PETRI
WE GET IT

Audience Survey Results

PETRI
WE GET IT

We're excited to present the 2023 Petri IT Knowledgebase Audience Survey, an in-depth research that offers valuable insights into the challenges and opportunities that IT organizations are facing.

This year's findings reaffirm that Petri's audience is the industry's pulse, coming straight from the minds of IT leaders and professionals who are making strategic decisions and influencing buying choices. Our research draws from a diverse range of voices, including small, medium, and large organizations, making it a reliable tool to refine your marketing strategies.

Identifying the concerns, challenges, and needs of IT Pros allows us to continually serve them better with the most relevant resources and content - and partner with our Technology Marketers to bring the most strategic solutions to safeguard their businesses and keep their systems and end users running 24/7.

Dive in! We are standing by, ready to help you make this research actionable and successful for you.

Keeping IT Pros up at night are Microsoft 365, backup, storage, security, and cloud computing – consistent with Petri's 2020 Audience survey. Delving more deeply …

Data protection, ransomware, and threat detection are at the top of their security concerns.

Endpoint management and desktop virtualization also rate as top worries as IT organizations continue to adapt to a 'work from anywhere' reality for today's workforce.

Citing a lack of time and resources, managing security and endpoints with limited budgets is a challenge for IT departments.

IT Pros are still struggling to harness scripting technologies like PowerShell to automate admin tasks across large, distributed environments.

Artificial Intelligence comes into greater focus in this year's survey. IT Pros are concerned about how A.I. is going to change the landscape and affect their careers.

IT Pros need third-party solutions to help them meet the demands of providing secure access to resources in the current reality.

IT Pros trust Petri.com every day for advice from top experts on how-to manage complex IT problems.

BWW Media Group's Mission

BWW Media Group's mission is to provide the best content and community resources to help IT professionals and business decision-makers be successful in their jobs and keep their end users and businesses running 24 hours per day, 365 days per year.

Petri.com has been a knowledge base and educational resource for IT Pros for over 23 years and counting.

BWW Media Group Audience Snapshot
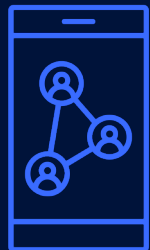
Social Audience

Twitter: 184K

Facebook: 10K

LinkedIn: 3K

Source: Google Analytics - Past 90 Days; Bombora Planning & Measurement Suite |Intent Fit + Index - Past 90 Days

The Petri.com Audience

Petri.com Site Traffic – Last 90 Days:
- 1.5MM Unique Visitors
- 2.2MM Unique Pageviews
- Average Time On Page (engagement for how-to articles) 4:43
- 85% consistent new traffic from organic search
- 50% of visitors from N. America & UK

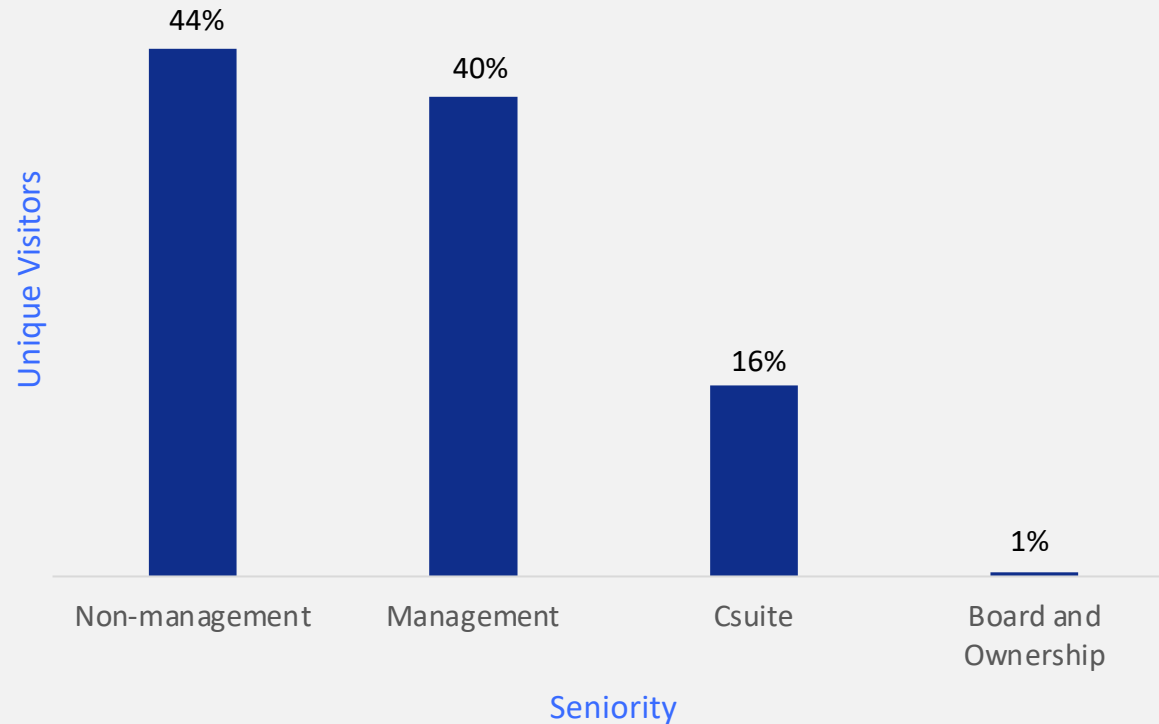**Petri.com Audience Insights & Intent – Last 90 Days:**
- Top 5 Industries – Software, Manufacturing, Education, Finance, and Healthcare
- 55% company size 1-999; 45% Company Size 1,000+ (number of employees)
- 55% Companies with $50MM+ Revenue
- 83% IT & Business Professionals
- 56% are Management, C-Suite, and IT BDMs
- Top 3 Interest Topics – PowerShell, Active Directory, Microsoft Teams/365
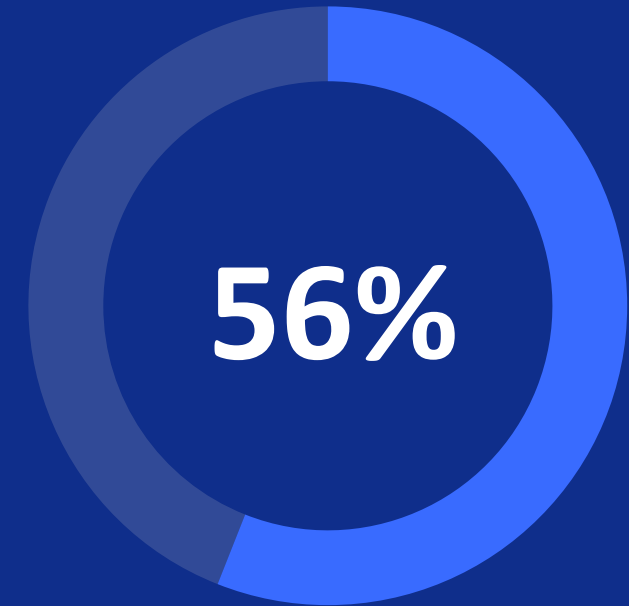- 269,000 Business Domains with Intent for IT Solutions

PETRI
WE GET IT

Petri.com 2023 Audience Survey Results

Demographics & Firmographics

Petri.com Audience Seniority level

Unique Visitors

44%

40%

16%

1%

Non-management   Management   Csuite   Board and Ownership

Seniority

Key Takeaway

56%
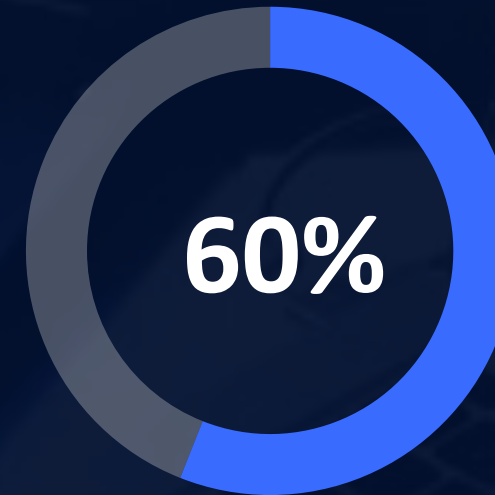
of Petri.com site visitors are Management level and above

What is your age?

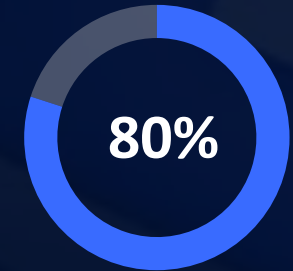| ANSWER CHOICES	RESPONSES
<20	<1%
20-34	7%
35-44	24%
45-54	36%
55-64*	24%
65+	9%

*This group's number doubled since 2020
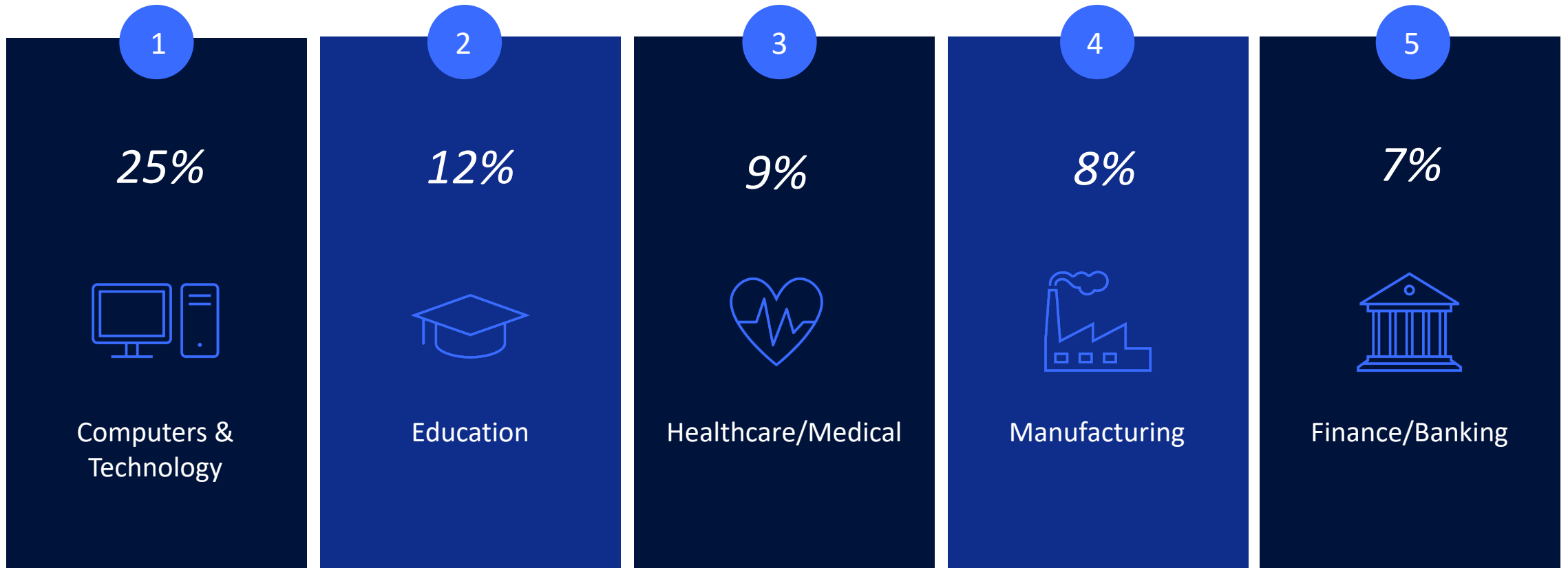
Key Takeaway

60%

80%

60% of respondents are in the prime of their career at age 35 to 54.

80% of the 35 to 54 age group is manager level or above.
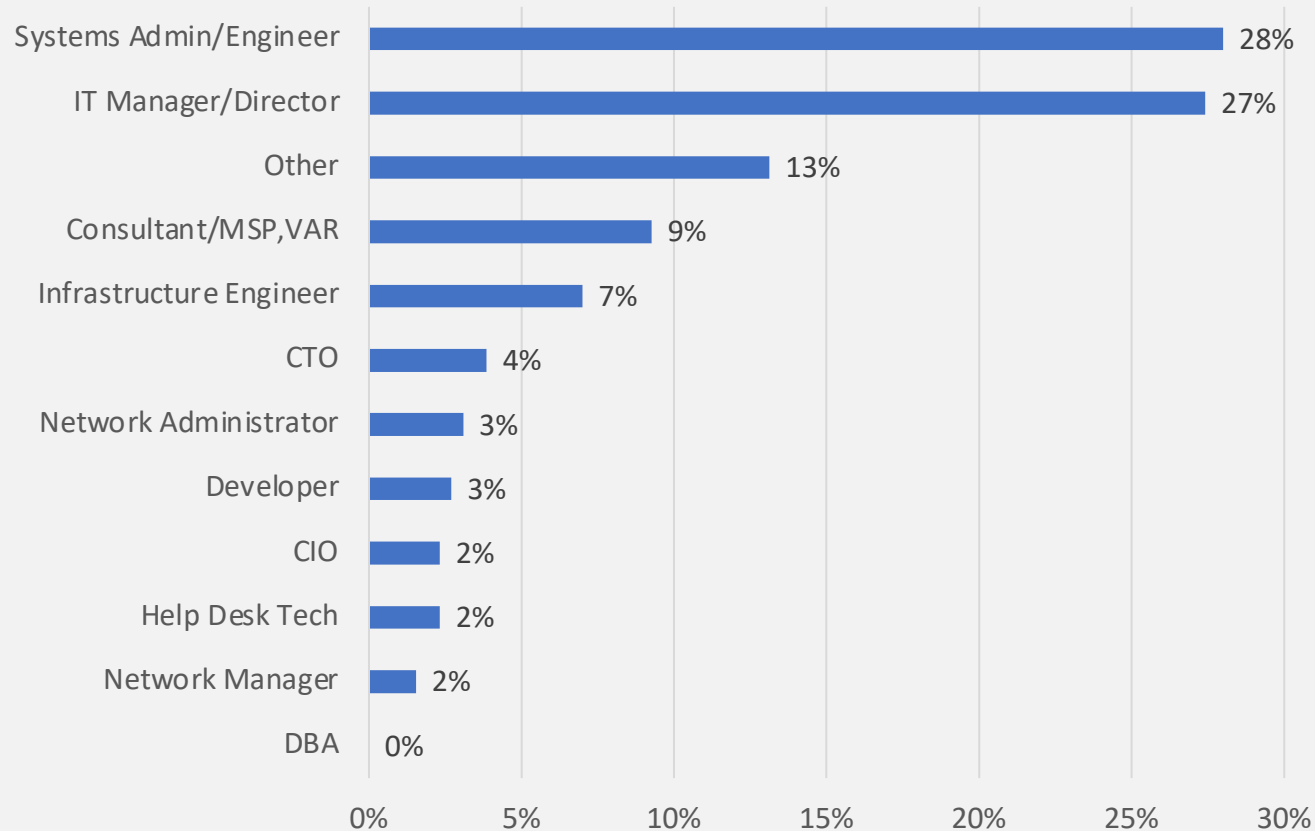
What is your industry? – Top 5

1

25%

Computers &
Technology

2

12%

Education

3

9%

Healthcare/Medical

4

8%

Manufacturing

5

7%

Finance/Banking

What is your industry? – All Industries

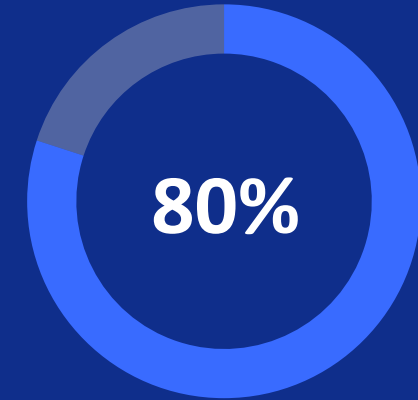| Answer Choices	Responses
Computers & Technology	24.3%
Education	11.2%
Healthcare/Medical	8.1%
Manufacturing	7.7%
Finance/Banking	6.6%
Business Service & Consulting	5.8%
Responses Other (please specify)	5.4%
Government	5.0%
Non-Profit/Organizations	3.9%
Professional Services	2.7%
Telecommunications	2.7%

Answer Choices	Responses
Real Estate	2.3%
Construction	1.9%
Insurance	1.5%
Automotive	1.2%
Retail & Consumer Goods	1.2%
Service Industry	1.2%
Transportation Services	1.2%
Utility/Energy	1.2%
Biotech & Pharmaceuticals	0.8%
Corporate Services	0.8%
Lodging/Hospitality/Food Service	0.8%

Answer Choices	Responses
Arts/ Entertainment/Gaming	0.4%
Consumer Packaged Goods	0.4%
Legal	0.4%
Oil and Gas	0.4%
Transportation and Logistics	0.4%
Travel/Hospitality/Entertainment	0.4%
Water and Sewer Utilities	0.4%
Advertising/Marketing	0%
Aerospace/Aviation	0%
Agriculture	0%
Media	0%

PETRI.COM 2023 AUDIENCE SURVEY RESULTS

What best describes your current job title?

| Job Title	Percentage
Systems Admin/Engineer	28%
IT Manager/Director	27%
Other	13%
Consultant/MSP,VAR	9%
Infrastructure Engineer	7%
CTO	4%
Network Administrator	3%
Developer	3%
CIO	2%
Help Desk Tech	2%
Network Manager	2%
DBA	0%

Key Takeaways:

80%

of those who responded with a job level of Manager and above are between the ages of 35 and 54.

