

# IDG TECH PULSE

## COMCAST BUSINESS

Thank you for participating in IDG's  
**March 1, 2016** TechPulse poll.

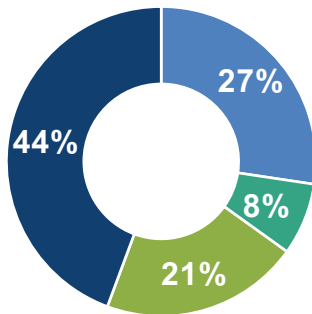


A total of **106 ITDMs** responded to this week's poll.

### RESPONDENT PROFILE

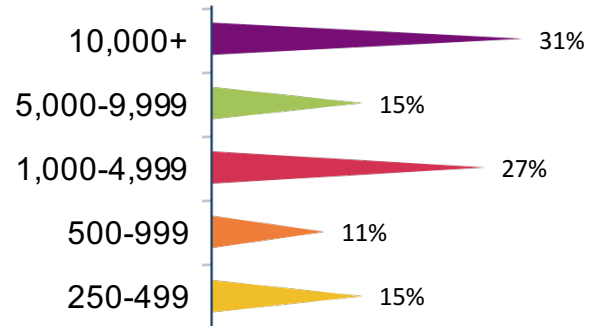
#### JOB TITLE

- C-level
- SVP/VP
- Director
- Manager

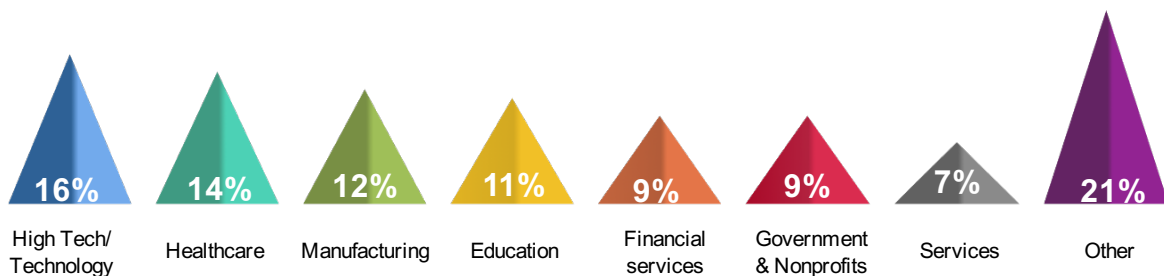


#### COMPANY SIZE

Average: 16,422



#### INDUSTRY

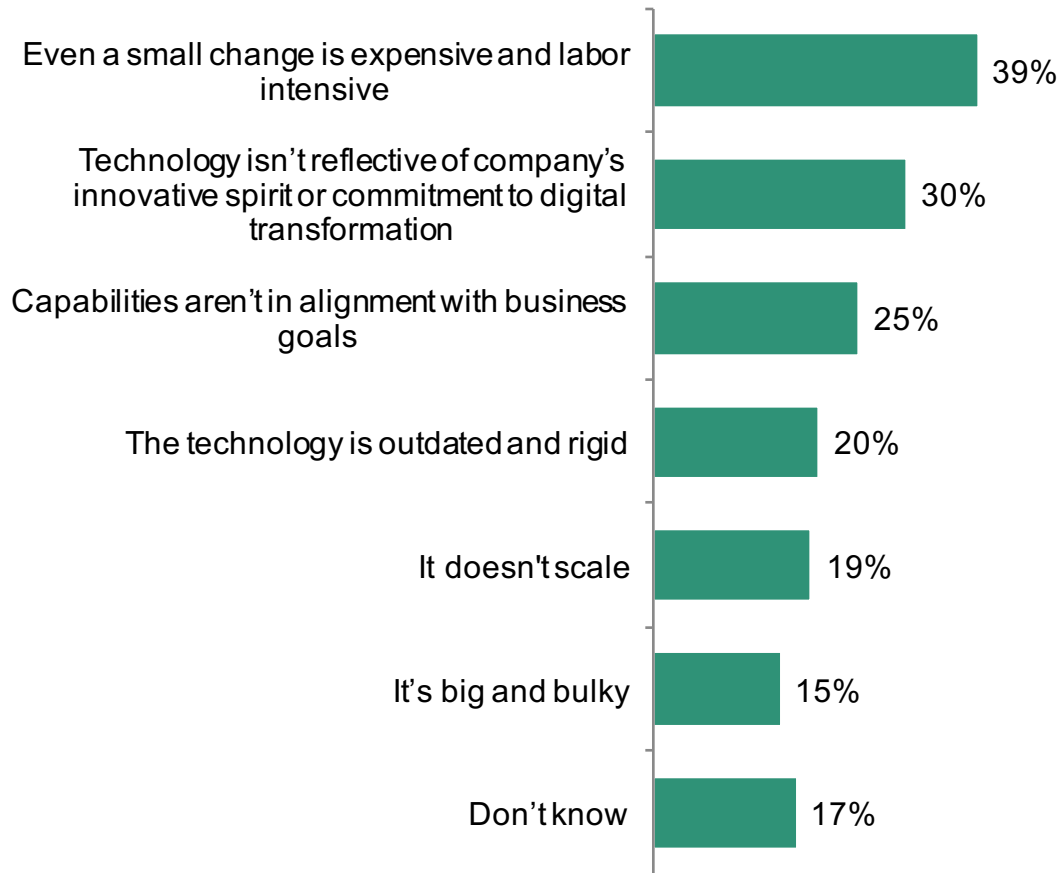


