# IT Buyers Reveal Views on Technology
SURVEY FINDINGS

Many assumptions are made about how customers view technology in their business and how they pay for it.
We dug in and asked IT buyers what they think.

When we reached out to 296 customers who currently lease with GreatAmerica we set out to learn more about their buying patterns, how they view technology and how they wanted to pay for it. We came away from this survey with a fresh perspective about how businesses are thinking about the multitude of technologies they run just to keep the lights on. Our findings on the next several pages cover IT buyers' biggest technology priorities, how often they want to upgrade their technology and how they want to pay for technology acquisitions.
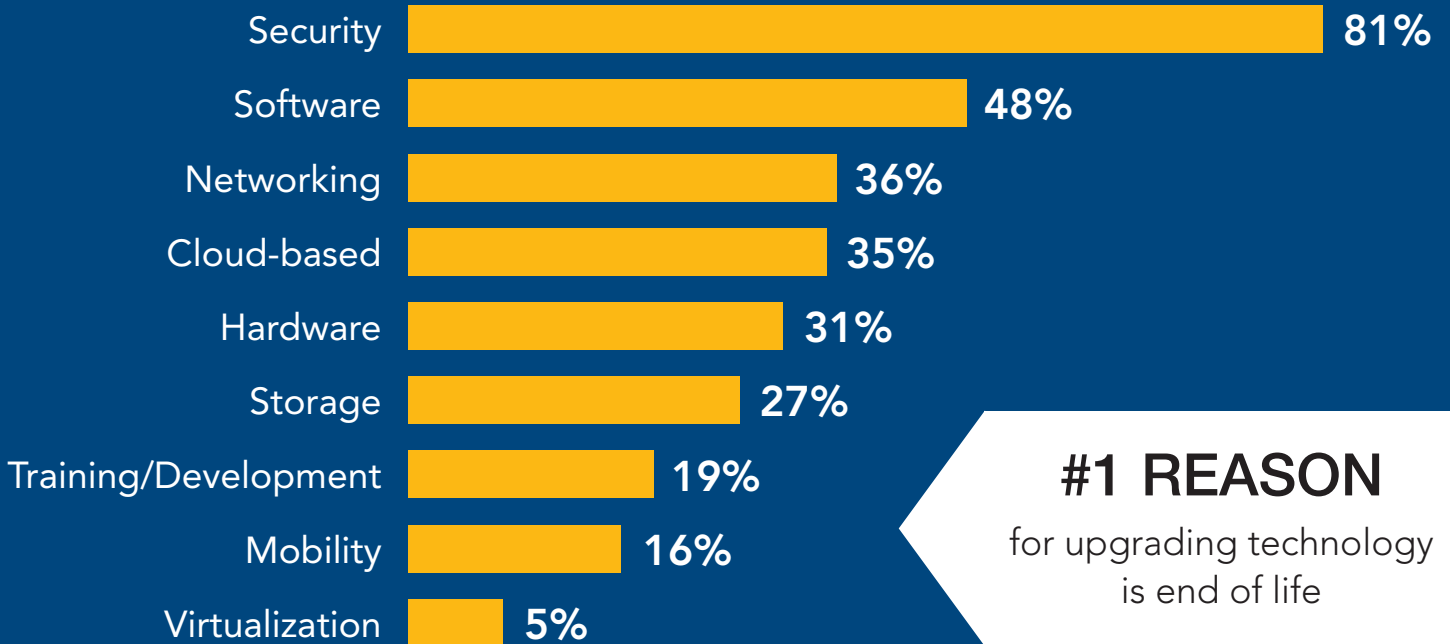
WHO WE SURVEYED

We surveyed customers who were under a current finance agreement with GreatAmerica for their technology acquisition. Here's the breakdown:

- **31%** Administration & Other
- **29%** Executives
- **29%** Finance
- **11%** IT & Operations
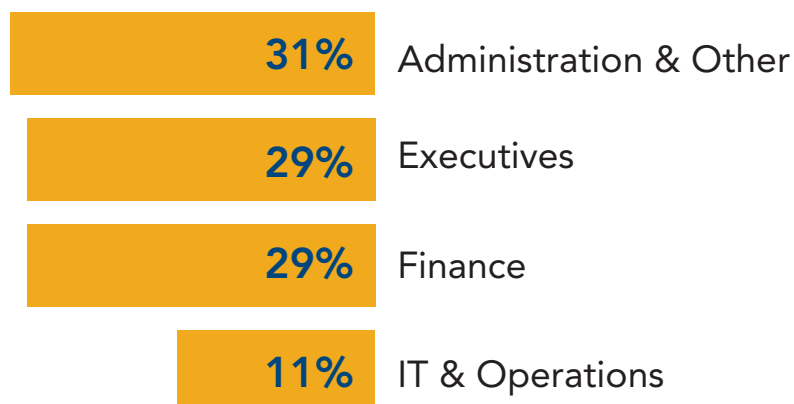
WHAT'S INSIDE

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- Technology Refreshes

- When Is It Time to Buy?

- The Upside of Monthly Payments

Top Tech Priorities

Category	Percentage
Security	81%
Software	48%
Networking	36%
Cloud-based	35%
Hardware	31%
Storage	27%
Training/Development	19%
Mobility	16%
Virtualization	5%

#1 REASON

for upgrading technology is end of life

Data Security & Management

The number one priority of those we surveyed was keeping their information and data secure. A whopping 81% of respondents said it was something their business currently considers a priority.

Software

IT buyers also placed a priority on software. Rounding out the top five priorities was hardware. Create a roadmap to help them see how you will help them afford the new technology they will need to run and sustain an efficient business. We surveyed customers in detail about which technologies need frequent upgrades, what triggers the need of a refresh, and how they want to pay for the refresh.
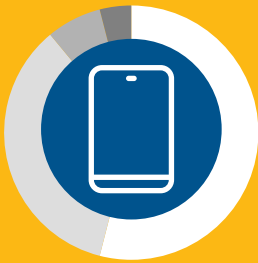
Technology Refreshes

HOW FREQUENTLY SHOULD THE FOLLOWING TECHNOLOGIES IN YOUR BUSINESS BE UPDATED OR REPLACED?
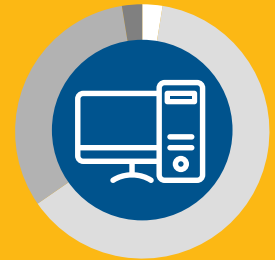
■ **Every 1 - 2 Years** ■ **Every 3 - 5 Years** ■ **Every 5 - 10 Years** ■ **Every 10+ Years**

Statistics in bold from 2022, (in parentheses from 2017).

MOBILE DEVICES

Mobile devices are the most likely to need to be replaced early, according to those surveyed. **54%** (43%) said mobile devices should be replaced every 1 - 2 years, and **35%** (47%) said they should be replaced every 3 - 5 years. In the last 5 years, there is a need to replace more frequently.

SECURITY

Most customers agree security should be replaced within 5 years with **84%** of responses and they want to replace annually **10%** more than they currently do.

A/V

Majority of customers agree A/V should be upgraded within 5 years with **82%** of responses and typically only **61%** actually do upgrade within 5 years.

WIRELESS NETWORKS

Just less than half of customers, **45%** (50%), want to replace wireless networks within 3 years.

LAPTOPS & DESKTOPS

Most customers agree computers should be upgraded every 3-5 years.

Laptops **60%** (69%)

Desktops **49%** (69%)

SERVERS & STORAGE

We also surveyed customers on the technology most likely not to be seen, but definitely felt and they felt it should be upgraded every 3-5 years.
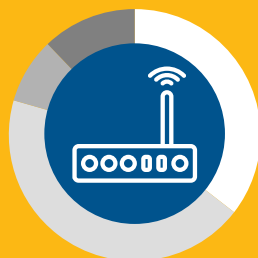
Servers **50%** (45%)

Storage **38%** (45%)

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When Is It Time to Buy?

How do you decide when to acquire or upgrade your technology?

The customers we surveyed agree that many of the technologies in their business should be upgraded or refreshed within five years. But how do they decide when to pull the trigger on an upgrade?

While each customer is different, more than half of those we surveyed agree that when technologies reach end of life, they are most in need of additional technology. Another top reason customers said they chose to upgrade is when they need additional units.