In the Other category, our audience reported:

Business Owner, President & Founder, CEO, CISO, Cloud Architect, Enterprise Architect, Digital Workplace Architect/Lead, Solution Architect, Cybersecurity Engineer, Security Operations, Risk Manager, Assistant IT Manager, EVP/SVP, Business & Data Analyst, and Multiple Roles.

PETRI
WE GET IT

Petri.com Audience Seniority Level
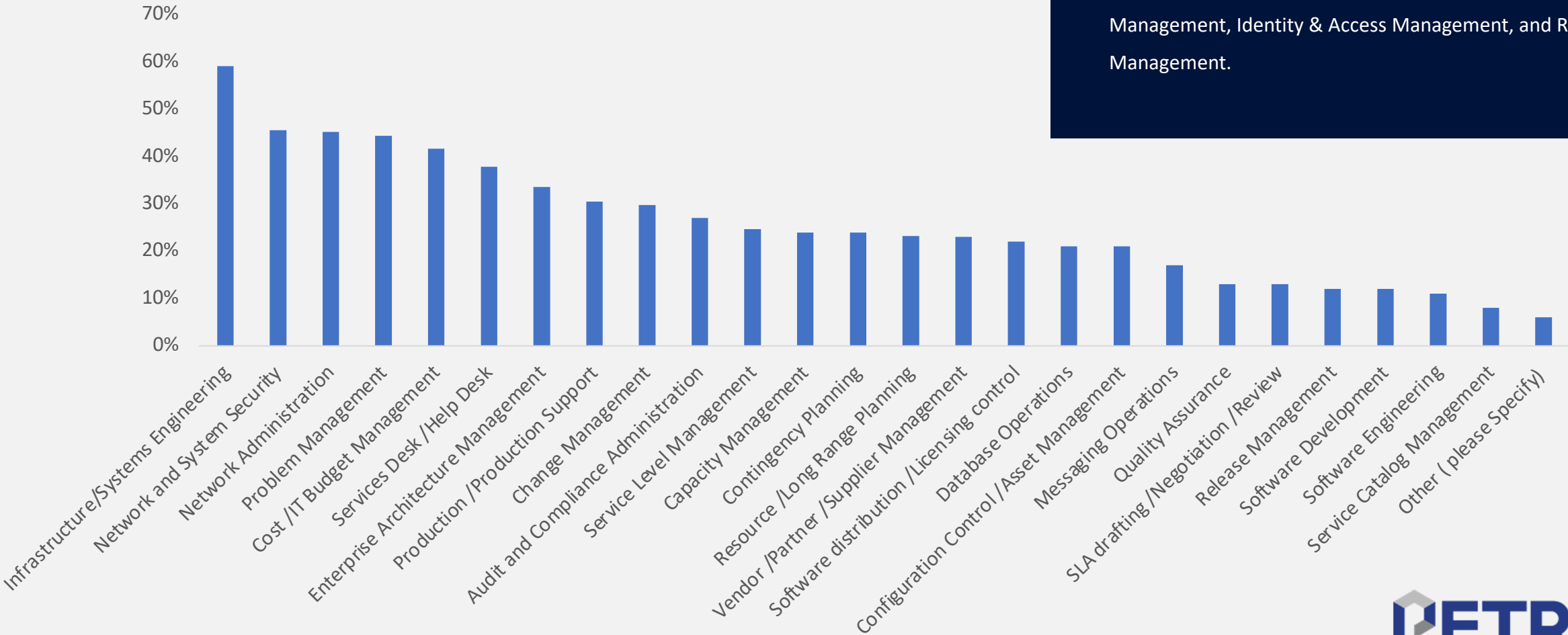
Other responses included:

CEO, Business Owner, IT Security, Web Content Management, Executive Management, Product Management, Business Intelligence Management, CRM Management, Identity & Access Management, and Risk Management.

PETRI.COM 2023 AUDIENCE SURVEY RESULTS

14%

35%

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

51%

☐ 34.3% I am primarily responsible for making IT buying decisions within my organization.

☐ 51% I am influential in making IT buying decisions within my organization.

☐ 14.7% I have no influence in IT buying decisions within my organization.
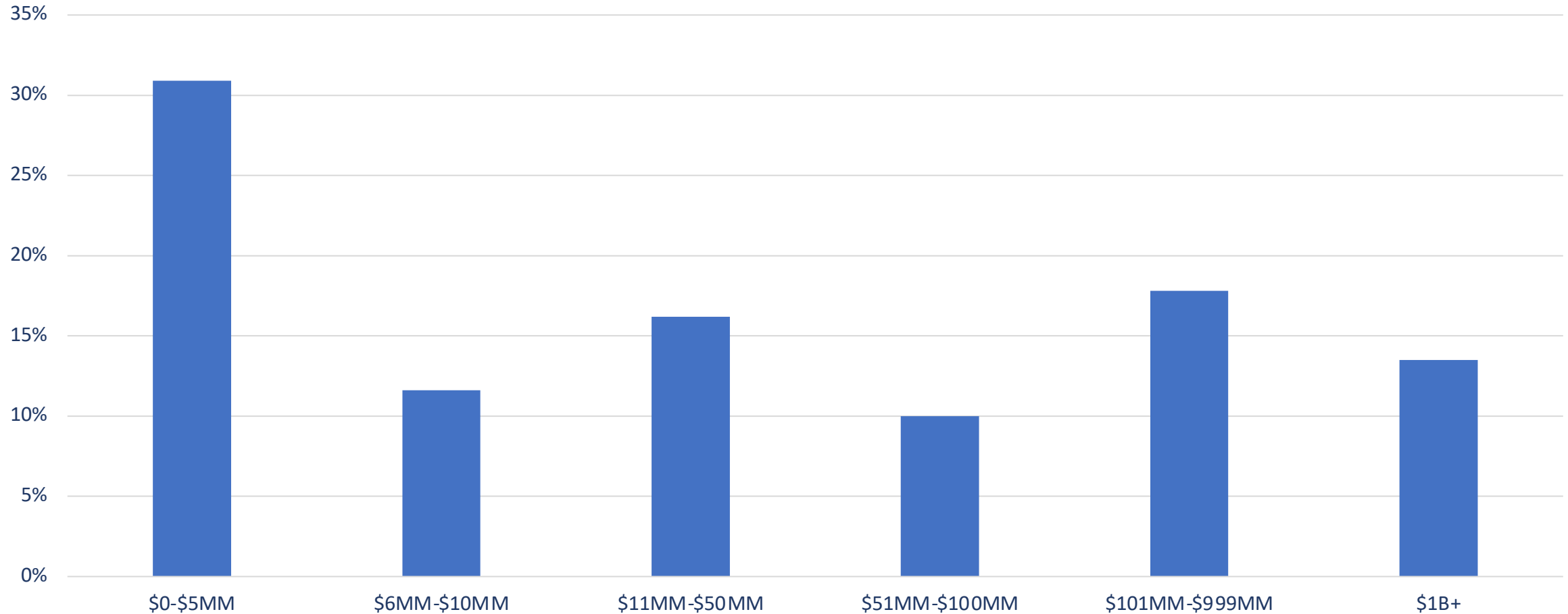
Key Takeaway:

86%
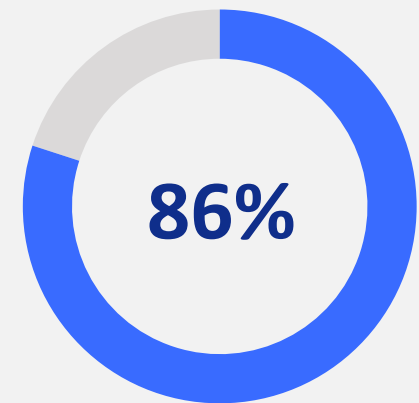
of the Petri audience impact IT buying decisions.

How many employees work at your organization?
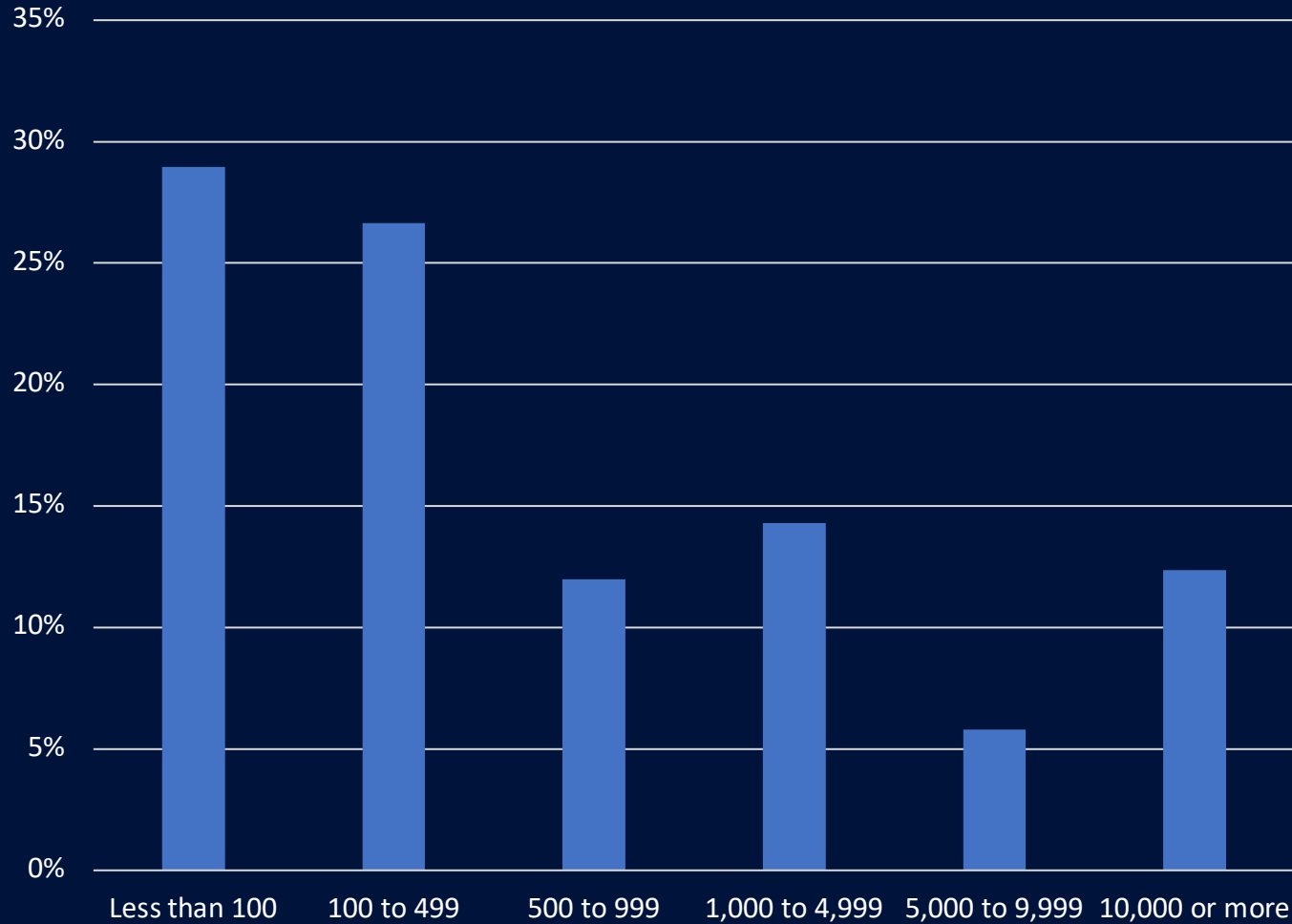
Key Takeaway: the Petri audience is well distributed across organizations of all sizes. 29% are Small Businesses, 39% are Medium size, and 26% are Large size companies

PETRI

What is your company's annual revenue?

What percentage of your organization works remotely, in the office, or hybrid?

28%
Home Only

33%
Office Only

Average
Responses

39%
Hybrid Location
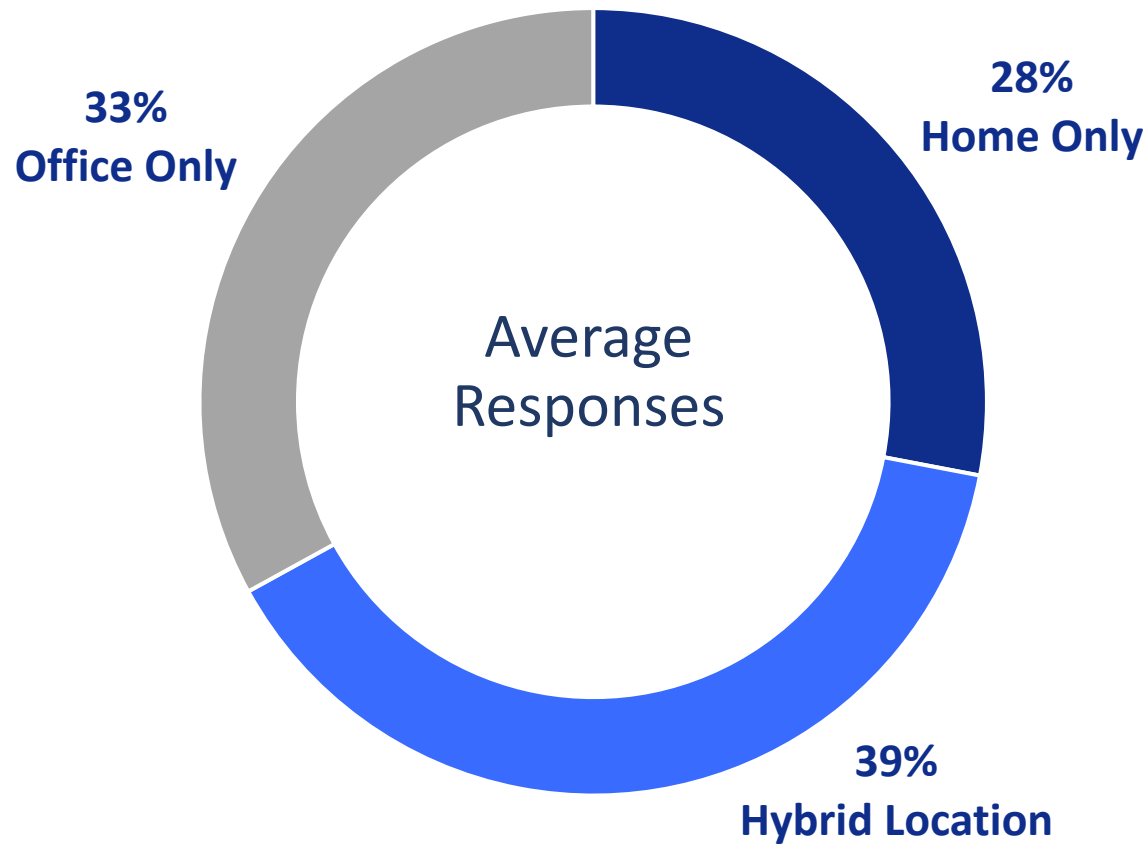
Key Takeaways: Must be able to manage a work from anywhere environment. An average of 67% of organizations as reported by respondents are either *Hybrid* or *Work from Home*.

PETRI
WE GET IT

Petri.com 2023

Industry Topics & Concerns

What topics are most important to you?
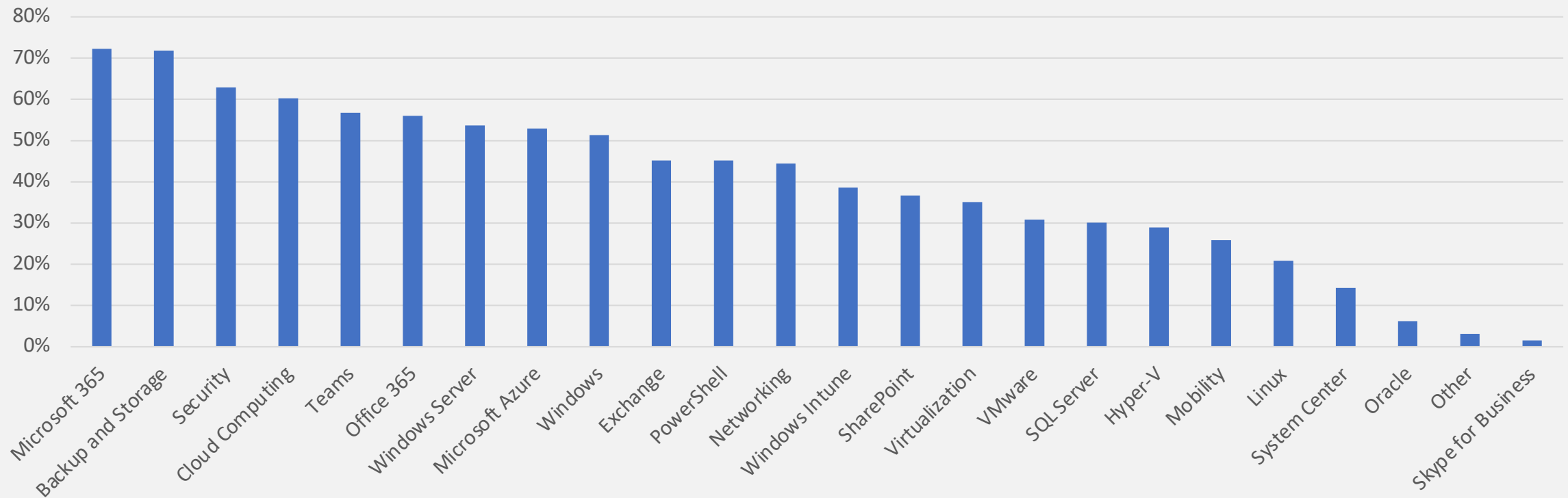
Percentages reflect a representation of the population of Petri.com survey respondents interested in the topic.