Q1

What is the stark “reality” of voice technology that is holding companies back in these digital times? (Select all that apply)



Cost and labor involved for even small changes is the issue holding most companies back regarding voice technology



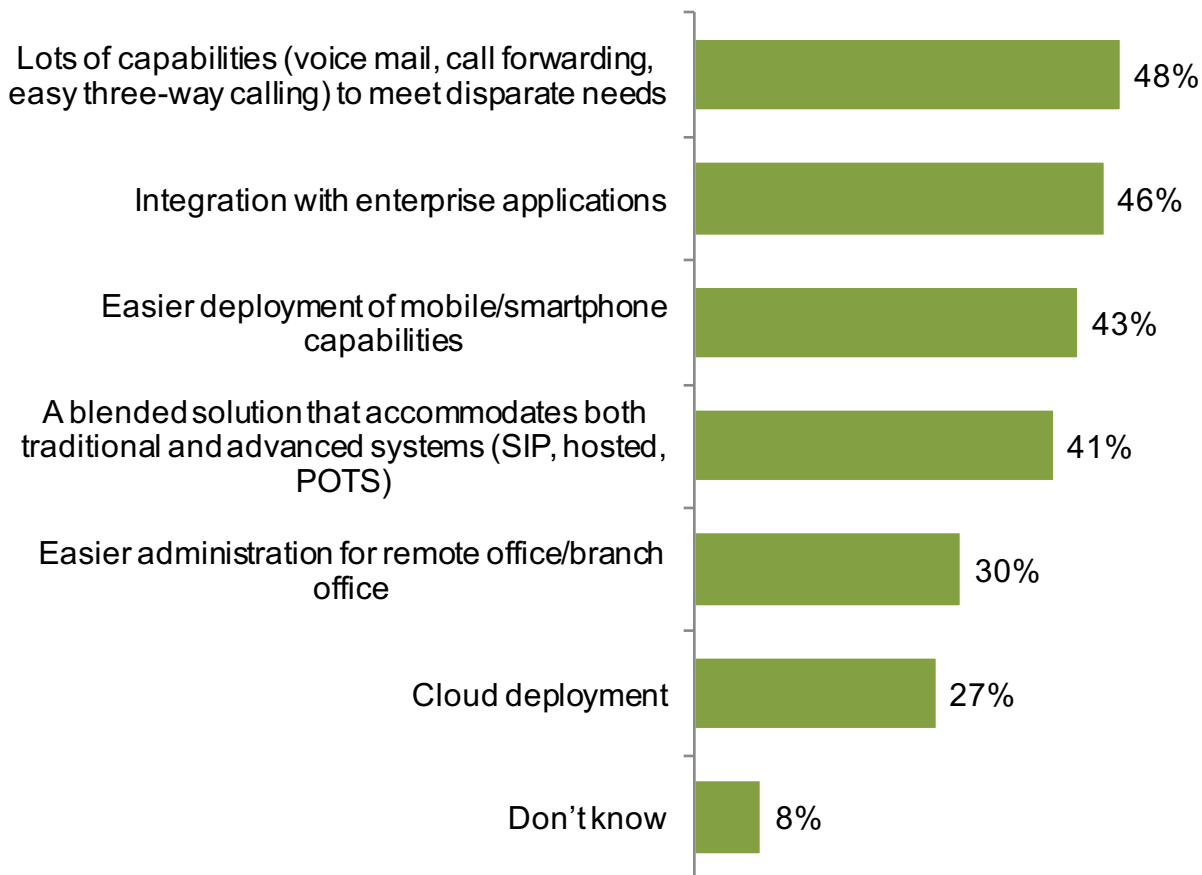
Those in small organizations (250-999 employees) are more likely than larger companies to note that even a small change is expensive and labor intensive (61% vs 31%).

