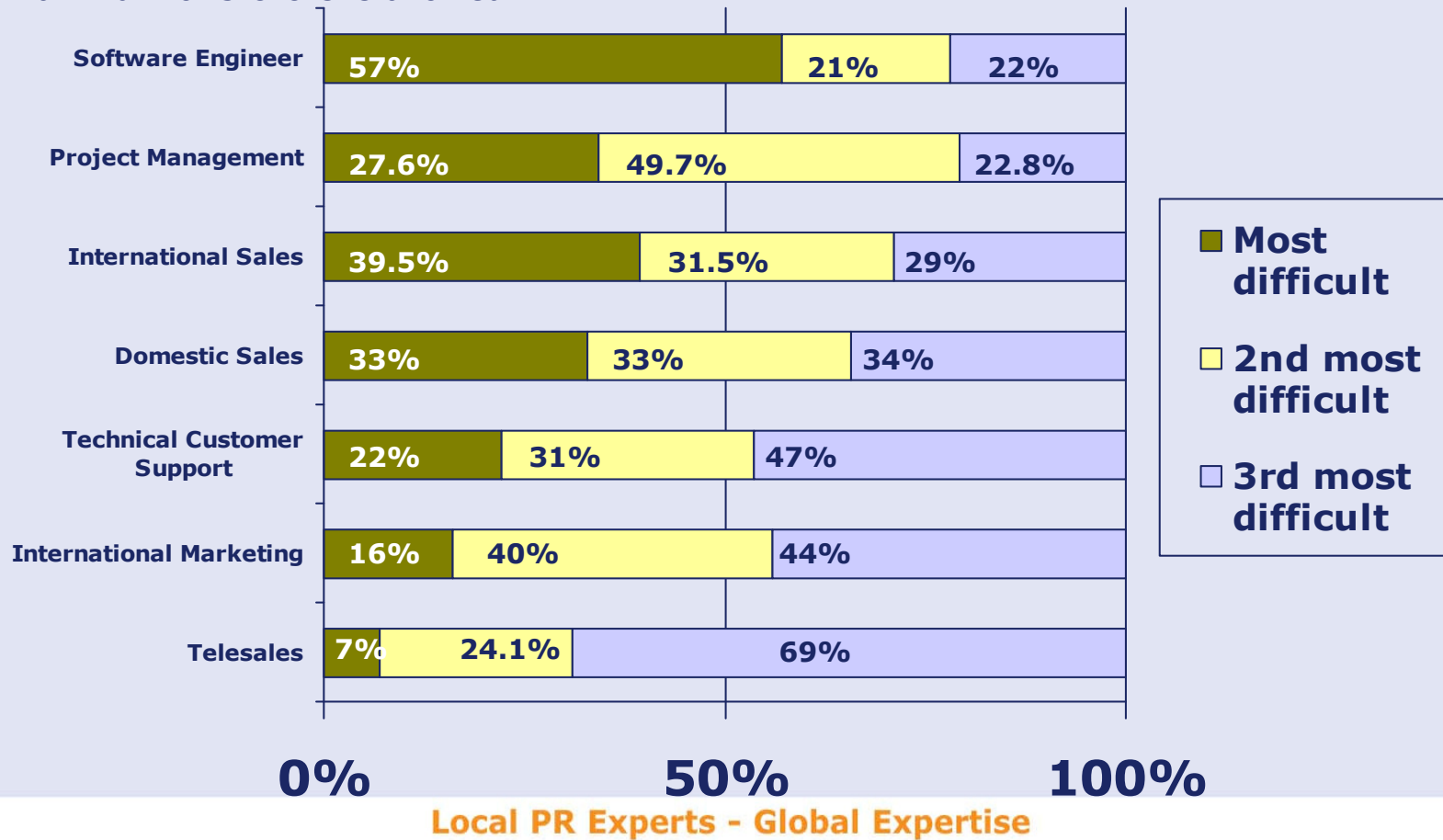
**Question:** In your opinion is it easier or more difficult to recruit IT people now compared to 12 months ago?



