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 - Post 90 Days; Bombora Planning & Measurement Suite | Intent Fit + Index - Post 90 Days
Petri.com 2023 Audience Survey Results

Demographics & Firmographics
Petri.com Audience Seniority level

Unique Visitors

- Non-management: 44%
- Management: 40%
- Csuite: 16%
- Board and Ownership: 1%

Key Takeaway

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

Source: Bombora Planning & Measurement Suite - Past 90 Days
What is your age?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>20-34</td>
<td>7%</td>
</tr>
<tr>
<td>35-44</td>
<td>24%</td>
</tr>
<tr>
<td>45-54</td>
<td>36%</td>
</tr>
<tr>
<td>55-64*</td>
<td>24%</td>
</tr>
<tr>
<td>65+</td>
<td>9%</td>
</tr>
</tbody>
</table>

*This group's number doubled since 2020

Key Takeaway

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. Computers & Technology (25%)
2. Education (12%)
3. Healthcare/Medical (9%)
4. Manufacturing (8%)
5. Finance/Banking (7%)
### What is your industry? – All Industries

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers &amp; Technology</td>
<td>24.3%</td>
</tr>
<tr>
<td>Education</td>
<td>11.2%</td>
</tr>
<tr>
<td>Healthcare/Medical</td>
<td>8.1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7.7%</td>
</tr>
<tr>
<td>Finance/Banking</td>
<td>6.6%</td>
</tr>
<tr>
<td>Business Service &amp; Consulting</td>
<td>5.8%</td>
</tr>
<tr>
<td>Responses Other (please specify)</td>
<td>5.4%</td>
</tr>
<tr>
<td>Government</td>
<td>5.0%</td>
</tr>
<tr>
<td>Non-Profit/Organizations</td>
<td>3.9%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>2.7%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>2.7%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>2.3%</td>
</tr>
<tr>
<td>Construction</td>
<td>1.9%</td>
</tr>
<tr>
<td>Insurance</td>
<td>1.5%</td>
</tr>
<tr>
<td>Automotive</td>
<td>1.2%</td>
</tr>
<tr>
<td>Retail &amp; Consumer Goods</td>
<td>1.2%</td>
</tr>
<tr>
<td>Service Industry</td>
<td>1.2%</td>
</tr>
<tr>
<td>Transportation Services</td>
<td>1.2%</td>
</tr>
<tr>
<td>Utility/Energy</td>
<td>1.2%</td>
</tr>
<tr>
<td>Biotech &amp; Pharmaceuticals</td>
<td>0.8%</td>
</tr>
<tr>
<td>Corporate Services</td>
<td>0.8%</td>
</tr>
<tr>
<td>Lodging/Hospitality/Food Service</td>
<td>0.8%</td>
</tr>
</tbody>
</table>
What best describes your current job title?

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:

Other responses included:

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

- 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.COM 2023 AUDIENCE SURVEY RESULTS

What is your company’s annual revenue?

- $0-$5MM: 30%
- $6MM-$10MM: 15%
- $11MM-$50MM: 20%
- $51MM-$100MM: 10%
- $101MM-$999MM: 15%
- $1B+: 5%
What percentage of your organization works remotely, in the office, or hybrid?

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


   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 biggest concerns confronting your role in 2023?

1. **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.

2. **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.

3. **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 AI, 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?

- 59% Somewhat -to- Very Important/Crucial
- 41% Minimal/Little-to-None
Does your organization have a CISO?
(Chief Information Security Officer)

41% Yes
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.
### What is the biggest concern with safeguarding your data?

<table>
<thead>
<tr>
<th>Threat</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ransomware</td>
<td>74%</td>
</tr>
<tr>
<td>Outsider threats</td>
<td>53%</td>
</tr>
<tr>
<td>Outage with data loss</td>
<td>44%</td>
</tr>
<tr>
<td>Insider threats</td>
<td>35%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
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”
Do you have a multi-cloud strategy in place?

35% Yes

65% No

65% may not have the ability to move cloud apps between Azure, AWS, and Google Cloud for failover purposes or migration.
Are you developing your own software solutions using Microsoft Power Platform or equivalent service?

- 29% Yes
- 71% No
When was the last time you had a service outage at work?

- No outages in the last 12 months: 31%
- Last 12 months: 34%
- 1-2 months: 12%
- This quarter: 11%
- Less than 1 month ago: 12.74%
What platforms and services do you develop on or use on a regular basis?
Which of the following software-as-a-service (SaaS) offerings are you using at work?

<table>
<thead>
<tr>
<th>Software</th>
<th>Currently Using</th>
<th>Not Using</th>
<th>Plan to use in the next 24 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft/Office 365</td>
<td>80%</td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>Microsoft Dynamics</td>
<td>69%</td>
<td>7%</td>
<td>24%</td>
</tr>
<tr>
<td>Monday.com</td>
<td>90%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Google Apps</td>
<td>63%</td>
<td>7%</td>
<td>31%</td>
</tr>
<tr>
<td>Dropbox</td>
<td>70%</td>
<td>4%</td>
<td>27%</td>
</tr>
<tr>
<td>Box</td>
<td>84%</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>Basecamp</td>
<td>90%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Zoho Apps</td>
<td>83%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Windows Intune</td>
<td>47%</td>
<td>14%</td>
<td>38%</td>
</tr>
<tr>
<td>Slack</td>
<td>79%</td>
<td>5%</td>
<td>17%</td>
</tr>
<tr>
<td>ServiceNow</td>
<td>69%</td>
<td>7%</td>
<td>24%</td>
</tr>
<tr>
<td>Salesforce</td>
<td>69%</td>
<td>4%</td>
<td>27%</td>
</tr>
</tbody>
</table>
Which of the following solutions do you use for endpoint management?