Other included: Salesforce, AI, SAP, Egnyte EFSS, and Microsoft Teams Rooms Solutions.

PETRI
WE GET IT

What are the are the biggest concerns confronting your role in 2023?

1

Security/Cyber Security, Data Protection, Threat Detection, Insider Threats, Ransomware, Password Insecurity

Security was the top priority for our audience. With privacy laws becoming stricter globally and systems, business software, backup, 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 Ransomware and Data Protection while also strengthening their organization's overall security posture and developing a 'security & mobility' focus while navigating & embracing emerging technologies.

2

Disaster Recovery, Backup & Storage

Backup and disaster recovery again features high in the top concerns for IT Pros. Ransomware and other types of attacks can't always be prevented. And in those cases, working backups are critical in restoring business operations in a timely manner.

3

Endpoint/Device, Management, Desktop Virtualization

IT Professionals want to help their business end users more by rolling out solutions faster and giving them more device choices at work while keeping security a top priority.

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 6 overwhelming themes that seemed to top almost all respondents' priority lists.

What are the are the biggest concerns confronting your role in 2023?

4

Lack of Time & Resources

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

They had concerns about the team having enough knowledge or training to keep up with the pace of technology changes to be efficient.

5

Meeting Budget, Learning, certification, staff adoption, More Cloud solutions

Budget is an increasing concern as organizations lay off staff and economic conditions show uncertainty in 2023. Finding the time to learn and get certified in important cloud and hybrid technologies, which are becoming increasingly complex, is an objective for many IT Pros.

6

Automation, AI

Automation solutions like PowerShell become increasingly important. Understanding how to harness the power of object-oriented scripting is an important skill that many IT Pros still lack.

There's also more interest in how to make the best of A.I., while not new, which is becoming increasingly prevalent in both consumer and professional solutions.

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 6 overwhelming themes that seemed to top almost all respondents' priority lists.

What importance do certifications play when hiring or in your own career?

**41%
Minimal/Little-to-None**

**59%
Somewhat -to-
Very Important/Crucial**

PETRI
WE GET IT

**41%
YES**

Does your
organization have a
CISO?
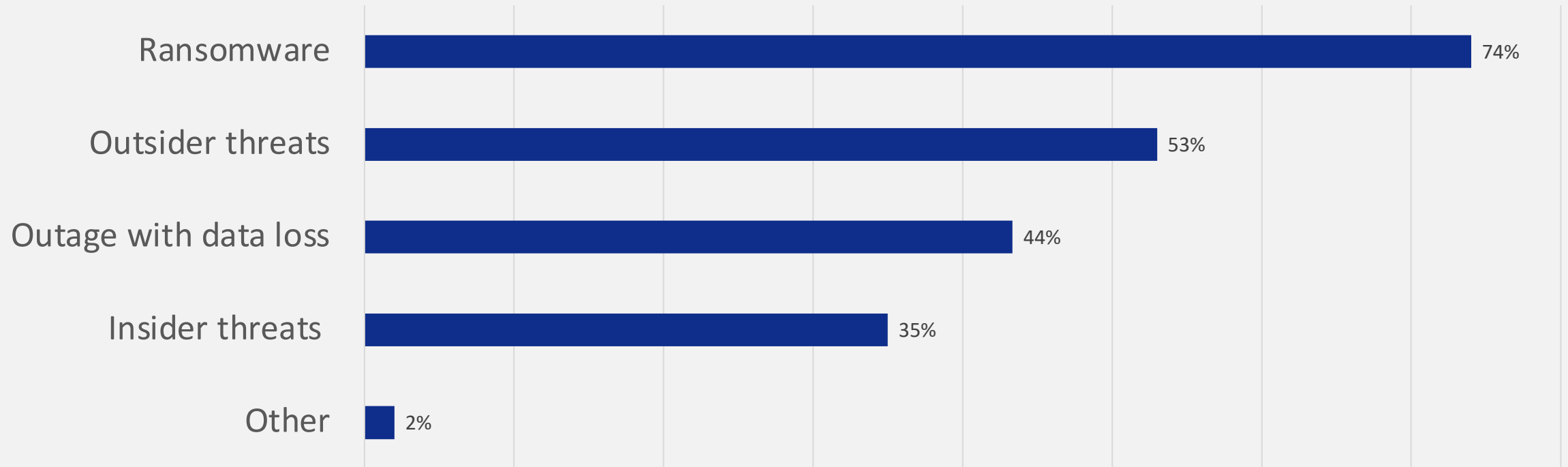(Chief Information Security Officer)

**59%
No**

Key Takeaway:

While making Security a top priority, more organizations are recognizing the need for a CISO as threats and security breaches become more imminent.

The number of respondents who answered Yes to having a CISO in their organization grew to 41% from 29% in 2020.

PETRI
WE GET IT

What is the biggest concern with safeguarding your data?

Category	Percentage
Ransomware	74%
Outsider threats	53%
Outage with data loss	44%
Insider threats	35%
Other	2%

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

Security Vulnerabilities

"Ransomware/increased attacks" (#1 Answer)

"Keeping data secure with remote workers"

"Limiting exposure & liability"

"Increase in phishing attacks"

"End user connectivity through remote services"

"Increase in cyber attacks and convincing our end users to take our cybersecurity trainings seriously"

"Not asking IF but WHEN are we going to be down next and why"

"Staying ahead (or even) with the bad guys"

AI & Automation

"Automation challenges using scripting and PowerShell"

"The advanced use of AI in every sector and building business cases around these things"

"AI and potential attacks"

"How AI will change the environment we work in"

Change/Uncertainty

"Changing business environment, disruption with new tech"

"Workforce layoffs"

"Unforeseen changes in the economical environment"

"Trying to figure out all of the various offerings in our Microsoft subscription"
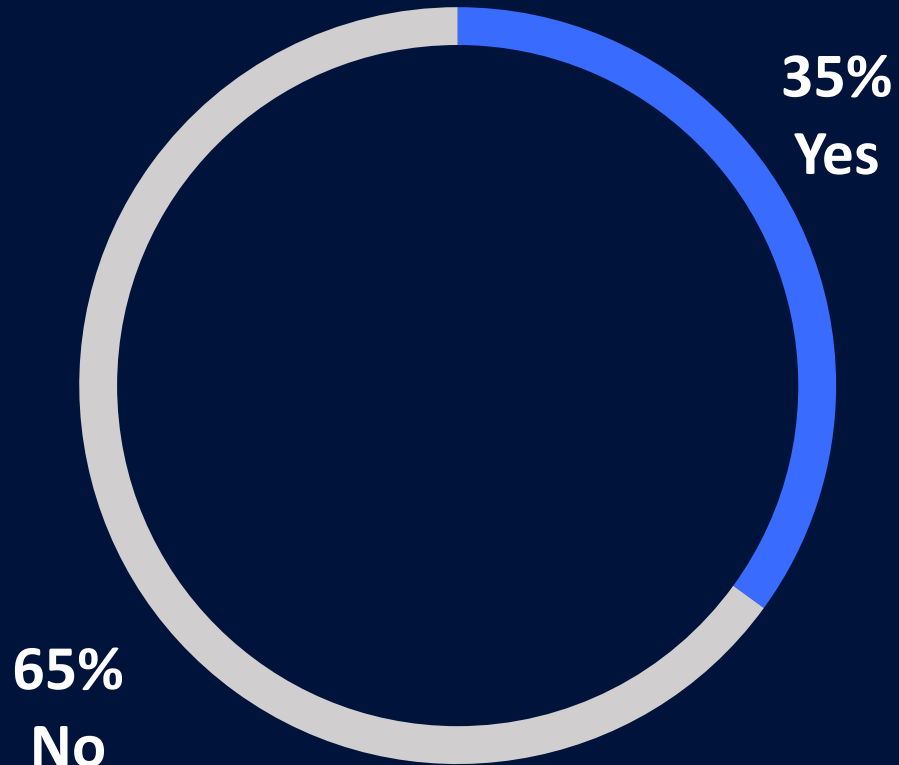
Cloud

"Cloud migration"

"Hybrid solutions"

"More cloud adoption"

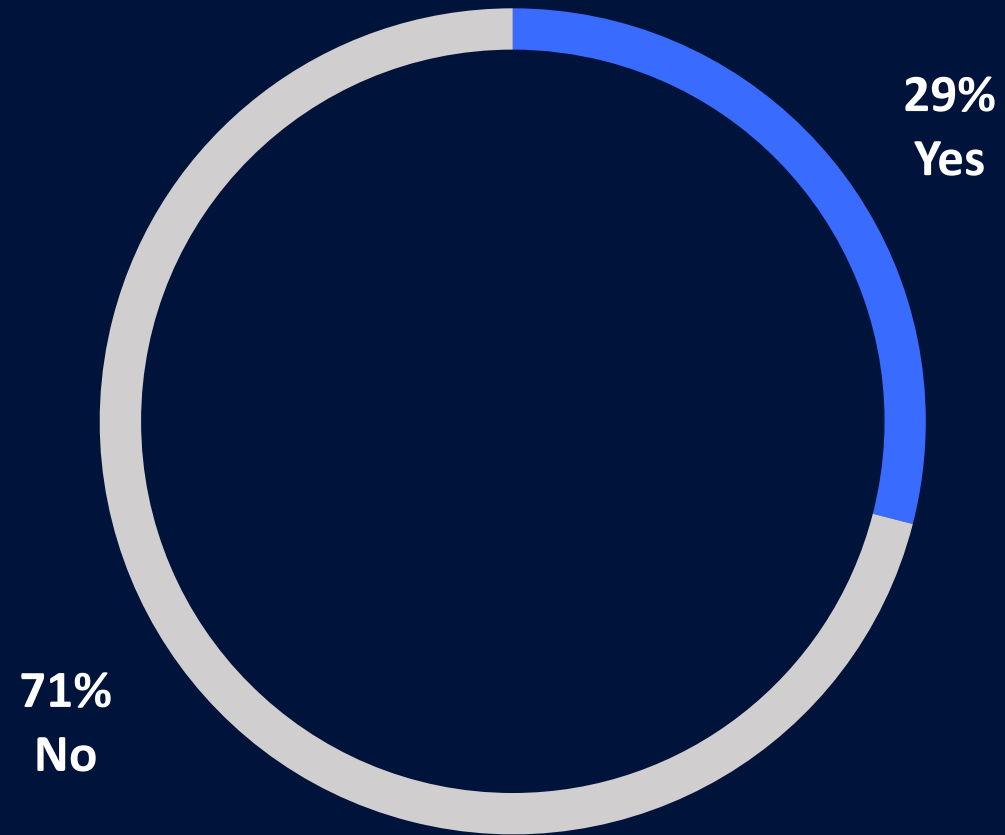*"The move to more dependency on cloud storage and losing local storage"*

"Knowledge of data breaches in many cloud environments"
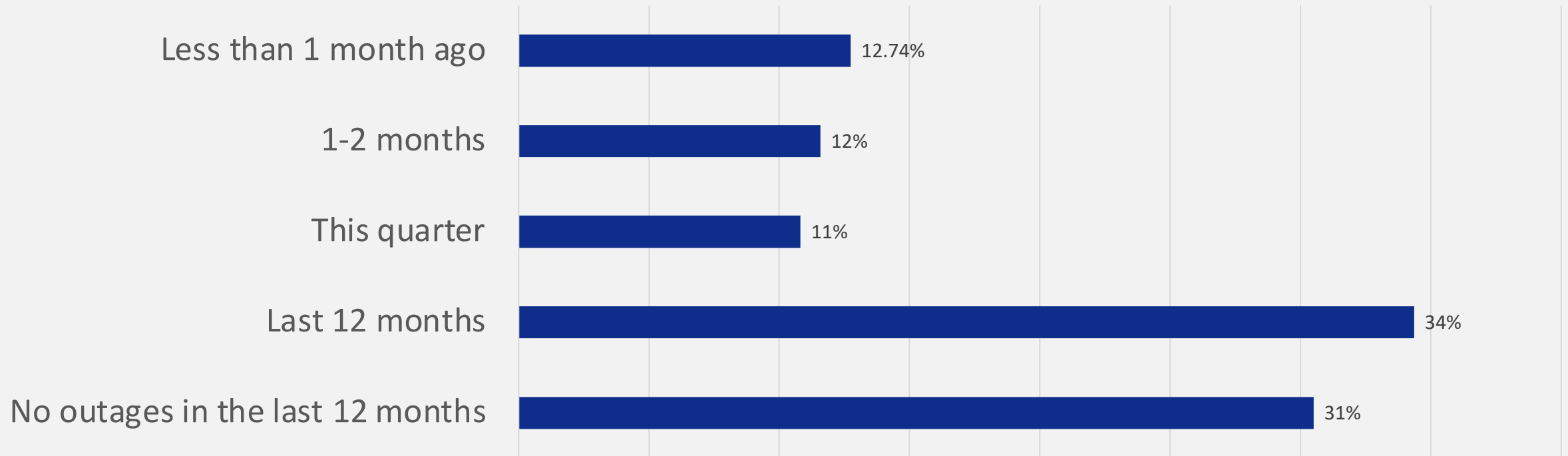
PETRI

Do you have a multi-cloud strategy in place?

35%
Yes

65% may not have the ability to move cloud apps between Azure, AWS, and Google Cloud for failover purposes or migration.

65%
No

PETRI

Are you developing your own software solutions using Microsoft Power Platform or equivalent service?