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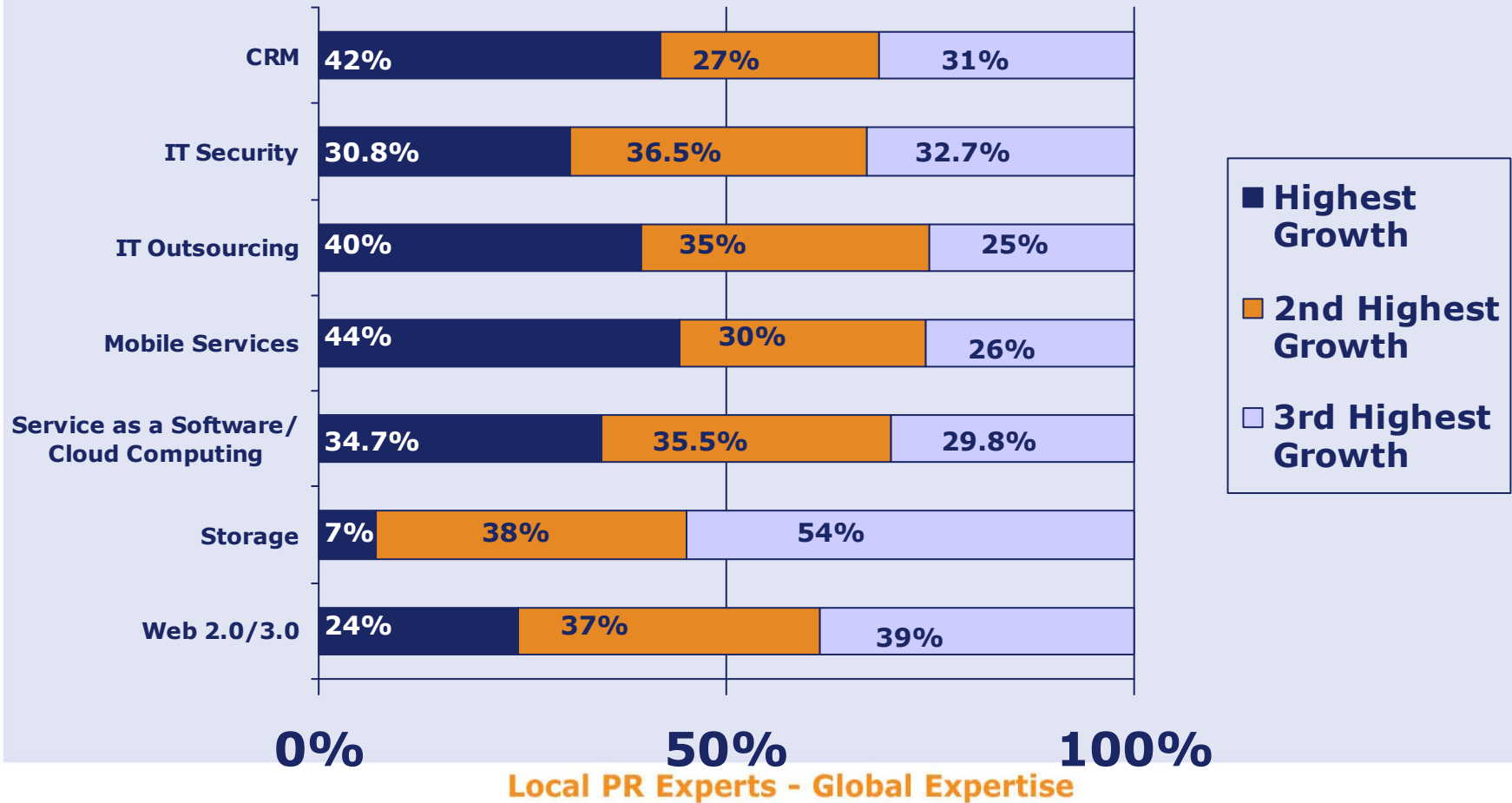
# Skills Shortage

**Question:** Listed below are a number of different job types. Please mark 1 to 3 (where 1 is the most difficult to recruit, 2 is the second most difficult to recruit and 3 is the third most difficult to recruit) which type you think you will have the most difficulty recruiting in 2009. A maximum of 3 clicks is allowed.