- **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%
## Which VDI solution do you use?

<table>
<thead>
<tr>
<th>Solution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMware</td>
<td>24%</td>
</tr>
<tr>
<td>Azure Virtual Desktop</td>
<td>14%</td>
</tr>
<tr>
<td>Windows 365</td>
<td>10%</td>
</tr>
<tr>
<td>Citrix</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>None</td>
<td>36%</td>
</tr>
</tbody>
</table>
PETRI.COM 2023 AUDIENCE SURVEY RESULTS

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**
- Cybersecurity & Information Security
- Azure Desktop
- Endpoint Management
- Desktop Virtualization/Virtual Desktop
- Cloud Services/Cloud Computing/Cloud Backup
- Backup
- Identity Access Management
- Project Management
- Network Monitoring & Threat Detection Software
- Data Backup & Disaster Recovery Solutions
- PAM Solutions
- Veeam
- RMM
- Password Reset & MFA
- MDR/EDR/XDR
- AI, ML
- Zero Trust
- Endpoint Security and Monitoring
How has the move to hybrid work impacted your budget for 2023?

- 59% Budget has remained the same
- 31% Budget increased
- 10% Budget decreased

Key Takeaway:

90% of respondents said their budget has remained the same or increased for 2023.
PETRI.COM 2023 AUDIENCE SURVEY RESULTS

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product reviews</td>
<td>42%</td>
</tr>
<tr>
<td>News</td>
<td>37%</td>
</tr>
<tr>
<td>Certification</td>
<td>35%</td>
</tr>
<tr>
<td>Product/service showcases</td>
<td>24%</td>
</tr>
<tr>
<td>Career</td>
<td>21%</td>
</tr>
<tr>
<td>IT strategy</td>
<td>66%</td>
</tr>
<tr>
<td>How-tos</td>
<td>78%</td>
</tr>
</tbody>
</table>

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

Key Takeaways:

The Positives: Our audience appreciates the convenience and accessibility of not having to 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.

The Opportunities: 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.com Audience on Microsoft
Are you using Microsoft 365?

- Yes: 86%
- Not Using: 8%
- In Deployment: 2%
- In Consideration: 4%
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.
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%
Which Microsoft Applications/Services are you using or evaluating?

- M365 Apps: 45.9%
- Azure: 33.3%
- Power Platform: 65.3%
- M365 Solutions: 55.2%
- Other: 85.9%
Which Microsoft Applications/Services are you using or evaluating? – M365 APPS

- 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

- Azure Arc
- Azure AD
- Azure Functions
- Azure Cosmos DB
- Azure SQL Database
- Azure Data Factory
- Azure Machine Learning
- Azure Virtual Machines
- Azure App Service
- Azure Container Apps
- Azure VMware Solution
- Azure DevOps
- Azure DevTest Labs

**M365 Apps**
**Power Platform**
**M365 Solutions**
**Other**

- Currently Using
- Evaluating
- Available But Not Used
- Not Using
Which Microsoft Applications/Services are you using or evaluating? – AZURE CONTINUED
Which Microsoft Applications/Services are you using or evaluating? – Power Platform

- Currently Using
- Evaluating
- Available But Not Used
- Not Using

Power Automate

Power BI
Which Microsoft Applications/Services are you using or evaluating? – M365 Solutions

- Enterprise Mobility + Security
- Advanced Threat Analytics
- Cloud App Security
- Workplace Analytics
- Microsoft Intune/Endpoint Manager

Currently Using, Evaluating, Available But Not Used, Not Using
Which Microsoft Applications/Services are you using or evaluating? – Other
If you use Microsoft 365, what licenses do you mainly deploy?

- 39% - Business
- 40% - E3
- 30% - E5
- 6% - F3
- 16% - Other
If you use Teams, have you installed any third-party apps inside the platform?

- Yes: 19%
- No: 81%

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

- Google Workspace: 20%
- Slack: 10%
- Confluence: 4%
- Trello: 3%
- Notion: 3%
- Asana: 2%
- ClickUp: 1%
- Obsidian: 1%
- Other: 67%
Do you still maintain Windows Servers on-premises?

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Directory</td>
<td>76%</td>
</tr>
<tr>
<td>File and print sharing</td>
<td>65%</td>
</tr>
<tr>
<td>DNS/DHCP</td>
<td>60%</td>
</tr>
<tr>
<td>Application server</td>
<td>52%</td>
</tr>
<tr>
<td>Exchange</td>
<td>27%</td>
</tr>
<tr>
<td>Sharepoint</td>
<td>18%</td>
</tr>
<tr>
<td>PKI</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Key Takeaways:**

Security and cost are generally a factor in choosing to maintain on-premise.
What version(s) of Windows are you currently running at work?

- Windows 10: 88%
- Windows 11: 66%
- Windows 7: 9%
- Windows 8/8.1: 3%
- Windows XP: 3%
- Windows Vista: 0%
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%
Interested in advertising on Petri.com, reach out to hello@bwwmediagroup.com