29%
Yes

71%
No

PETRI

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

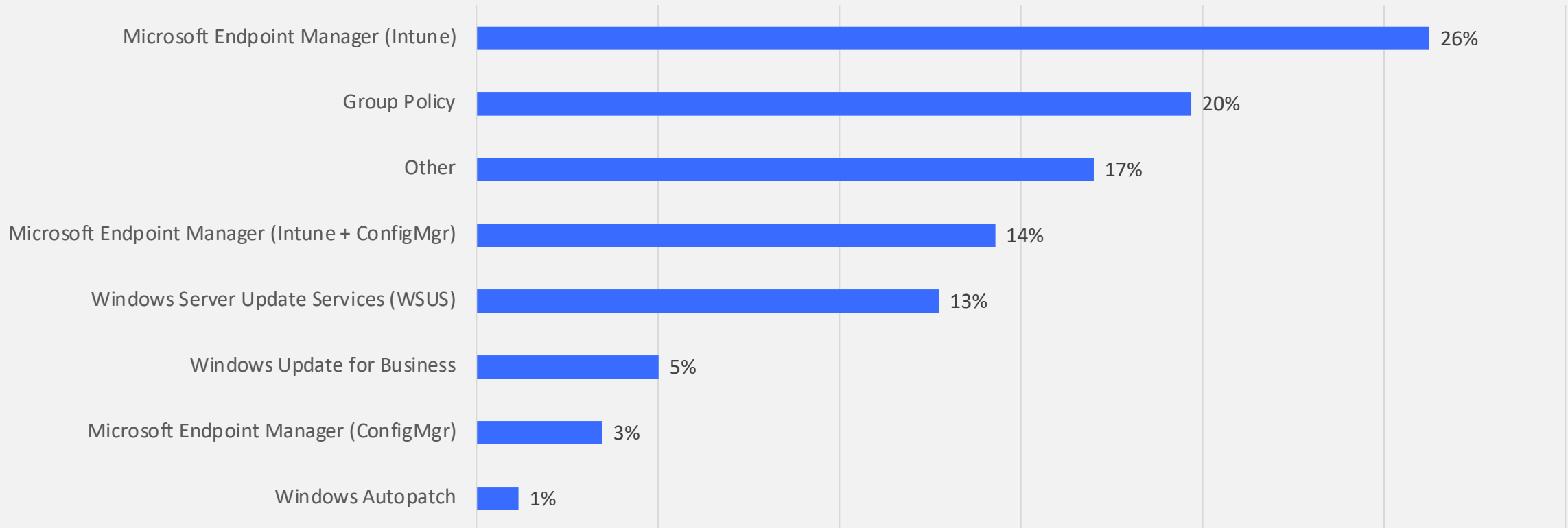|	
Less than 1 month ago	12.74%
1-2 months	12%
This quarter	11%
Last 12 months	34%
No outages in the last 12 months	31%

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

PETRI
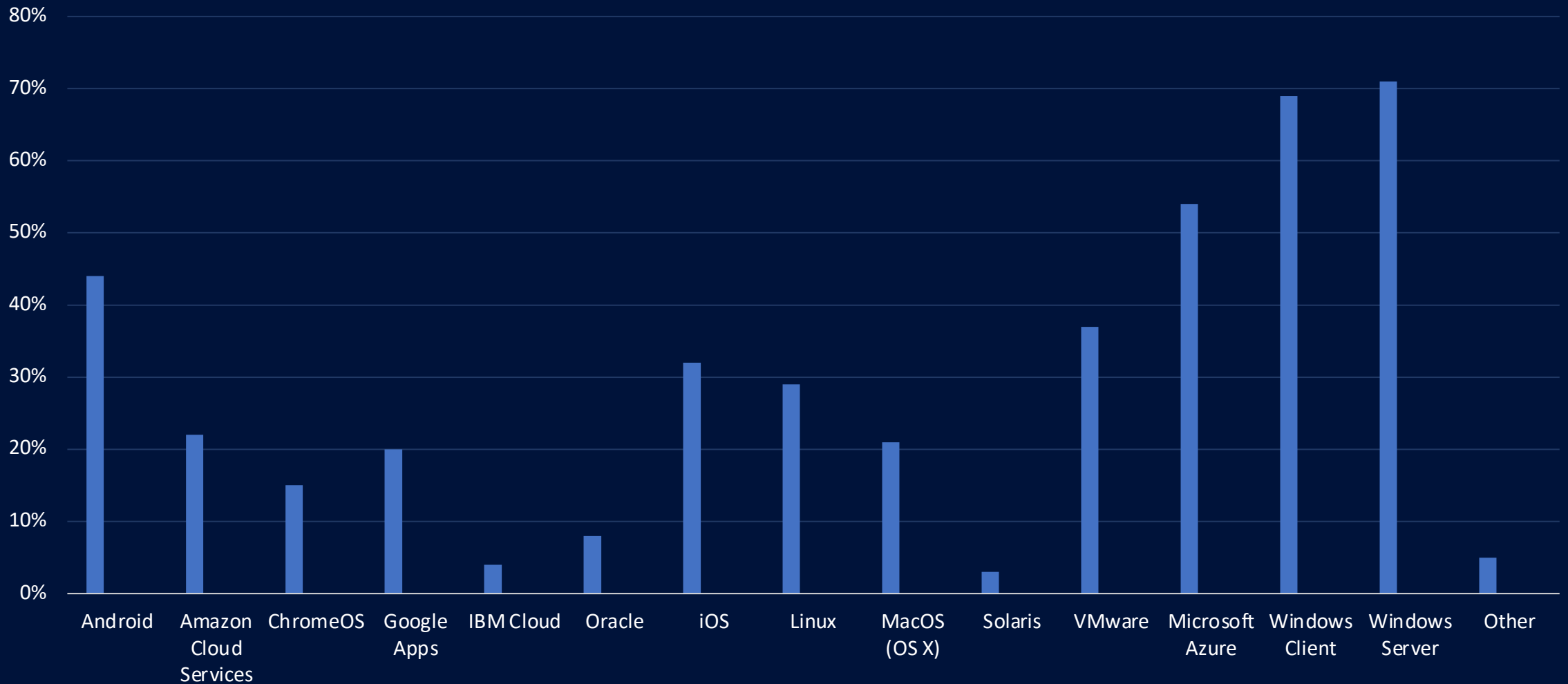
Which of the following software-as-a-service (SaaS) offerings are you using at work?

Microsoft/Office 365
- 80%
- 15%
- 5%

Microsoft Dynamics
- 24%
- 69%
- 7%

Monday.com
- 6%
- 90%
- 4%

Google Apps
- 31%
- 63%
- 7%

DropBox
- 27%
- 70%
- 4%

Box
- 12%
- 84%
- 4%

Basecamp
- 4%
- 90%
- 6%

Zoho Apps
- 11%
- 83%
- 6%

Windows Intune
- 47%
- 38%
- 14%

Slack
- 17%
- 79%
- 5%

ServiceNow
- 24%
- 69%
- 7%

Salesforce
- 27%
- 69%
- 4%

Legend:
- Currently Using
- Not Using
- Plan to use in the next 24 months

PETRI
WE GET IT
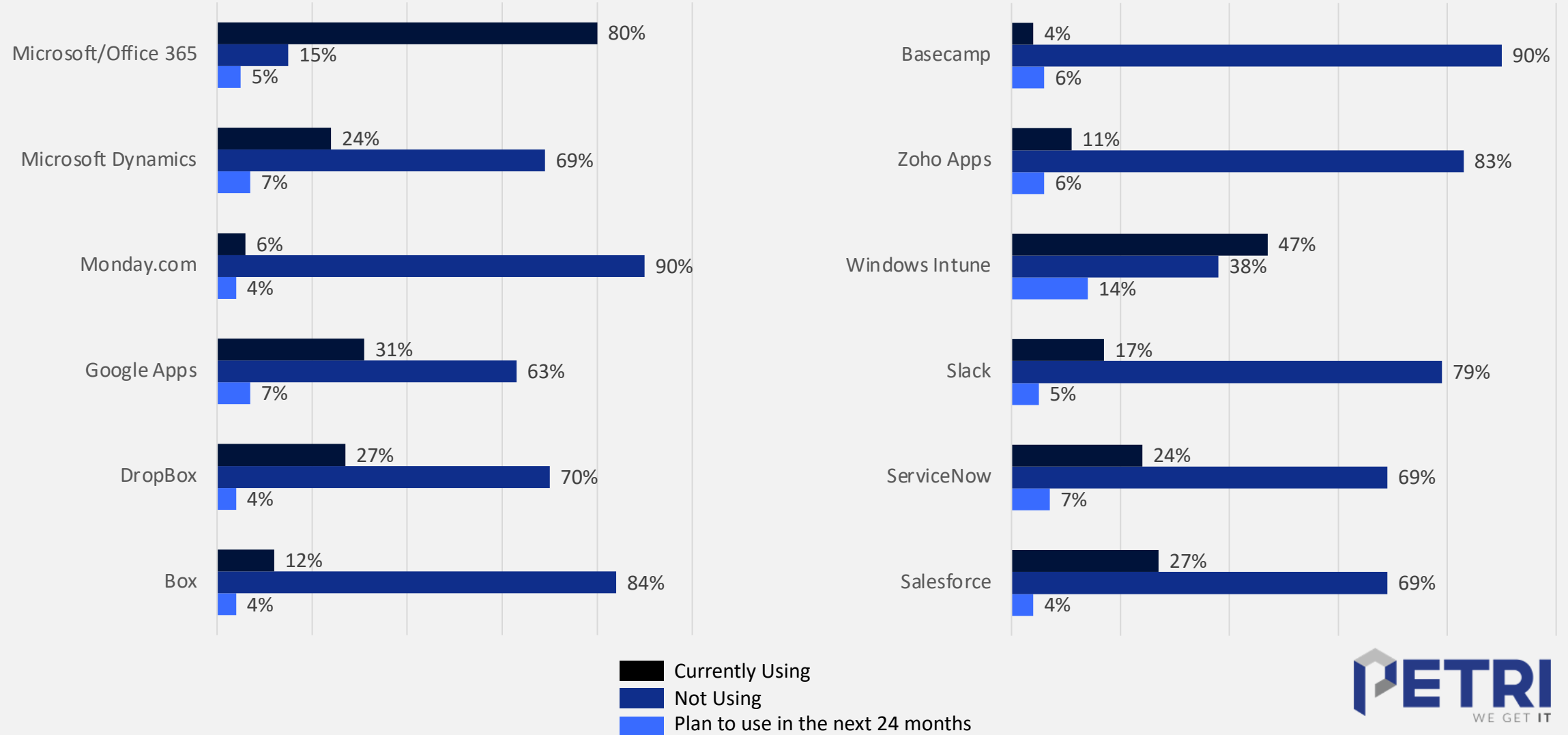
Which of the following solutions do you use for endpoint management?

Solution	Percentage
Microsoft Endpoint Manager (Intune)	26%
Group Policy	20%
Other	17%
Microsoft Endpoint Manager (Intune + ConfigMgr)	14%
Windows Server Update Services (WSUS)	13%
Windows Update for Business	5%
Microsoft Endpoint Manager (ConfigMgr)	3%
Windows Autopatch	1%

PETRI
WE GET IT

Which VDI solution do you use?

Solution	Percentage
VMware	24%
Azure Virtual Desktop	14%
Windows 365	10%
Citrix	9%
Other	7%
None	36%

PETRI
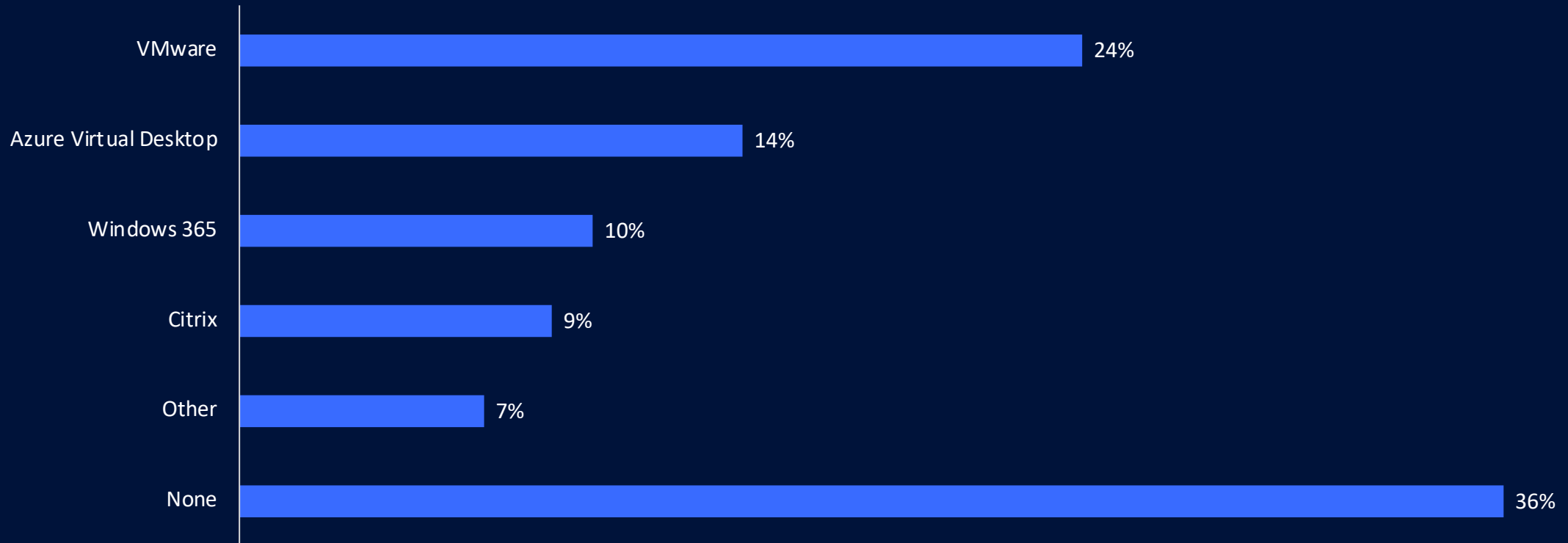
Does your company allow "Bring Your Own Device" (BYOD)?
If yes, what strategies do you have in place to secure it?
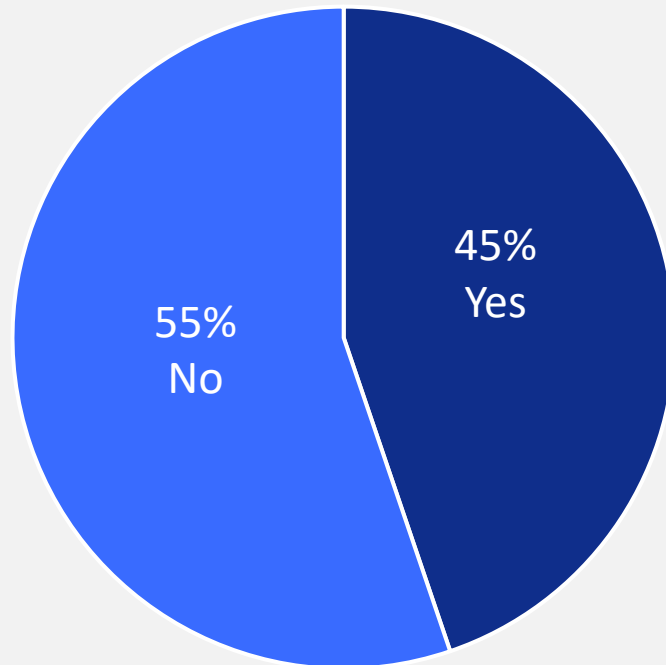
Top answers for Yes:

Intune for Mobile Device Management (MDM) and Mobile Application Management (MAM), MDM, Azure, Corp VPN, RMM

Other Yes Answers:

"Password complexity with changing every x amount of time and enforced encryption of the device"

"Citrix-based applications on BYOD"

"Hybrid Azure AD Join and Intune, Hello for Business"

"Yes, secure connections to corporate with VPN"

"All devices must be connected to our RMM & security platform"

"M365 basic mobility and Intune"

"Azure and Intune"

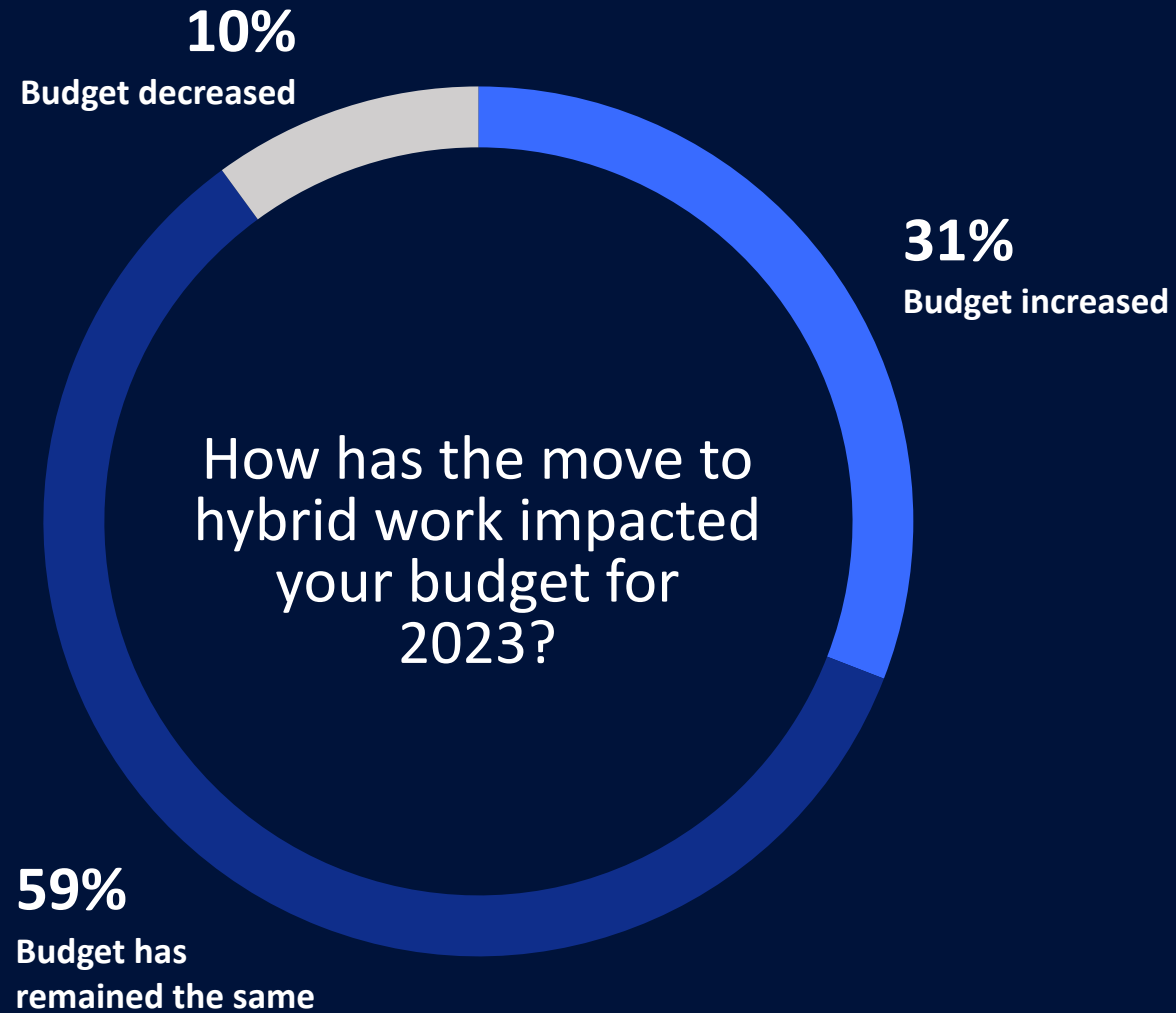*"Main strategy is policy focused"*

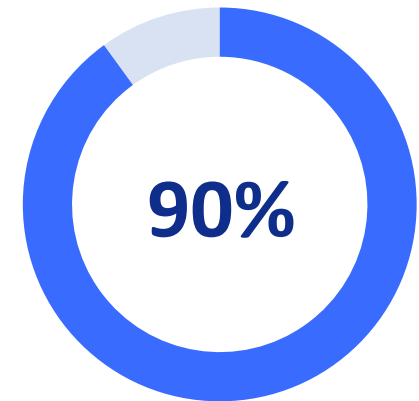*"Intune for MDM and require Lookout for endpoint protection"*

Key Takeaway:

55% of companies don't allow BYOD. And 17% of those that answered yes did not provide an answer for strategies to secure their own BYOD.