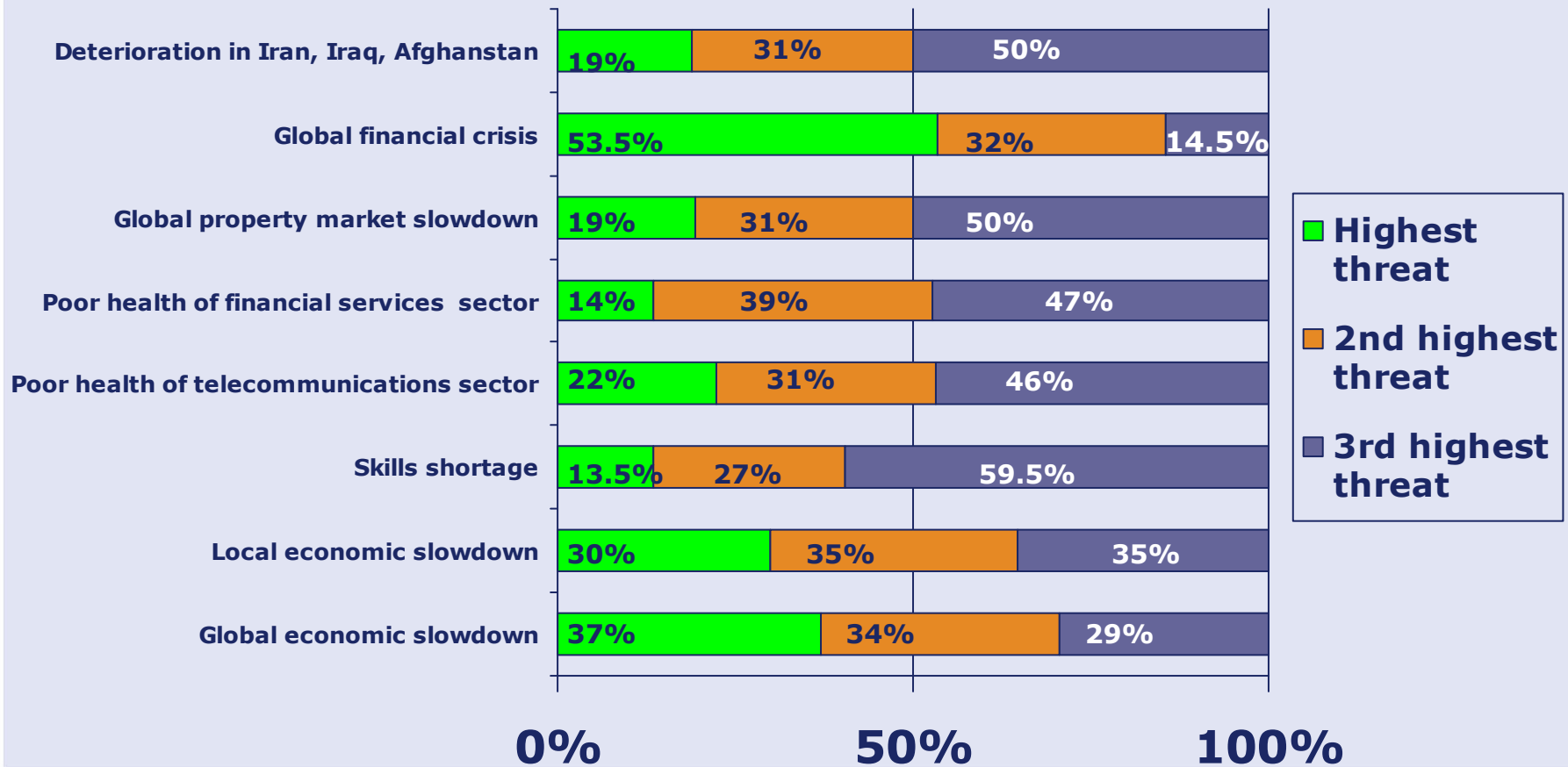
# Growth Sectors

**Question:** Listed below are a number of technology areas. Please indicate which ones you believe have the most growth potential over the next 12 months. A maximum of 3 clicks is allowed.



# Threats to Growth

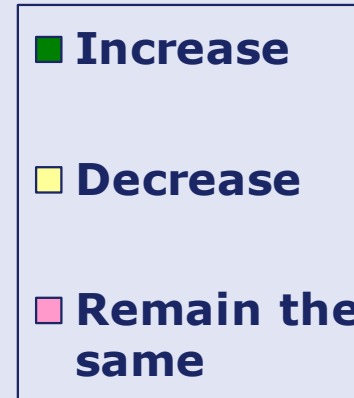
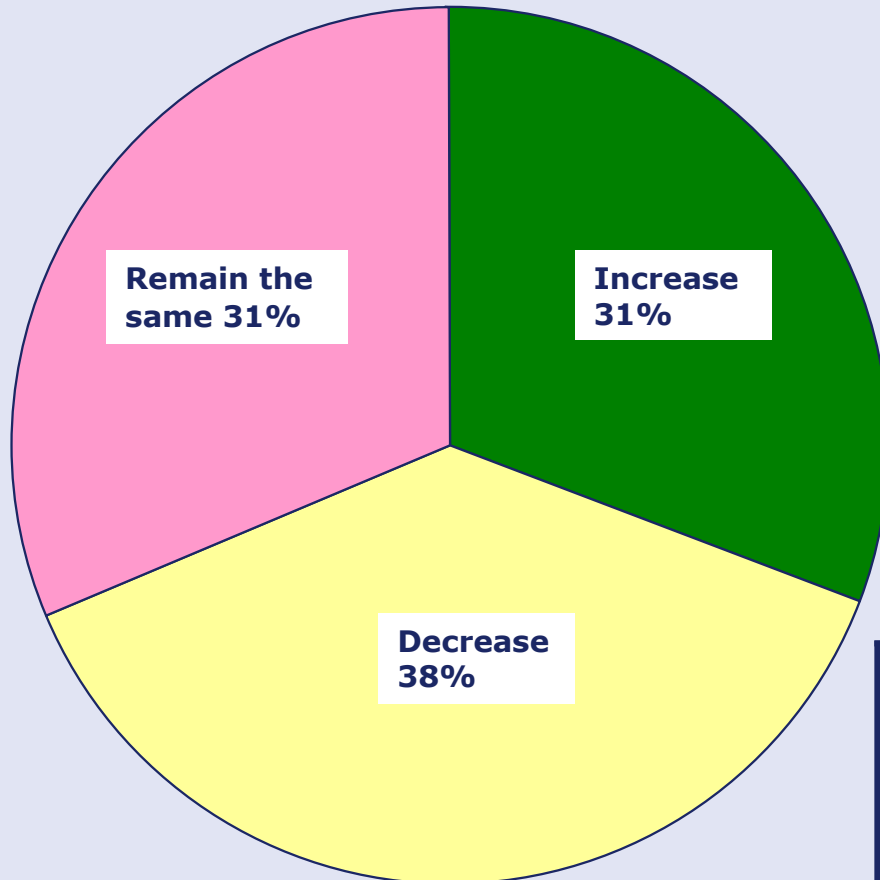
**Question:** Listed below are a number of possible threats to growth in the technology industry. Please indicate which ones you consider the most threatening. A maximum of 3 clicks is allowed.