Q2

What capabilities do you think make for an “ideal” voice environment, one that is in line with today’s business/operational requirements? (Select all that apply)



Looking for an ideal voice environment? Half of ITDMs report this must include lots of capabilities to meet disparate needs



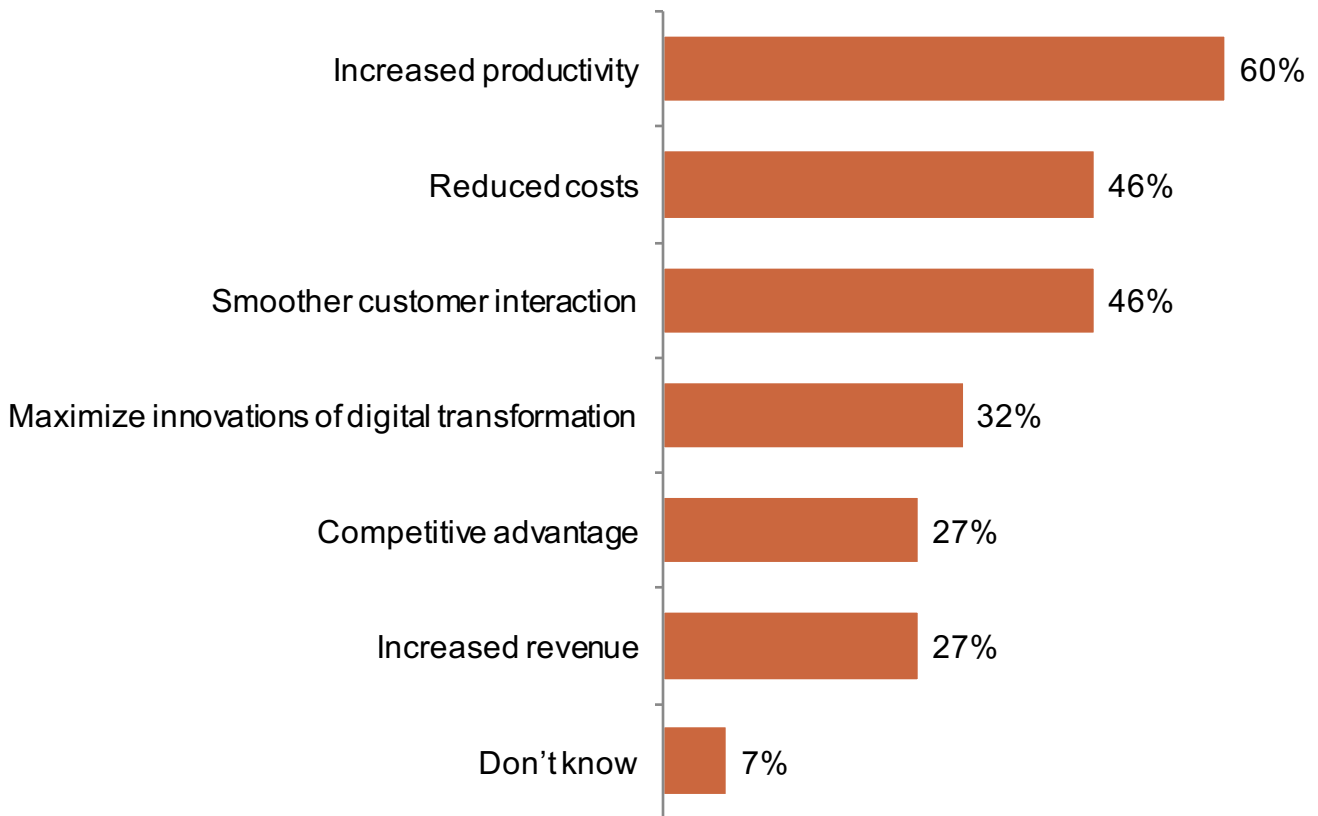
Those in larger organizations with 1,000+ employees are more likely than smaller companies to believe an ideal voice environment has lots of capabilities (71% vs 40%) and can integrate with enterprise applications (61% vs 41%).

Q3

What benefits would that ideal voice environment bring to an organization?  
(Select all that apply)



Three out of five ITDMs report their ideal voice environment would most benefit their organization by increasing productivity



Those in small organizations are more likely than larger companies to require an ideal voice environment that helps reduce costs (64% vs 40%).