For 2023, what types of software or services are you planning to purchase?

Security software and services
RMM
PAM Solutions
AI, ML
Network Monitoring & Threat Detection Software
Identity Access Management
Veeam
Zero Trust
Data Backup & Disaster Recovery Solutions
Cybersecurity & Information Security
Password Reset & MFA
Project Management
Azure Desktop
Endpoint Security and Monitoring
Backup
Endpoint Management
Desktop Virtualization/Virtual Desktop
MDR/EDR/XDR
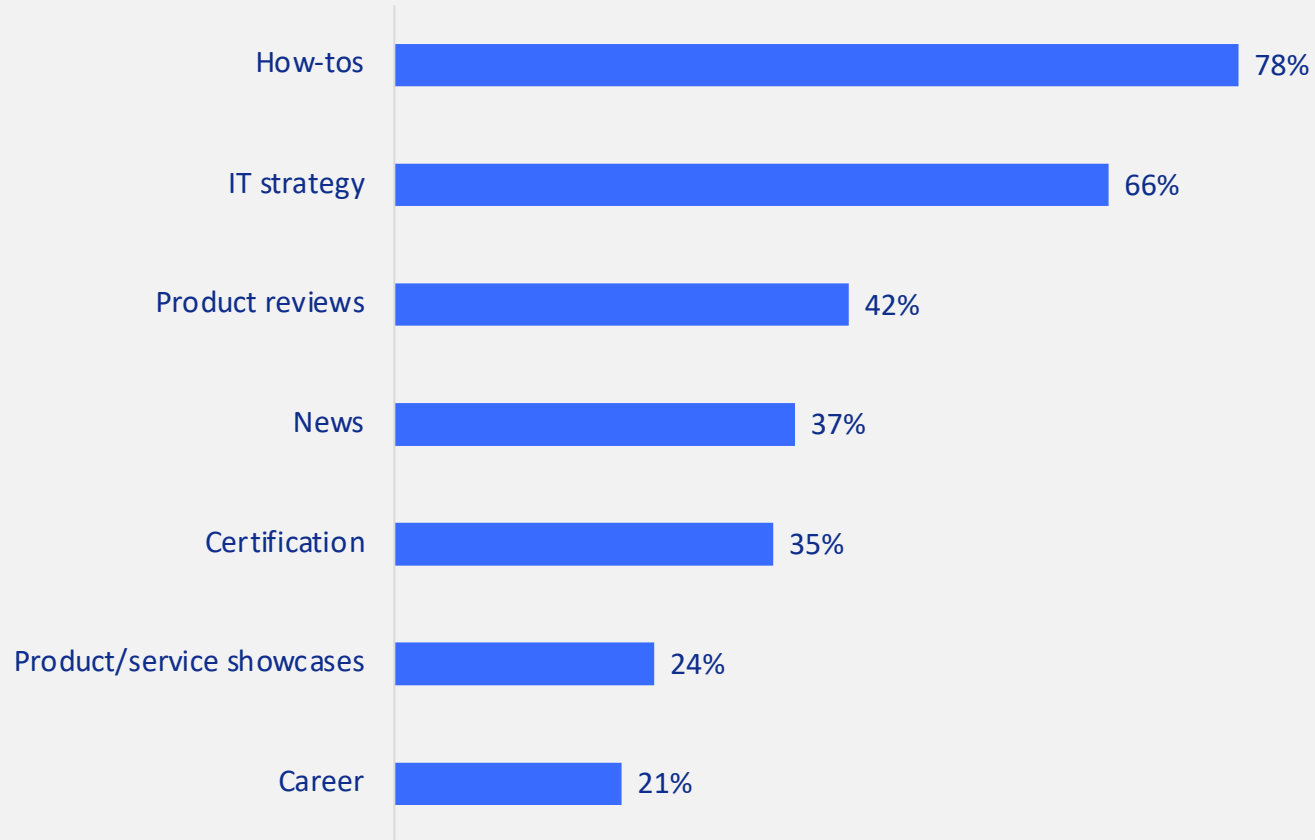Cloud Services/Cloud Computing/Cloud Backup

PETRI

10%
Budget decreased

31%
Budget increased

How has the move to hybrid work impacted your budget for 2023?

59%
Budget has remained the same

Key Takeaway:

90%

of respondents said their budget has remained the same or increased for 2023.

What kind of content would you like to see more of on Petri?

How-tos — 78%
IT strategy — 66%
Product reviews — 42%
News — 37%
Certification — 35%
Product/service showcases — 24%
Career — 21%

Key Takeaway: Our audience is asking Petri.com for more how-tos, product reviews, and strategy because of our Editorial team has built trust and credibility with our audience and maintains a strong voice in the industry.

PETRI
WE GET IT

If you attended a virtual conference this year, what did you like and dislike about the event?

Key Takeaways:

<u>The Positives:</u> Our audience appreciates the convenience and accessibility of not having not travel to conferences and the ability to select sessions they want to attend. With budgets tighter than ever and demanding personal schedules , virtual conferences play a vital role in learning.

<u>The Opportunities:</u> Virtual conferences must continue to innovate experiences that create energy and that facilitate attendees networking and learning from each other.
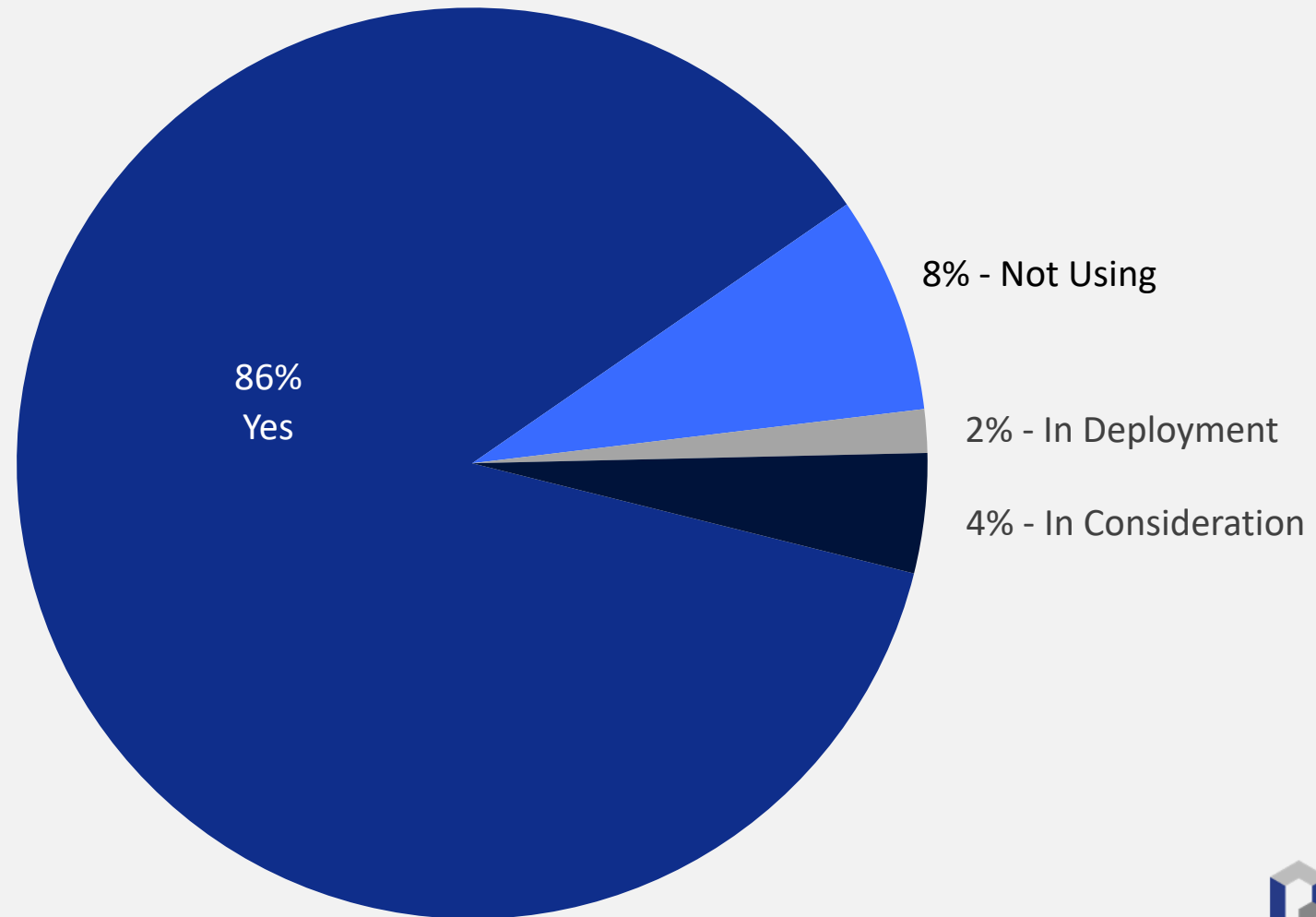
Answers:

- "Like no queues but miss the face-to-face interaction with presenters & vendors"
- "I like that no travel is needed but I miss meeting the attendees in between sessions"
- "Too much sitting and wearing headphones"
- "Easily distracted from other office work"
- "Availability to join and learn new stuff"
- "Saves actual travel times to a physical conference"
- "Easy to go without lots of other things to deal with like bookings"
- "Liked the ease of attending sessions"
- "Like interactive hands-on sessions. I'd like to see more lunch and learn sessions …"
- "I liked the flexibility of cherry-picking the sessions I wanted to attend"
- "Can't engage closely with partners or other patrons. In-person is a must to get full value"
- "I like that I could watch at my own pace"
- "What I like most is the fact that I do not need to travel long distance"
- "Convenience"
- "Dislike not being immersed. I can be distracted easily. I do like that more sessions are available"
- "It is great to see content but I miss real networking"
- "Like - ease of attending, no travel. Dislike - little to no networking"
- "Not having to find parking, building, rooms inside, seat, bathrooms, meals"
- "I really enjoyed having all conference materials easily at hand, it makes lessons learned significantly more streamlined. I do miss the after-work networking with colleagues"
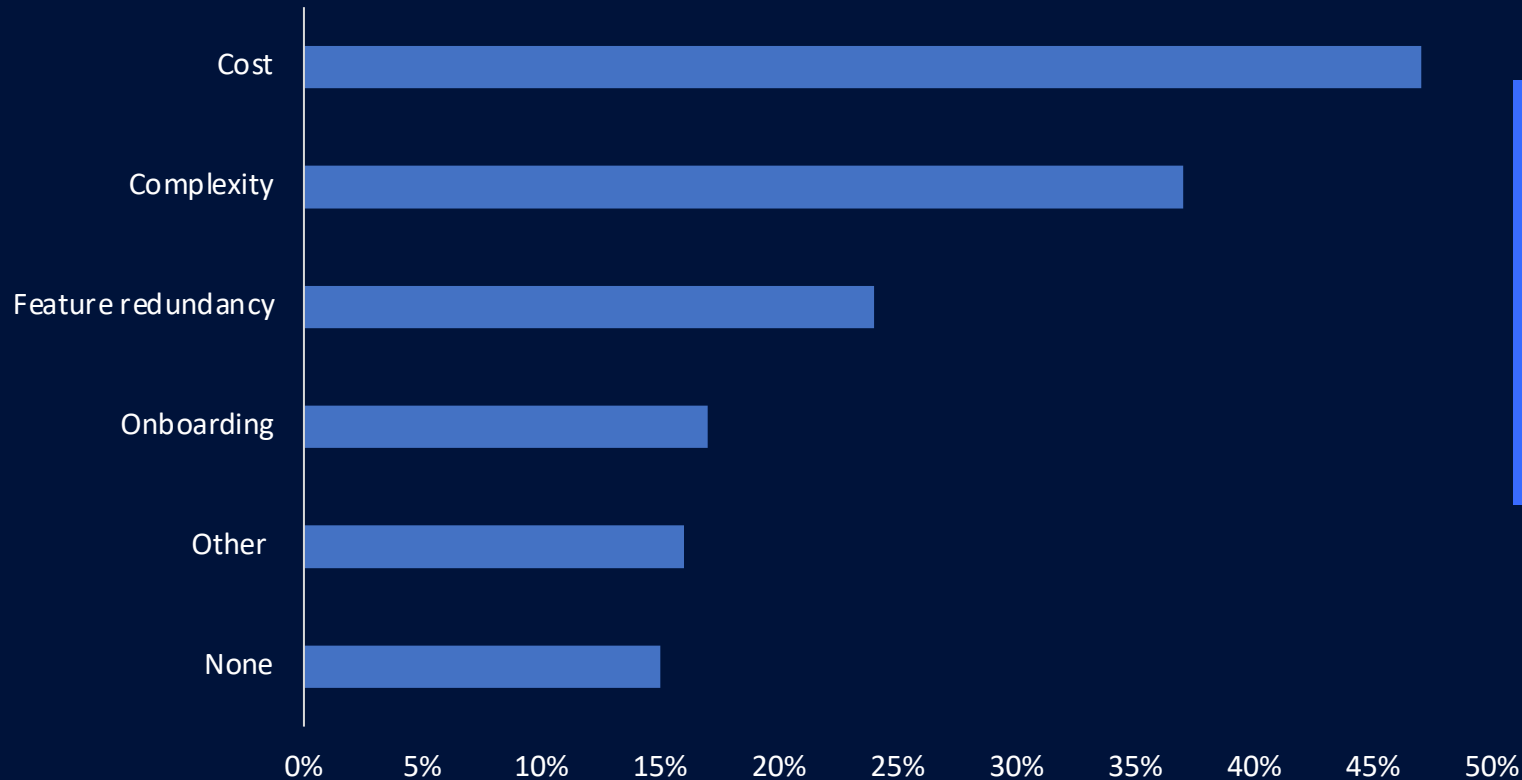- "No lost time for traveling"

PETRI

PETRI
WE GET IT

Petri.com 2023

Petri.com Audience on Microsoft

Are you using Microsoft 365?

86%
Yes

8% - Not Using

2% - In Deployment

4% - In Consideration

PETRI
WE GET IT

PETRI.COM 2023 AUDIENCE SURVEY RESULTS

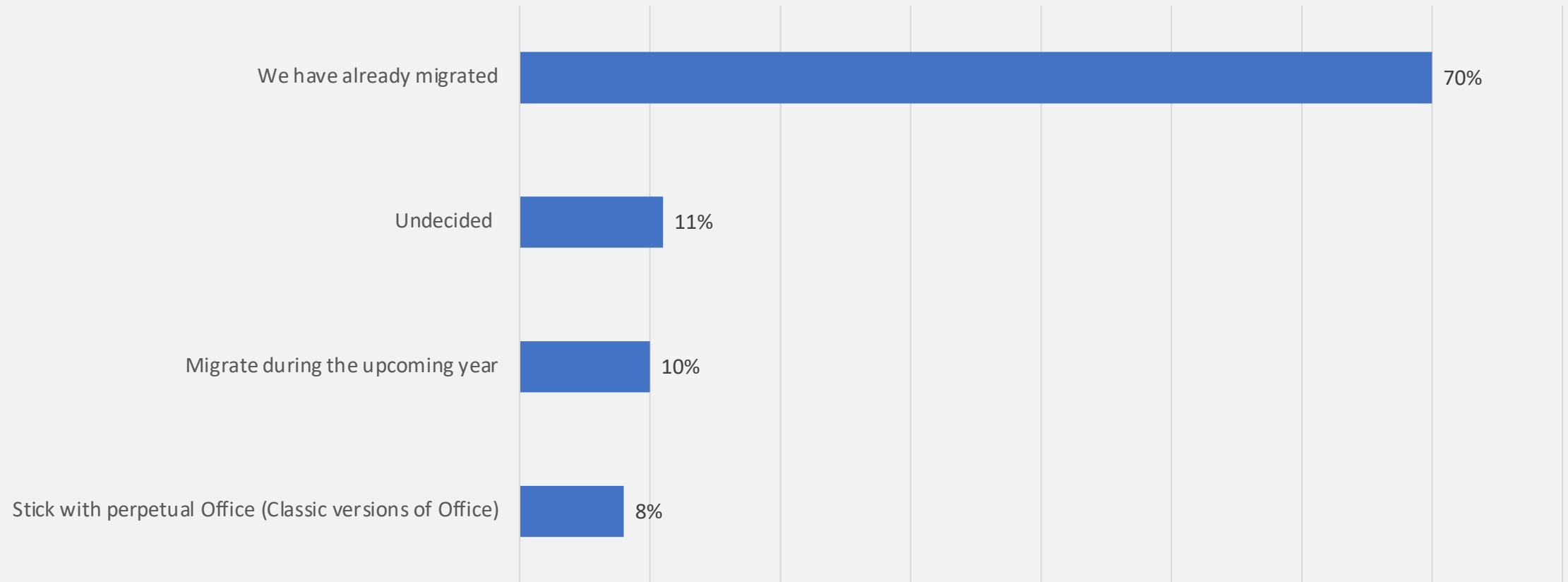# What is your biggest concern with Microsoft 365?