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# NASDAQ Outlook

**Question:** Over the next 12 months do you expect the US technology stock index, NASDAQ to:

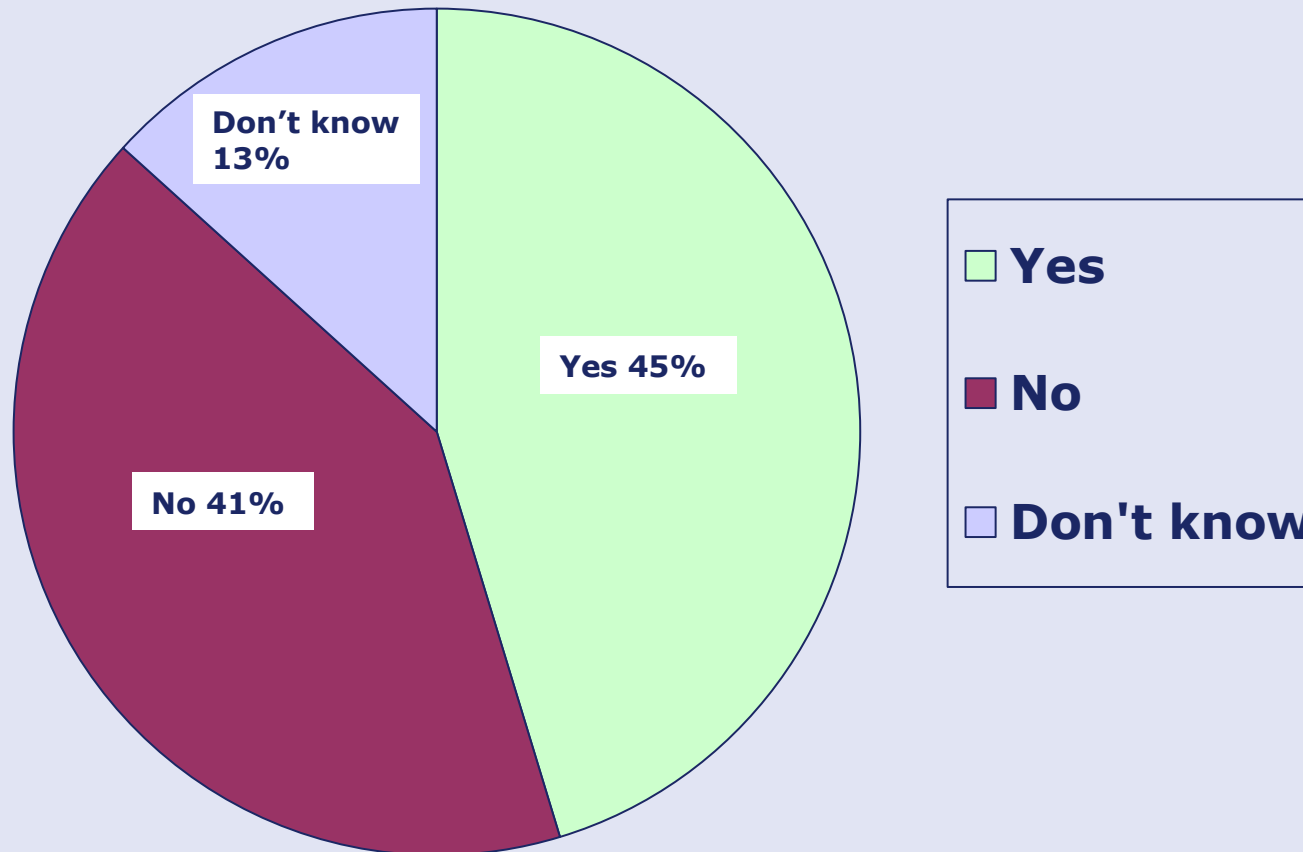


	<u>'09</u>	<u>'08</u>	<u>'07</u>
<b>Increase</b>	31%	38%	43%
<b>Decrease</b>	38%	24%	14%
<b>The same</b>	31%	38%	43%

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## Low Cost Countries

**Question:** Do you think that the country you are in is losing IT services jobs to low cost locations such as China, India, Eastern Europe?