End of Life	60%
Company Growth	44%
Available Budget	44%
Additional Units Needed	43%
Upgrade Cycle	37%

Organizations are motivated to lease;

ONLY 5% OF CUSTOMERS

lease as a result of required company policies.
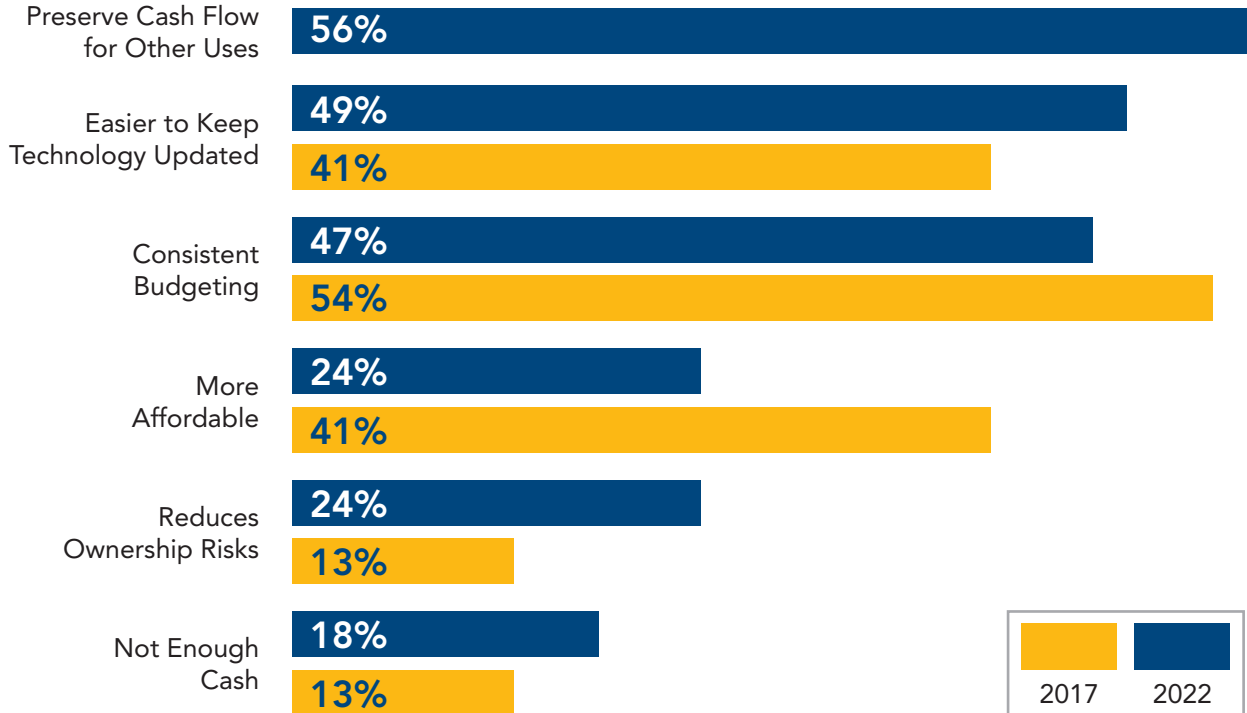
14% OF CUSTOMERS

say they like to obtain financing themselves and not through a solution provider.

The Upside of Monthly Payments

With an overall favorable view of both leasing and equipment rentals, we wanted to find out what it is about monthly payments that technology buyers like so much.

WHY DO YOU CHOOSE TO PAY MONTHLY FOR TECHNOLOGY?

Preserve Cash Flow for Other Uses
- 56%

Easier to Keep Technology Updated
- 49%
- 41%

Consistent Budgeting
- 47%
- 54%

More Affordable
- 24%
- 41%

Reduces Ownership Risks
- 24%
- 13%

Not Enough Cash
- 18%
- 13%

Legend: 2017 | 2022

MORE PROFESSIONAL!

58% view their technology vendor as more professional when they offer finance terms and/or options to acquire equipment.

CUSTOMERS EXPECT IT!

68% (38% strongly agree) prefer to work with a vendor that provides a total solution including financing.