Key takeaway: While cost continues to be a concern for many, 37% cited that complexity is their biggest concern, an increase of 11% since 2020. Demystifying and simplifying is an opportunity to improve value perception.

What was the hardest part about migrating to Microsoft 365?
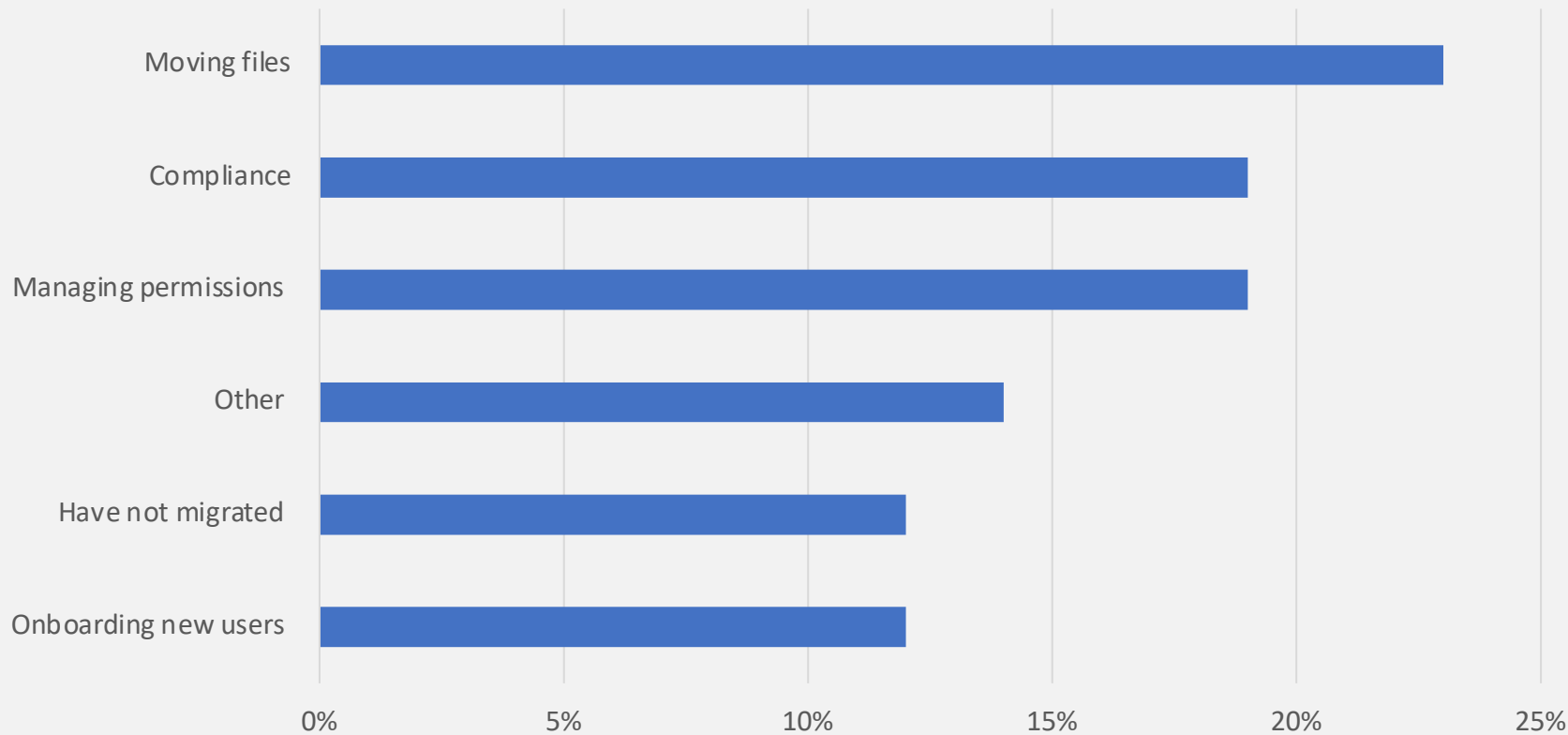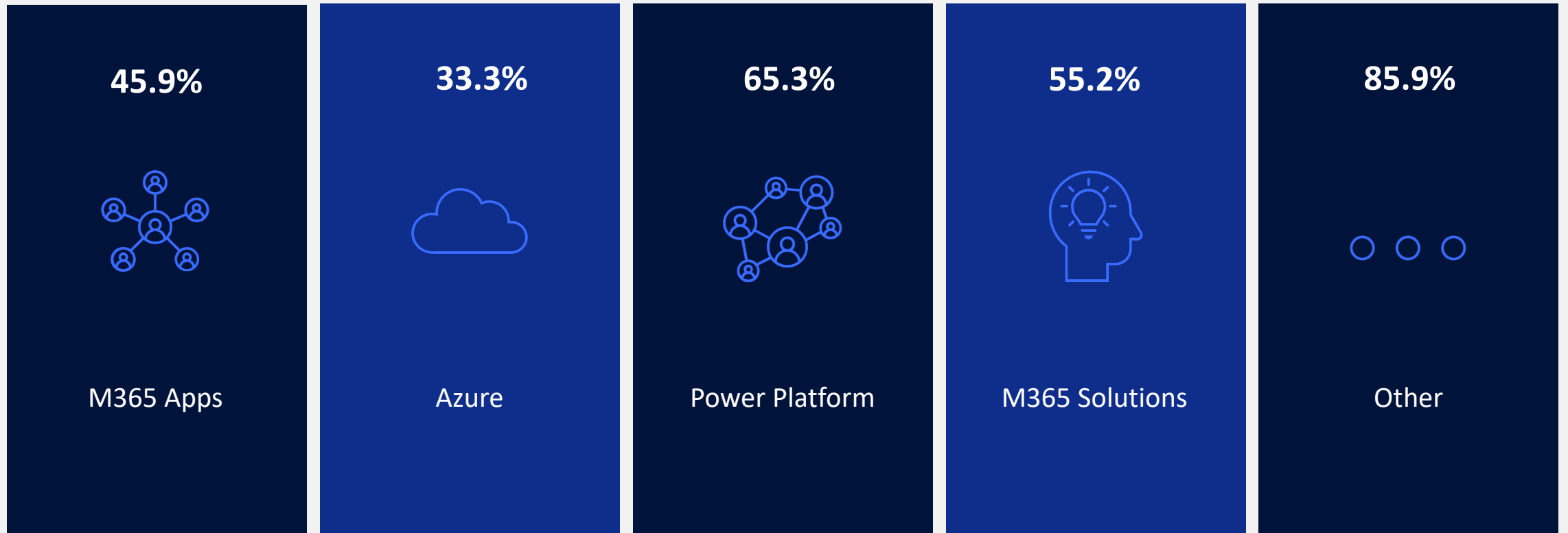

Key Takeaway: The complexity of moving files, onboarding new users, managing permissions, and compliance were the top answers to the hardest part of migrating to M365.

PETRI
WE GET IT

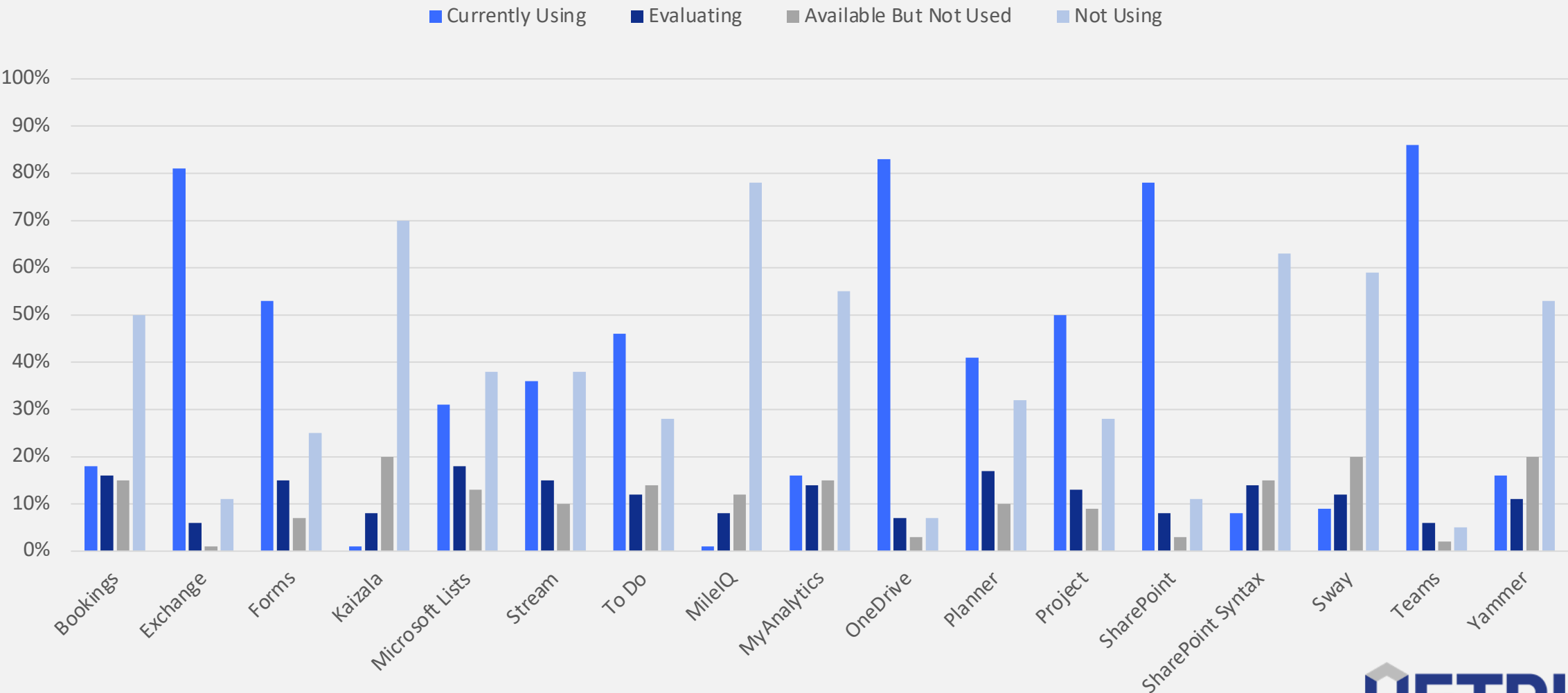# If you have not moved to Microsoft 365, will you:

We have already migrated	70%
Undecided	11%
Migrate during the upcoming year	10%
Stick with perpetual Office (Classic versions of Office)	8%

PETRI
WE GET IT

Which Microsoft Applications/Services are you using or evaluating?

45.9%	33.3%	65.3%	55.2%	85.9%
M365 Apps	Azure	Power Platform	M365 Solutions	Other

PETRI
WE GET IT

M365 Apps | Azure | Power Pltfrm | M365 Soltns | Other

Which Microsoft Applications/Services are you using or evaluating? – **M365 APPS**

Legend: ■ Currently Using ■ Evaluating ■ Available But Not Used ■ Not Using

Categories: Bookings, Exchange, Forms, Kaizala, Microsoft Lists, Stream, To Do, MileIQ, MyAnalytics, OneDrive, Planner, Project, SharePoint, SharePoint Syntax, Sway, Teams, Yammer

Which Microsoft Applications/Services are you using or evaluating? – **AZURE**

PETRI.COM 2023 AUDIENCE SURVEY RESULTS
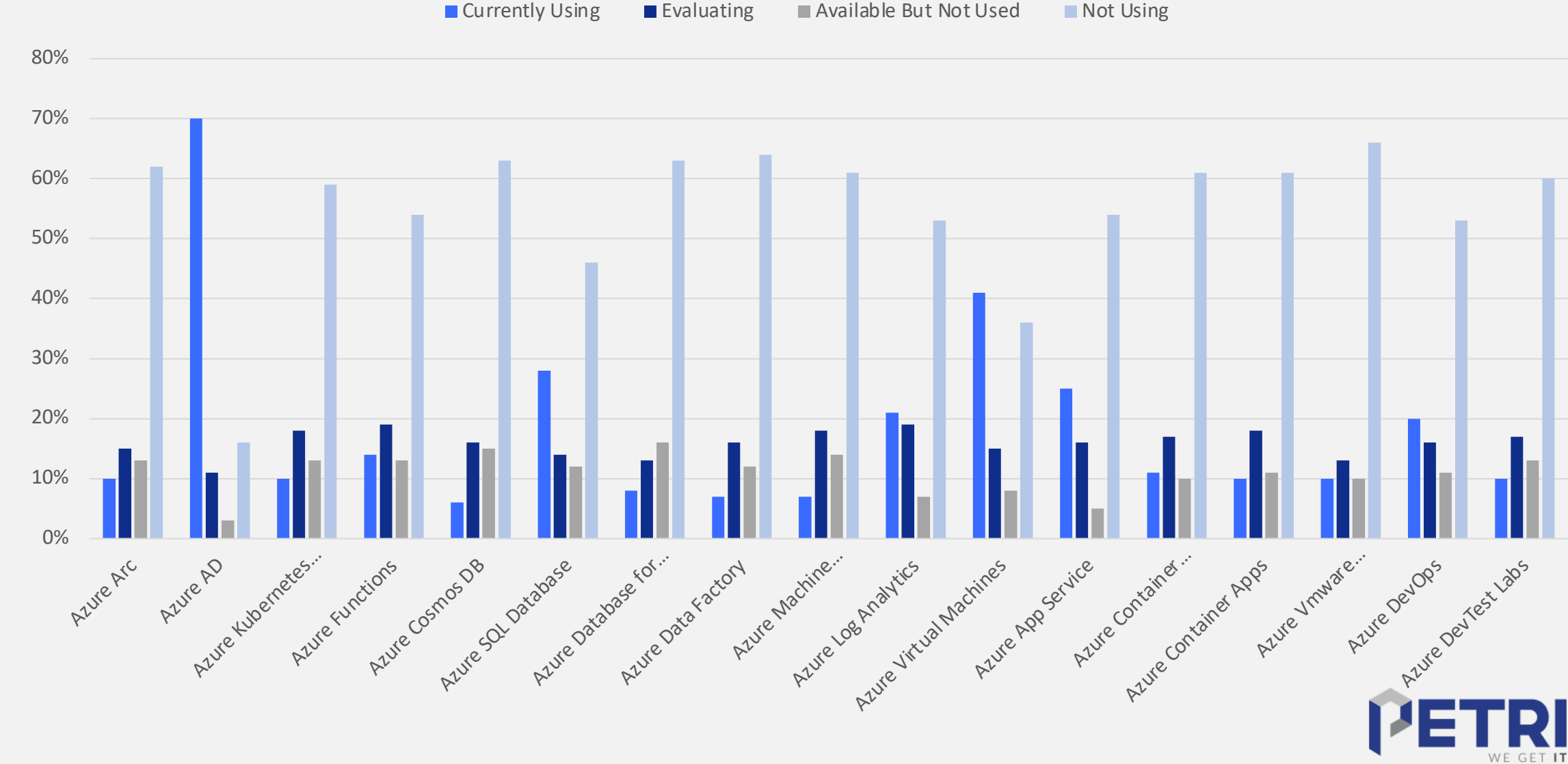
Which Microsoft Applications/Services are you using or evaluating? – **AZURE CONTINUED**

Legend: Currently Using | Evaluating | Available But Not Used | Not Using

Categories (x-axis): Azure App Center, Azure Monitor, Microsoft Sentinel, Azure ExpressRoute, Azure IoT Edge, Azure Active..., Azure Backup, Azure Lighthouse, Azure Migrate, Azure Site Recovery, Azure Firewall, Azure Bastion, Azure Application..., Azure Key Vault, Azure VPN Gateway