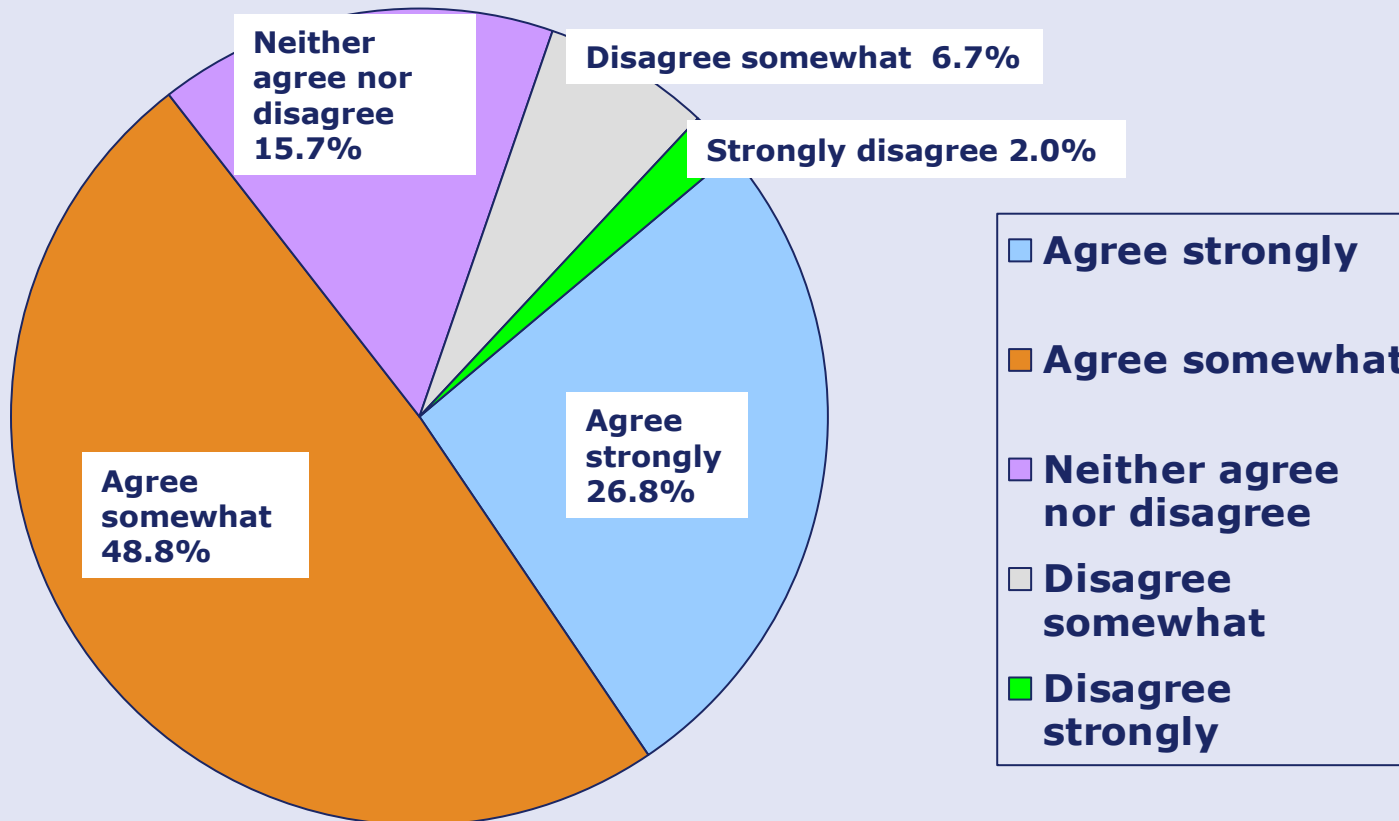


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# Search

**Question:** Do you agree or disagree with the following statement?

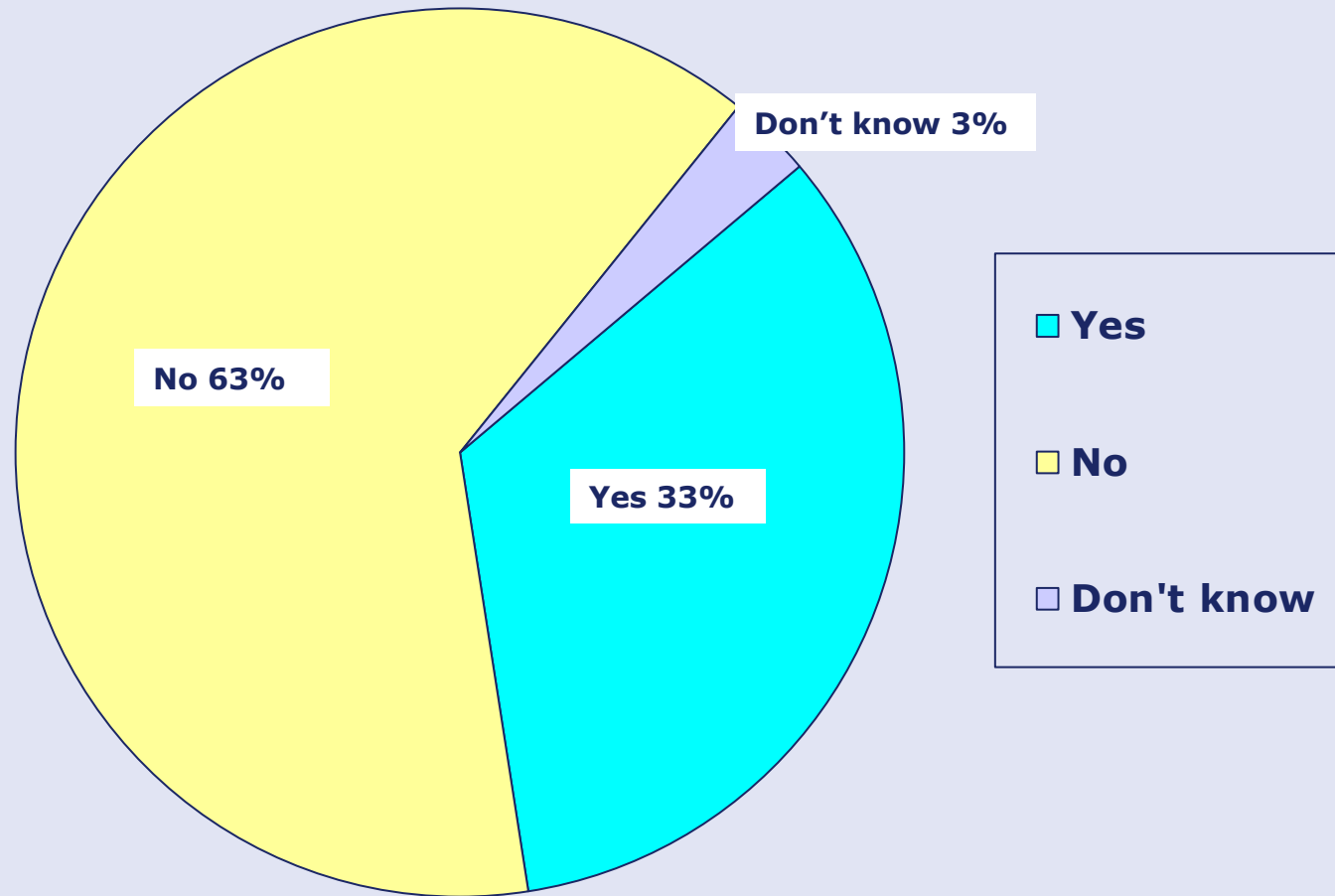
"Search (eg Google, Yahoo) is the most important development in marketing in the last 10 years."



