

CDW IT Monitor Trend Data December 2007: 2008 Business Predictions

	Overall	Corporate				Government				
		Overall Corporate	1-99 Employees	100-999 Employees	1,000+ Employees	Overall Gov't	Local	State	Federal	
Overall company performance in 2007 vs. 2006	2007 has been much better	14%	14%	13%	14%	15%	12%	12%	10%	18%
	2007 has been somewhat better	38%	37%	35%	38%	37%	46%	43%	56%	34%
	Same	27%	26%	26%	22%	27%	32%	36%	24%	37%
	2007 was somewhat worse	17%	18%	20%	21%	15%	9%	10%	8%	11%
	2007 was much worse	4%	5%	5%	5%	4%	1%	-	2%	-
If better, how important a role was technology?	Very important	36%	34%	28%	36%	38%	43%	39%	49%	43%
	Somewhat important	46%	45%	37%	48%	50%	49%	52%	43%	54%
	Not too important	16%	17%	30%	15%	10%	7%	8%	7%	4%
	Not at all important	2%	3%	5%	2%	2%	1%	-	1%	-
If same or worse, how much could improved technology have helped?	Very much	11%	10%	4%	12%	15%	16%	16%	20%	10%
	Somewhat	37%	36%	22%	38%	46%	54%	51%	51%	67%
	Not very much	31%	32%	35%	32%	29%	24%	27%	23%	16%
	Not at all	21%	23%	40%	17%	10%	6%	6%	6%	6%
Biggest obstacles to growth in 2007 (multiple select)	Internal operational costs	21%	22%	16%	21%	27%	17%	18%	14%	18%
	Technology limitations	12%	11%	4%	14%	14%	20%	18%	22%	22%
	Government and regulatory issues	18%	16%	12%	13%	20%	37%	28%	44%	50%
	Workforce demographics	10%	10%	5%	14%	12%	10%	8%	10%	14%
	Employee recruitment and retention	24%	23%	13%	29%	27%	30%	30%	30%	30%
	Industry consolidation	7%	8%	5%	12%	8%	2%	2%	3%	2%
	Weak economic environment	38%	41%	41%	43%	41%	14%	18%	12%	8%
	Inadequate business strategy	17%	17%	12%	20%	20%	17%	19%	16%	16%
	Cash flow or access to financing	16%	15%	23%	16%	8%	23%	29%	22%	12%
	Organizational changes	20%	18%	7%	20%	26%	30%	24%	37%	33%
	Other obstacles	9%	9%	13%	10%	5%	8%	9%	6%	11%
	None – No obstacles [exclusive select]	8%	8%	14%	5%	5%	6%	6%	5%	5%
Not sure [exclusive select]	4%	4%	5%	3%	4%	2%	4%	2%	-	
The one biggest obstacle to growth in 2007 (single select)	Internal operational costs	6%	6%	2%	6%	9%	6%	9%	2%	8%
	Technology limitations	3%	3%	1%	4%	4%	6%	3%	10%	7%
	Government and regulatory issues	7%	6%	6%	5%	6%	16%	11%	20%	24%
	Workforce demographics	2%	2%	1%	3%	2%	3%	4%	3%	3%
	Employee recruitment and retention	11%	11%	6%	10%	14%	14%	15%	12%	15%
	Industry consolidation	2%	2%	-	5%	2%	-	-	-	-
	Weak economic environment	27%	30%	31%	30%	29%	9%	12%	8%	3%
	Inadequate business strategy	8%	8%	6%	8%	9%	9%	12%	5%	8%
	Cash flow or access to financing	8%	7%	14%	6%	3%	12%	14%	11%	8%
	Organizational changes	7%	7%	2%	7%	10%	11%	6%	18%	12%
	Other obstacles	7%	7%	11%	8%	4%	5%	5%	4%	9%
	None – No obstacles	8%	8%	14%	5%	5%	6%	6%	5%	5%
Not sure	4%	4%	5%	3%	4%	2%	4%	2%	-	
2008 priorities (multiple select)	Managing operational costs	42%	43%	26%	48%	54%	35%	37%	35%	31%
	Growing market share	41%	47%	40%	52%	50%	2%	1%	4%	-
	Technology improvements	28%	27%	14%	34%	35%	35%	33%	32%	43%
	Employee recruitment and retention	25%	24%	14%	27%	31%	30%	30%	27%	36%
	Workforce performance	25%	24%	15%	28%	30%	32%	33%	29%	36%
	New products/services	27%	29%	28%	30%	29%	13%	13%	12%	16%
	Process improvements, streamlined product/service delivery	37%	37%	24%	39%	46%	37%	26%	51%	38%
	Improving customer satisfaction	36%	37%	29%	41%	41%	34%	33%	36%	30%
	Acquiring or merging with another company/organization	10%	11%	2%	14%	16%	2%	-	5%	1%
	Business intelligence capabilities	14%	15%	9%	14%	21%	8%	5%	10%	10%
	Other priorities	3%	3%	4%	2%	3%	5%	5%	7%	-
	Not sure [exclusive select]	8%	8%	14%	4%	5%	6%	5%	5%	9%
The one most important 2008 priority (single select)	Managing operational costs	15%	14%	10%	17%	17%	18%	21%	16%	13%
	Growing market share	22%	25%	25%	30%	22%	0%	-	1%	-
	Technology improvements	6%	5%	4%	6%	6%	11%	11%	10%	14%
	Employee recruitment and retention	7%	7%	6%	7%	7%	11%	17%	2%	14%
	Workforce performance	5%	4%	6%	2%	3%	13%	13%	13%	13%
	New products/services	8%	9%	11%	9%	7%	3%	1%	4%	6%
	Process improvements, streamlined product/service delivery	11%	9%	7%	9%	11%	20%	14%	26%	22%
	Improving customer satisfaction	11%	11%	11%	6%	13%	12%	11%	16%	8%
	Acquiring or merging with another company/organization	3%	3%	0%	6%	5%	-	-	-	-
	Business intelligence capabilities	1%	1%	0%	2%	1%	2%	1%	2%	3%
	Other priorities	2%	2%	4%	2%	1%	4%	4%	6%	-
	Not sure	9%	10%	16%	5%	7%	6%	6%	5%	9%