M365 Apps | Azure | Power Pltfrm | M365 Soltns | Other
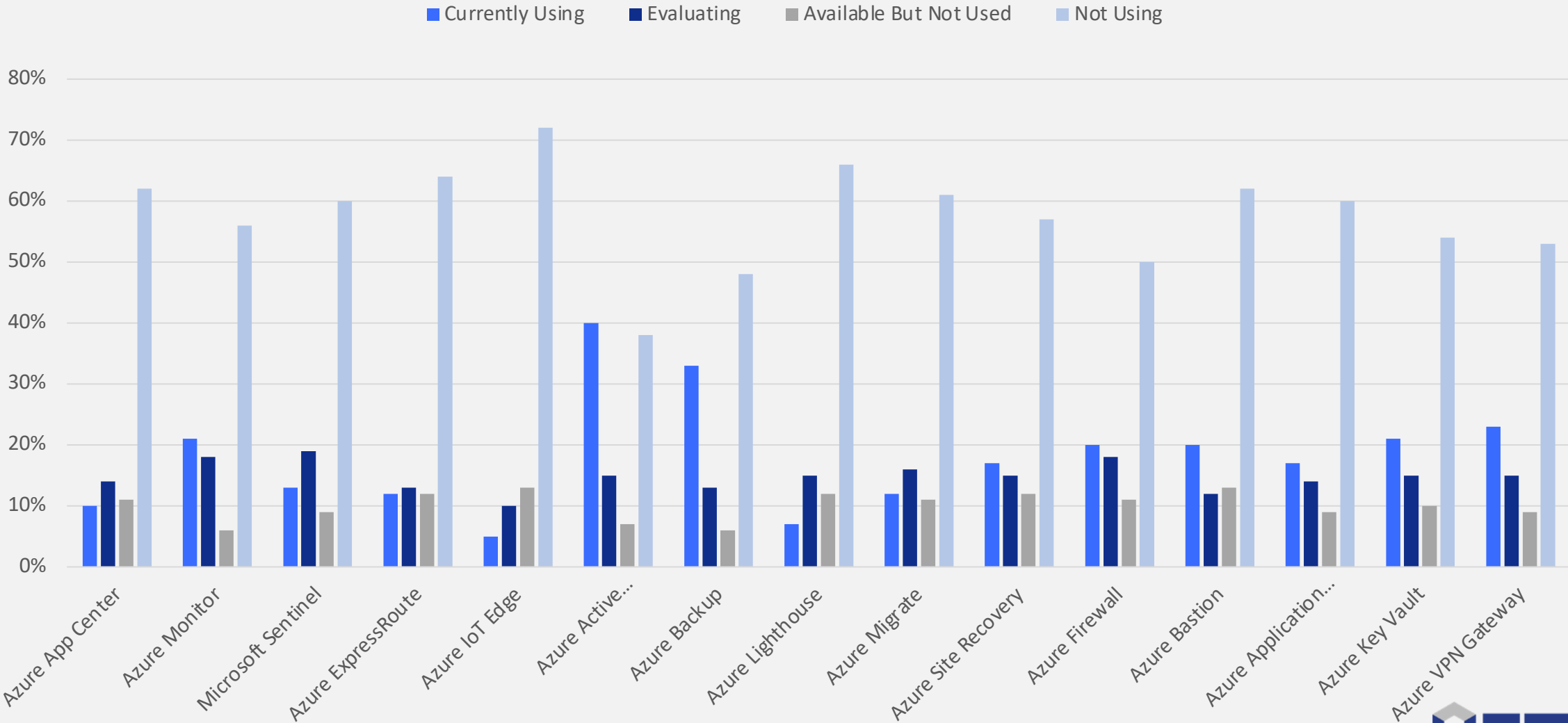
Which Microsoft Applications/Services are you using or evaluating? – **Power Platform**
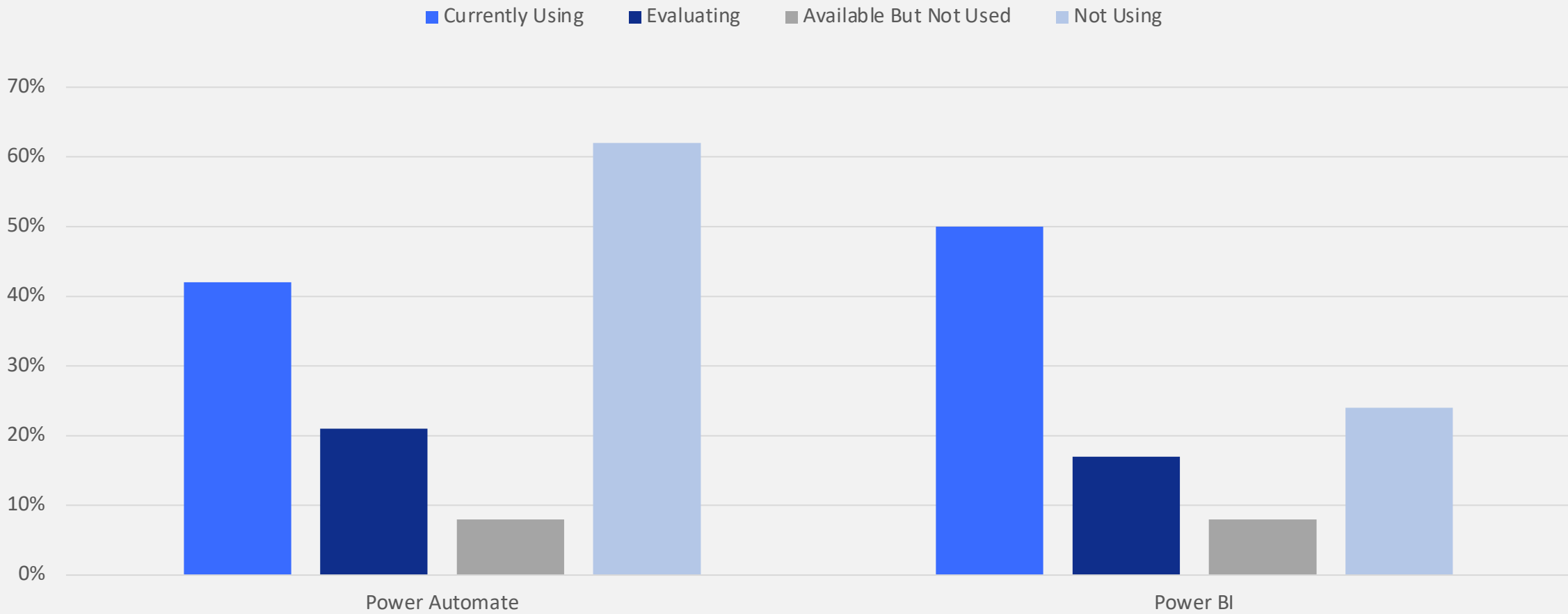
Legend: ■ Currently Using ■ Evaluating ■ Available But Not Used ■ Not Using

Chart categories: Power Automate, Power BI

PETRI
WE GET IT

M365 Apps | Azure | Power Pltfrm | M365 Soltns | Other

Which Microsoft Applications/Services are you using or evaluating? – **Other**

16% - Other

6% - F3

39% - Business

30% - E5

If you use Microsoft 365, what licenses do you mainly deploy?

40% - E3

PETRI
WE GET IT

If you use Teams, have you installed any third-party apps inside the platform?
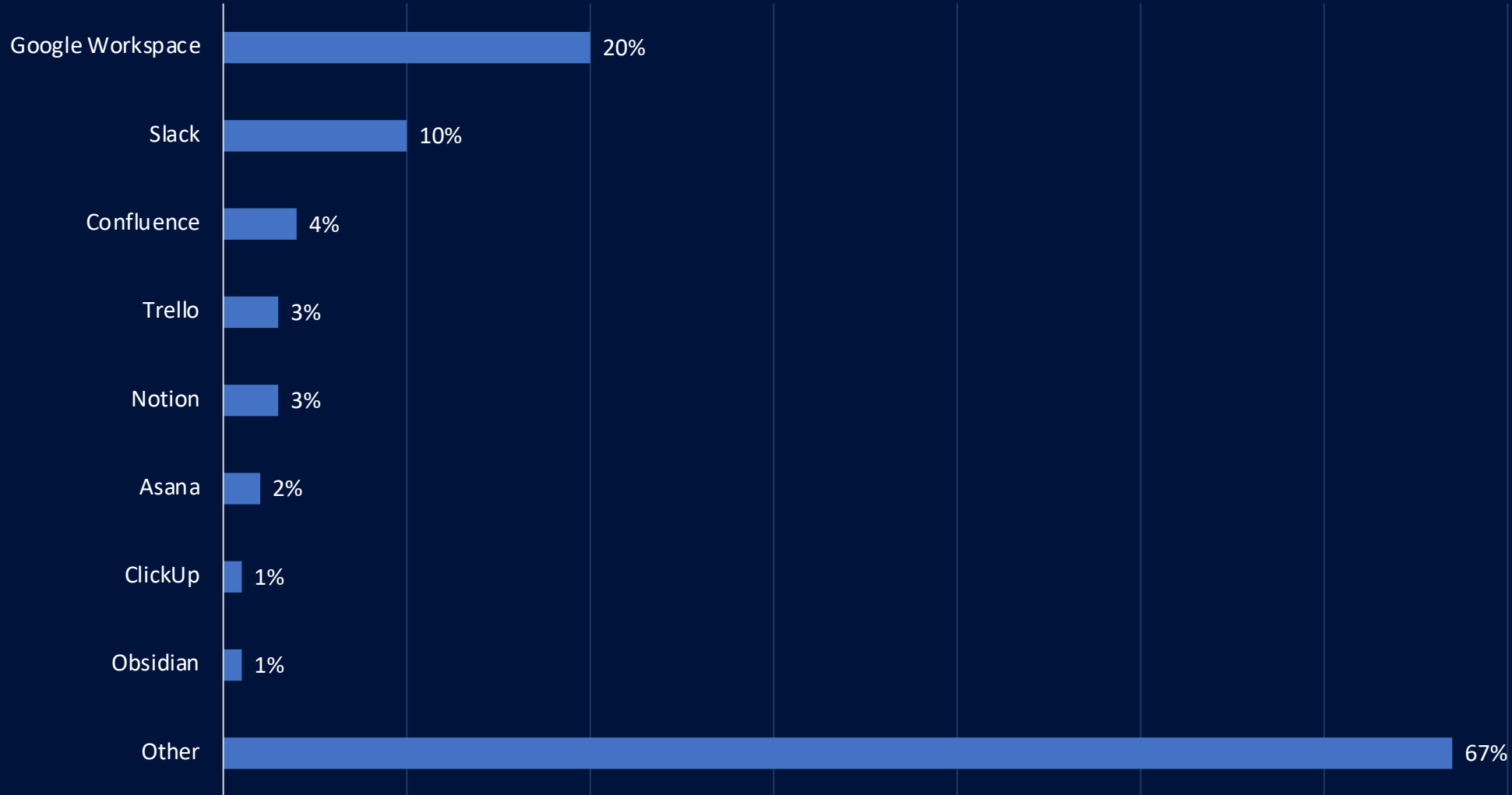
19% - Yes