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# Corporate Blog Usage

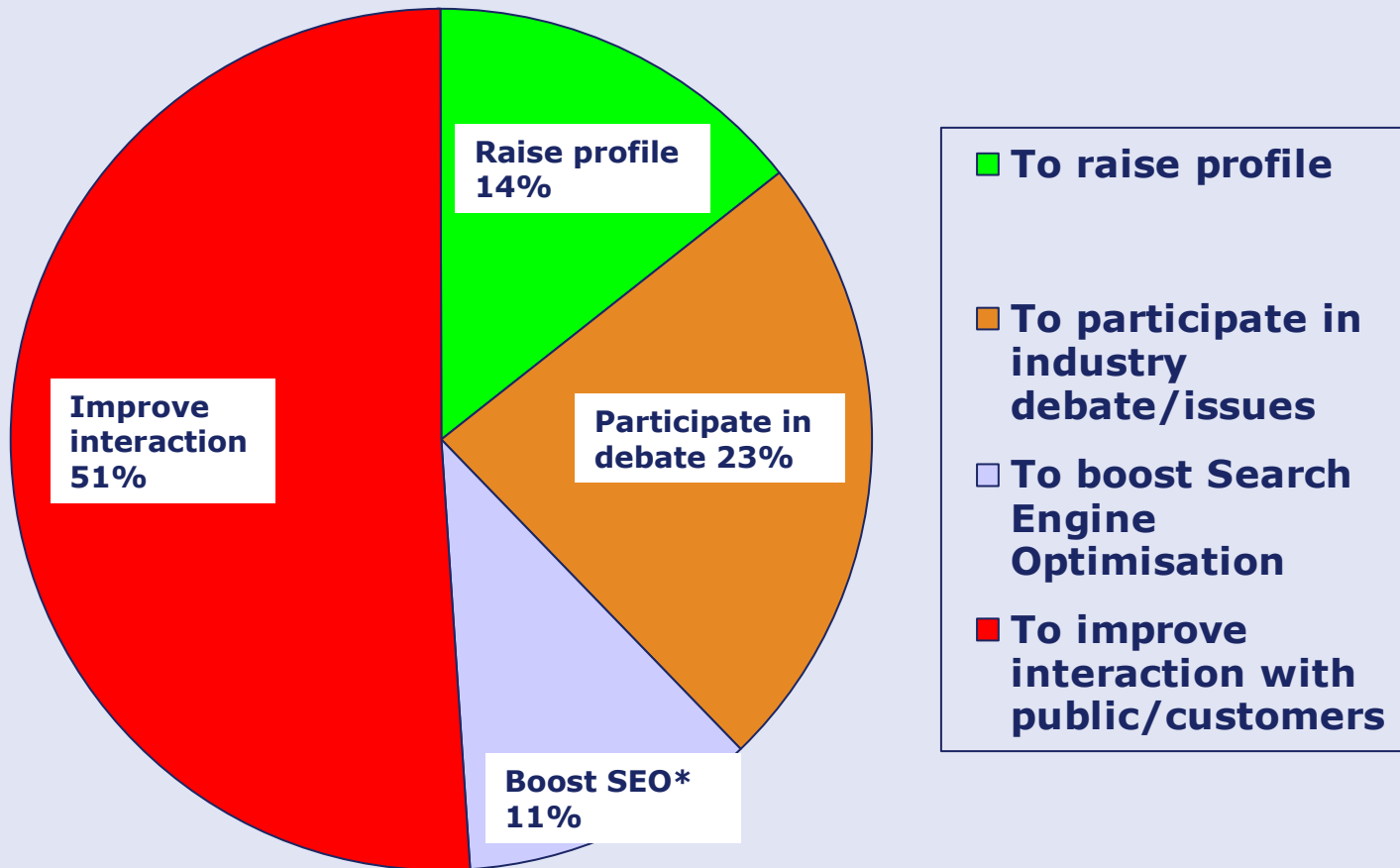
**Question:** Does your company have a blog?



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# Corporate Blog – Why?