If you use Teams, have you installed any third-party apps inside the platform?
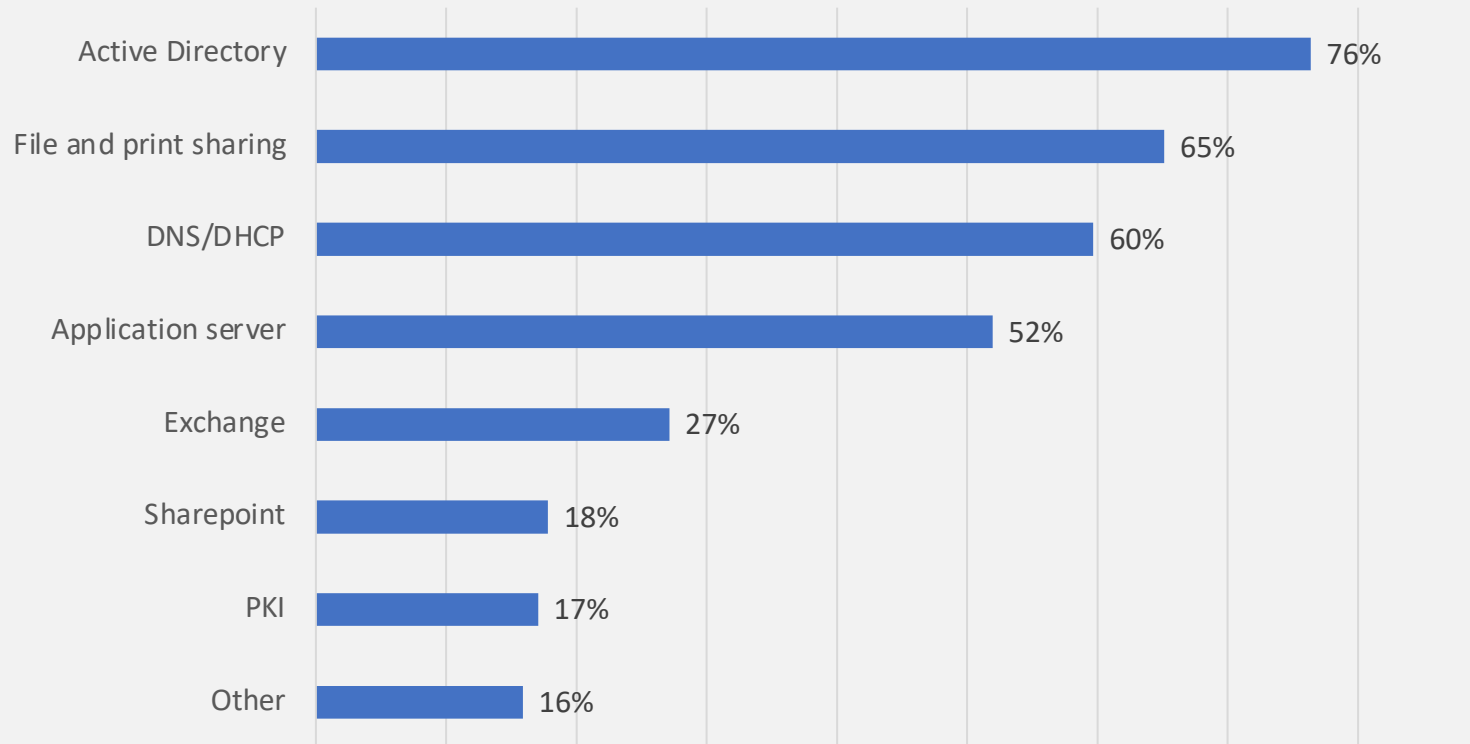
81% - No
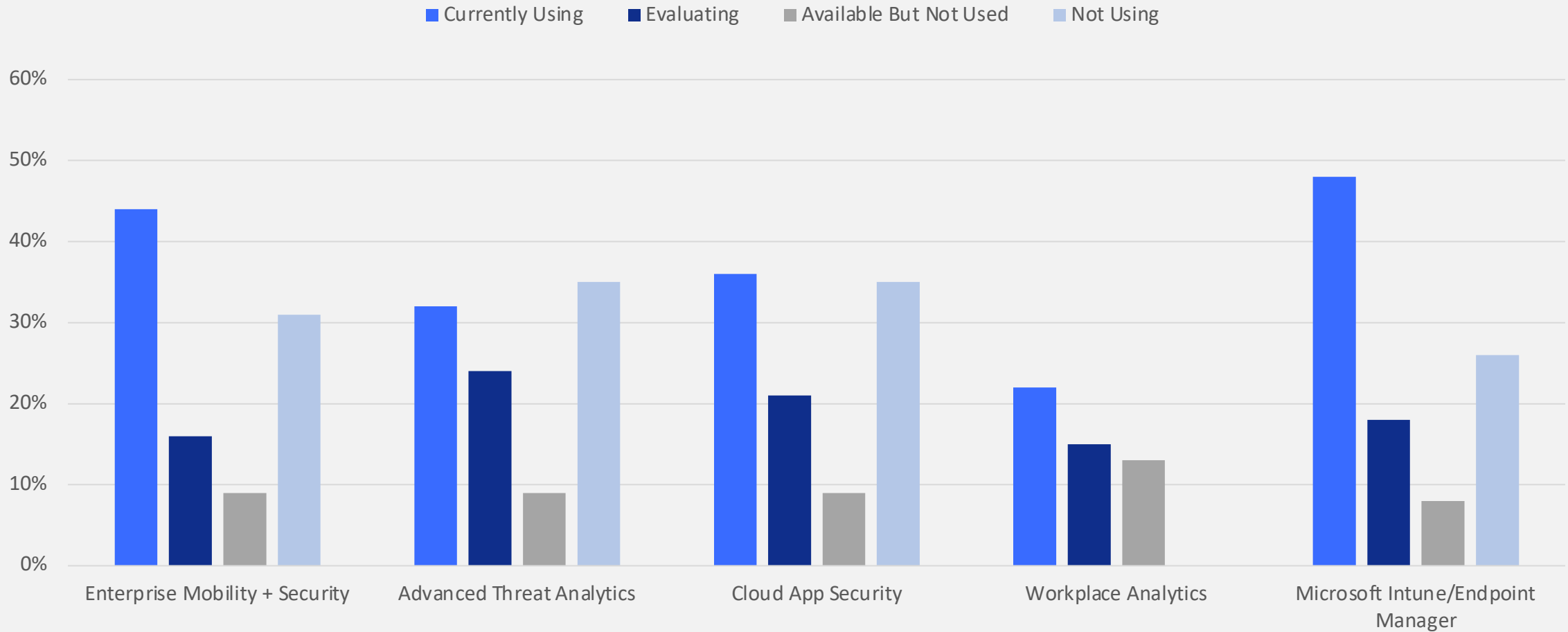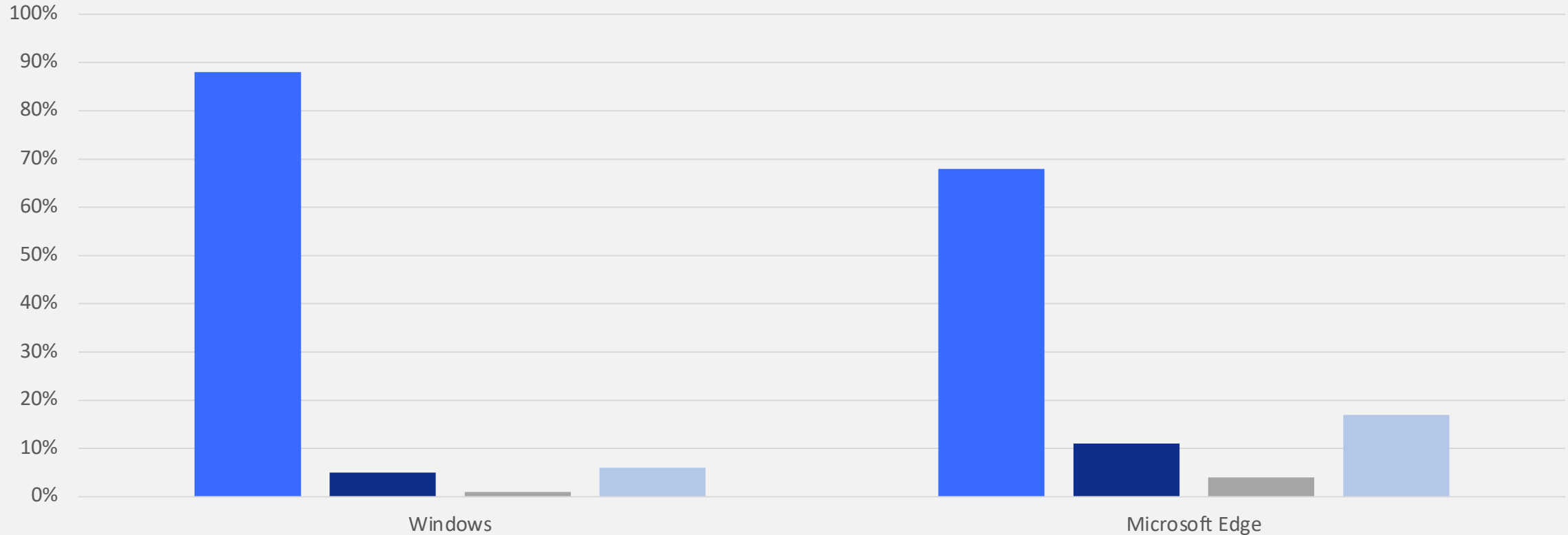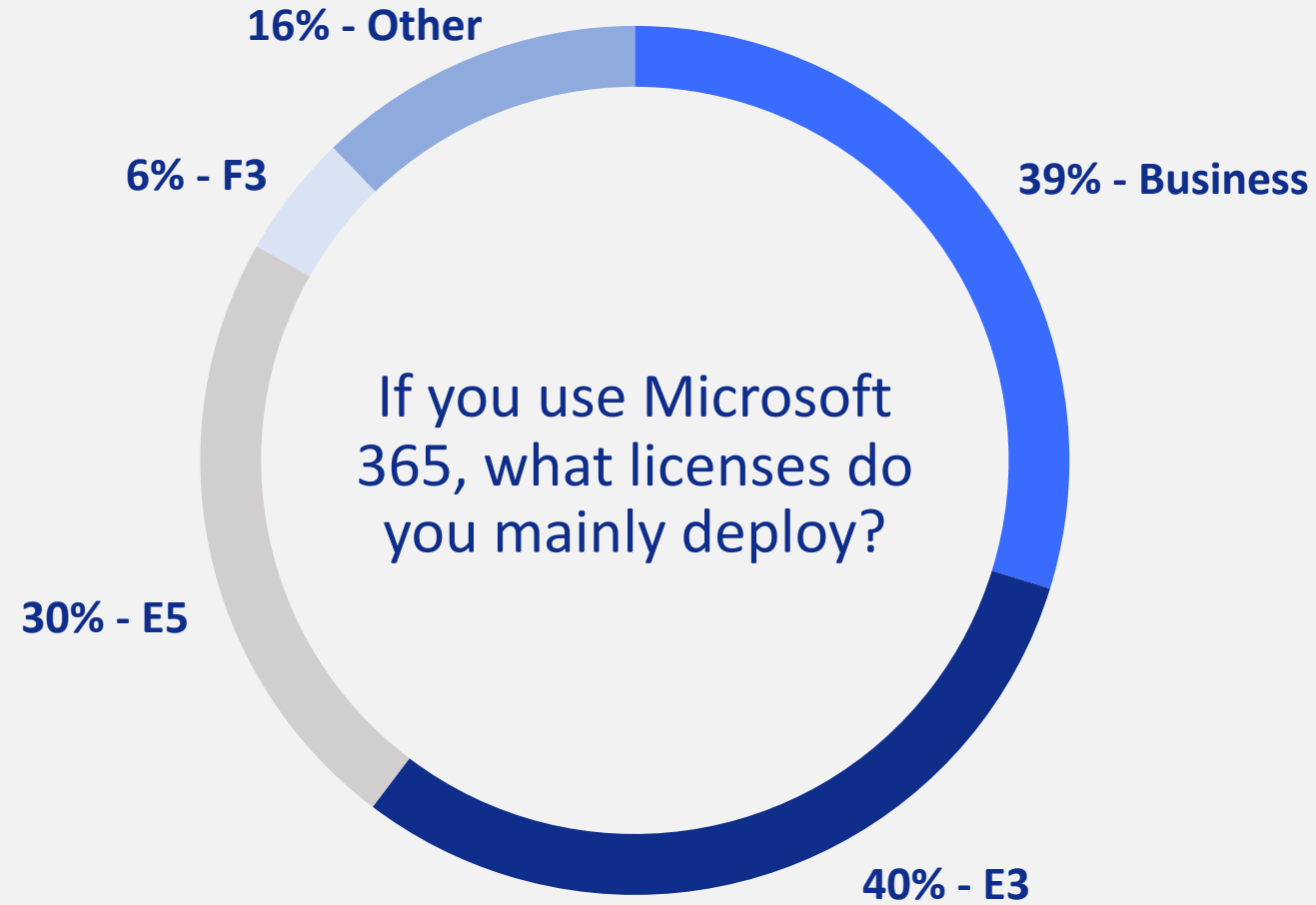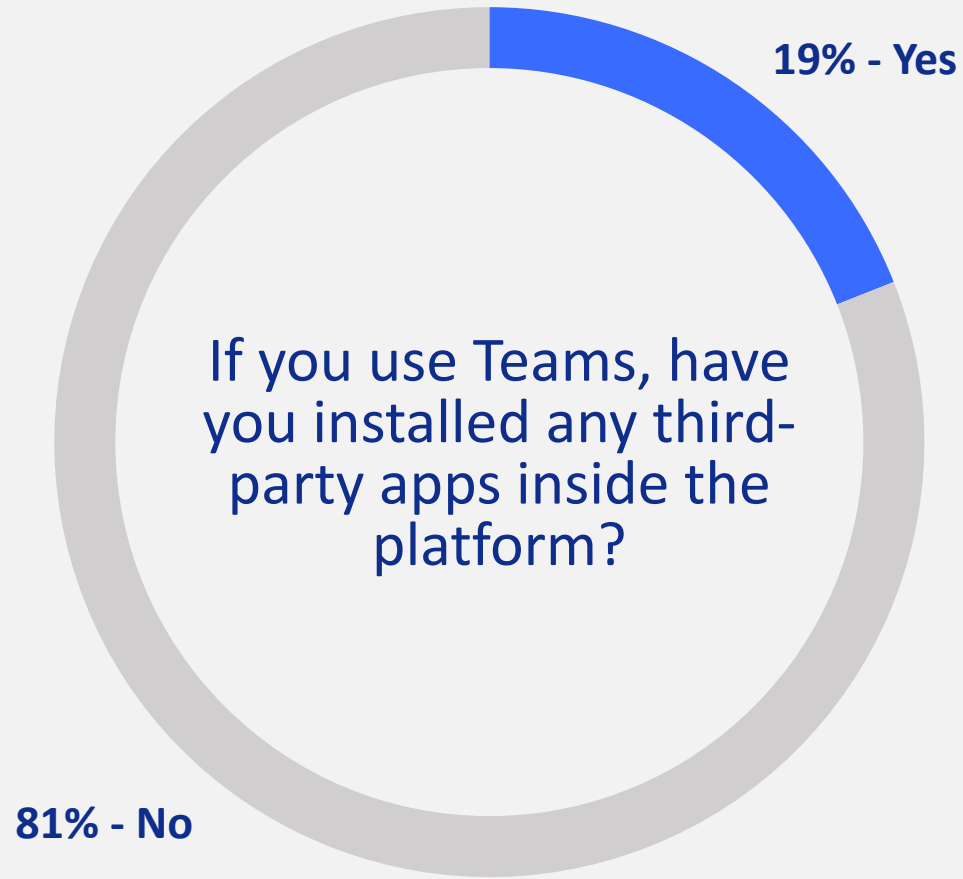
Key takeaway: 81% of respondents that use Microsoft Teams are not using 3rd party apps inside of the platform despite Teams growth over the last three years.

PETRI
WE GET IT

If you don't use M365/Teams, which of the following solutions do you use?

Solution	Percentage
Google Workspace	20%
Slack	10%
Confluence	4%
Trello	3%
Notion	3%
Asana	2%
ClickUp	1%
Obsidian	1%
Other	67%

PETRI

Do you still maintain Windows Servers on-premises?

Category	Percentage
Active Directory	76%
File and print sharing	65%
DNS/DHCP	60%
Application server	52%
Exchange	27%
Sharepoint	18%
PKI	17%
Other	16%

Key Takeaways:

76%
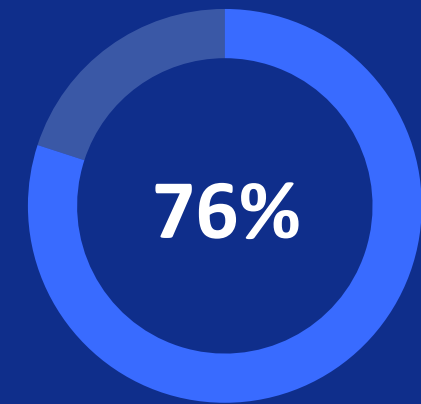
Security and cost are generally a factor in choosing to maintain on-premise.

PETRI.COM 2023 AUDIENCE SURVEY RESULTS

What version(s) of Windows are you currently running at work?

Version	Percentage
Windows 10	88%
Windows 11	66%
Windows 7	9%
Windows 8/8.1	3%
Windows XP	3%
Windows Vista	0%
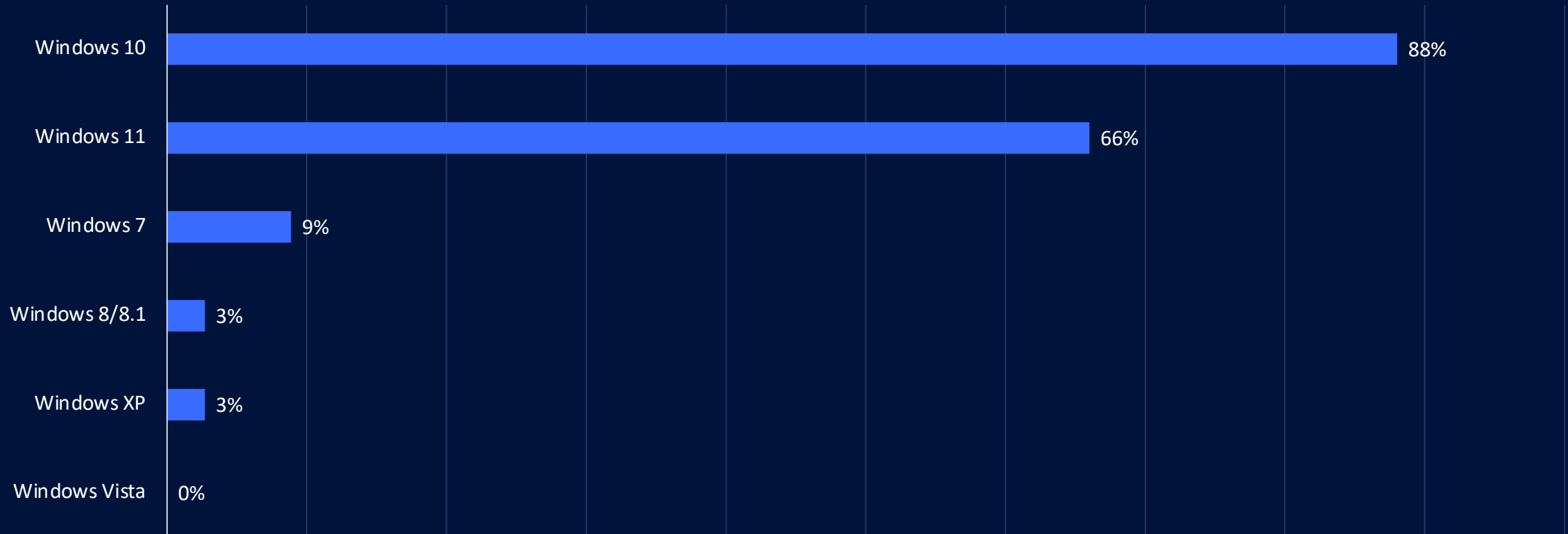
PETRI

How do you feel about the less frequent yearly update cadence recently introduced for Windows 10 and Windows 11?

Satisfied with the update timing — 73%

Challenged by the update timing — 21%

Unprepared for the update timing — 6%
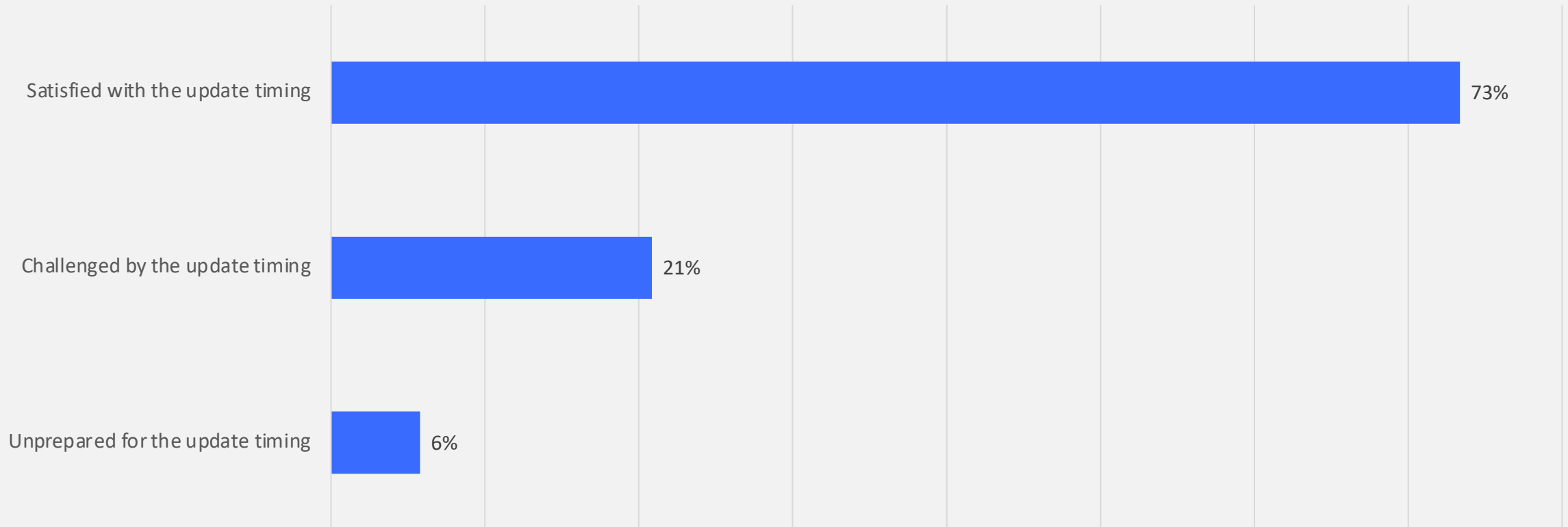
Petri.com 2023 Audience Survey

Interested in advertising on Petri.com, reach out to hello@bwwmediagroup.com