**Question:** If Yes, why do you have one?

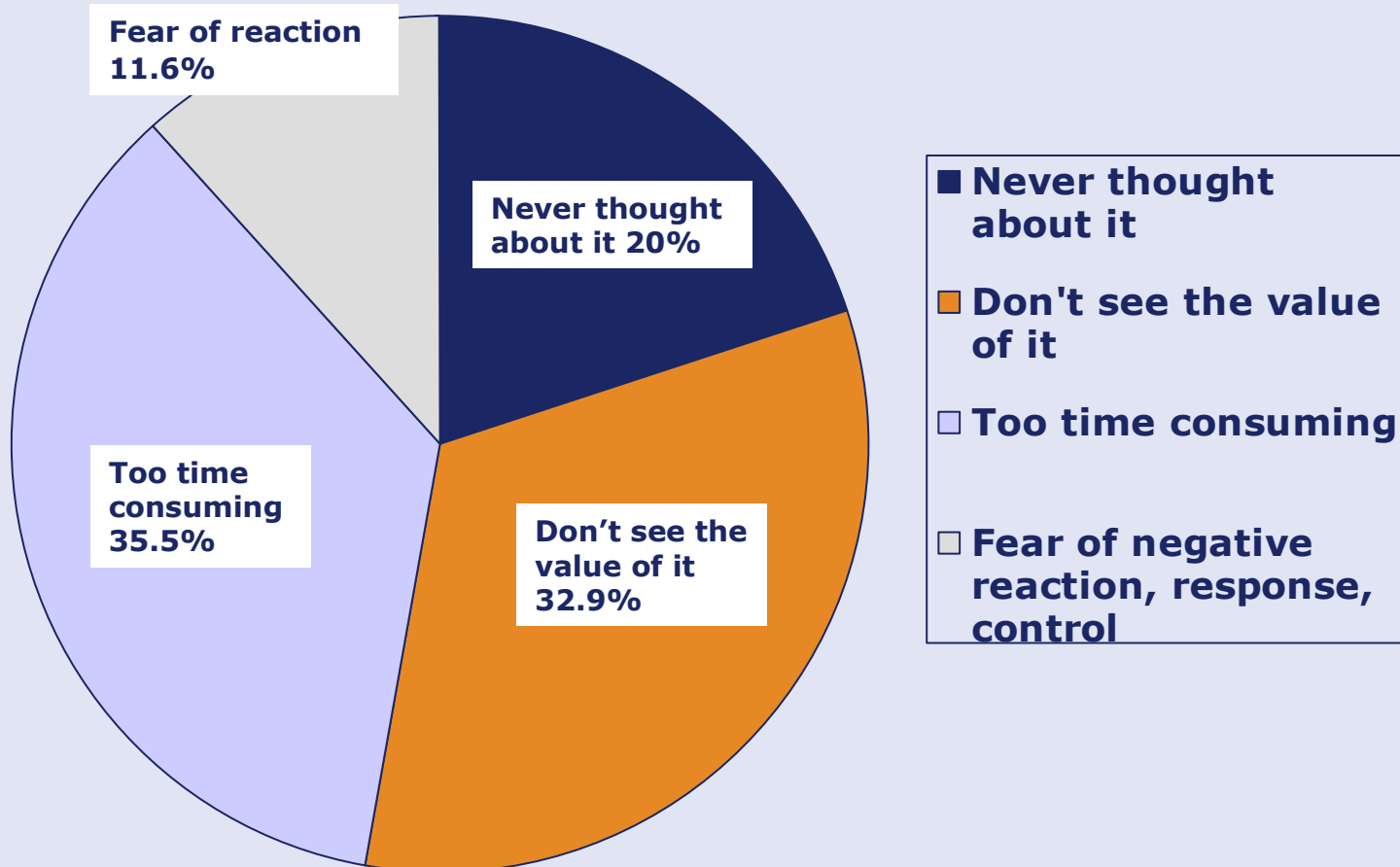


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# Corporate Blog – Why Not?

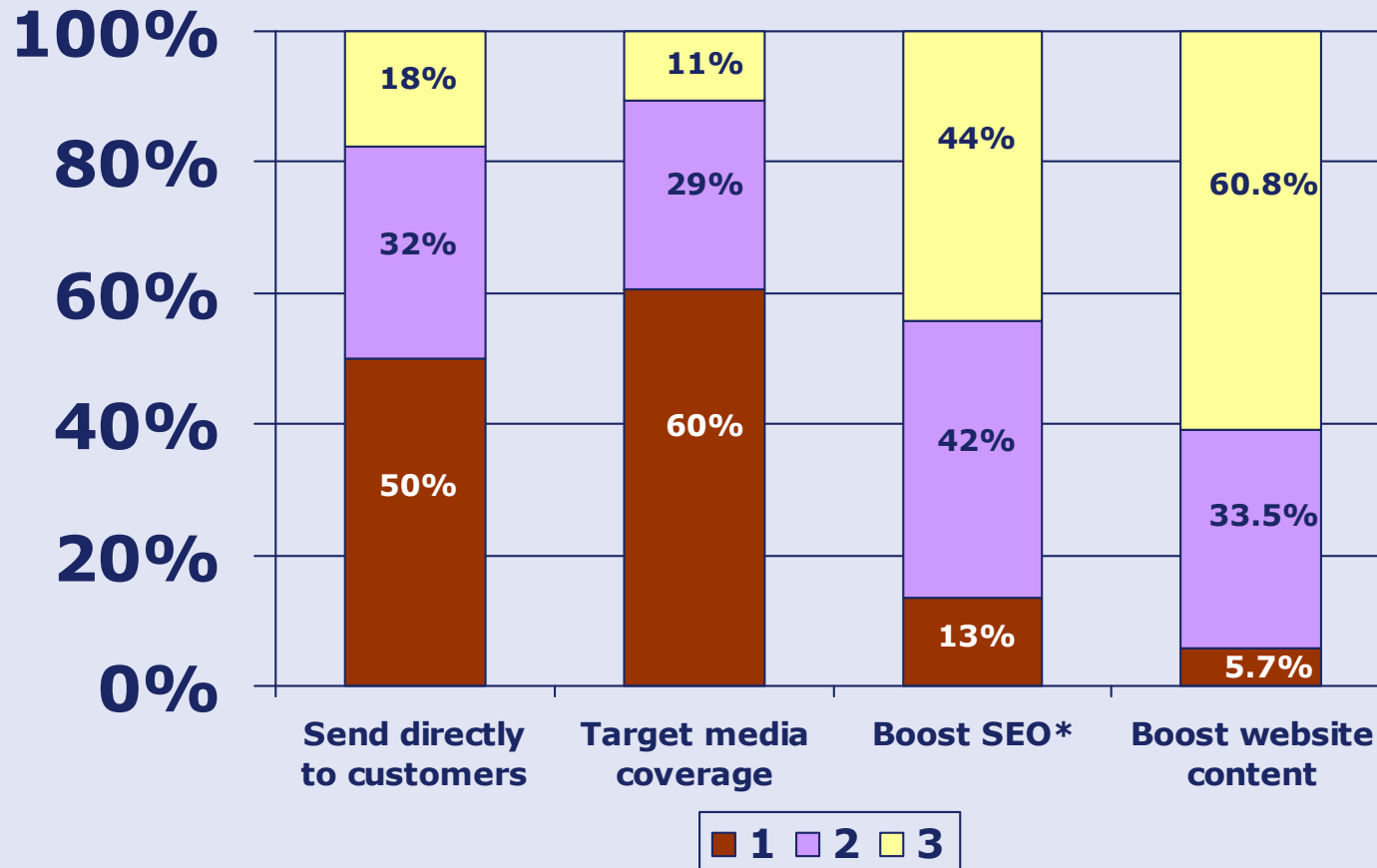
**Question:** If No, why not?



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# Role of Press Release

**Question:** List from 1 to 3 in order of priority what you see as today's main motivations for writing and issuing press releases:

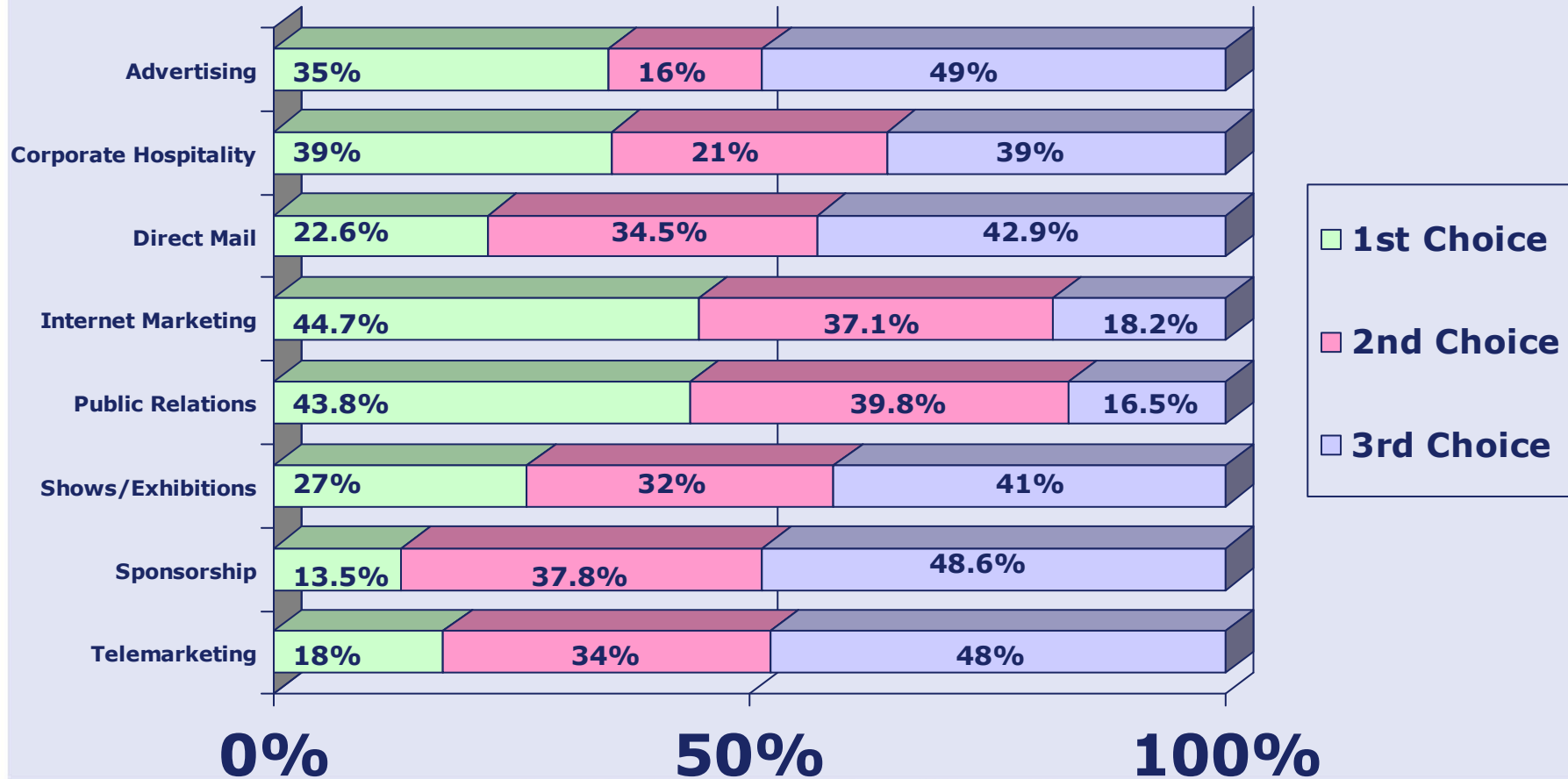


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# Marcomms – Value for Money

**Question:** Listed below are a number of communications disciplines. Please indicate which you believe offer the best value for money in an economic downturn in terms of marketing spend. A maximum of 3 clicks is allowed.



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