



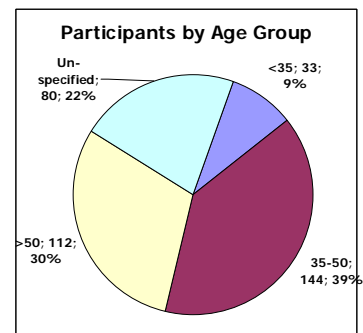
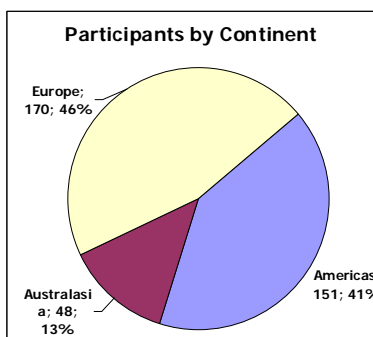
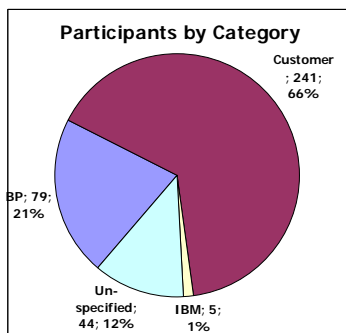
Top Concerns of the i community Survey 2008

Executive Summary

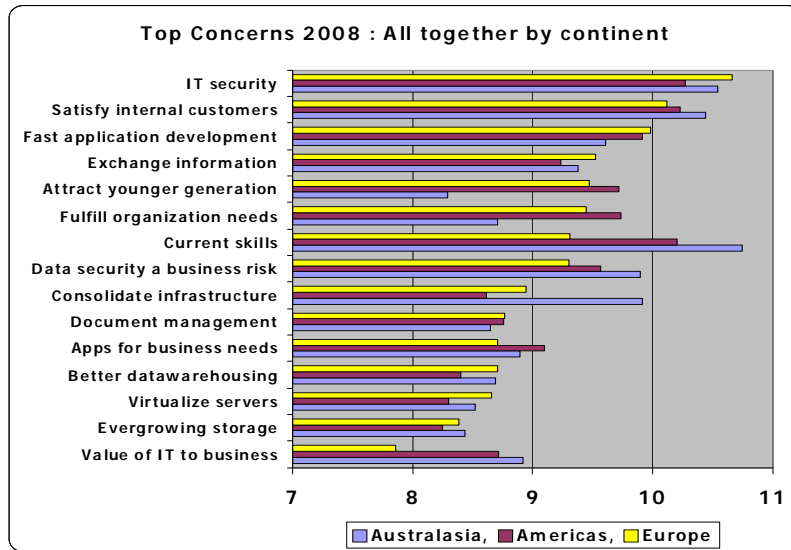
Ranga (Shrirang U.) Deshpande
November 2008

COMMON Europe extended its annual TOP CONCERNS survey in May 2008 with global multilingual participation. It sounds the i ecosystem to understand the priorities in order to influence IBM and its partners to give better products and services, set future conference agenda at local, national and continental level and especially let the world wide i community know and share their concerns.

It received 369 responses from customers (66%) and IBM Business Partners (21%) spread over Europe (46%), Americas (41%) and Australasia (13%). Nine percent of them were below the age of 35, 39% were between 35 and 50, 30% were above 50 and 22% did not mention their age.

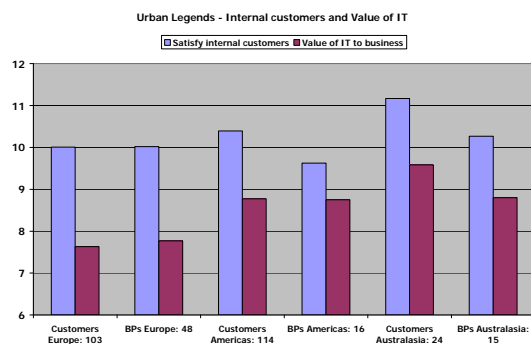
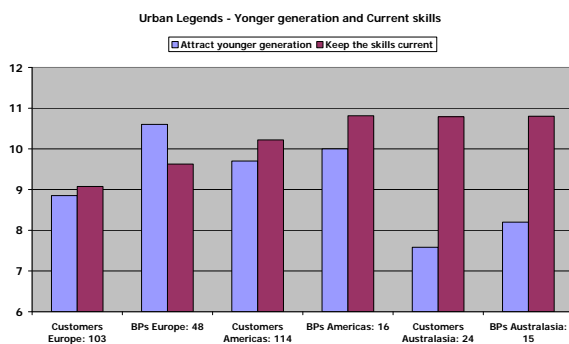


“Improve IT security and continuity”, “Satisfy internal customers” and “Fast application development”, a repeat of 2006 and 2007, are the topmost concerns for worldwide System i users. They are followed by “Keep the skills current for the existing staff” and “Treat data security and confidentiality as business risk”. Surprisingly “Virtualize servers” was number 13, Value of IT to business 14 and “Reply with efficacy to ever growing storage needs” close the votes at number 15.

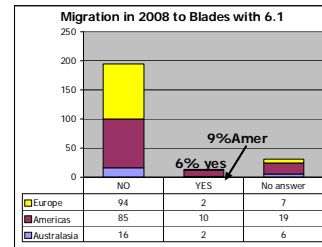
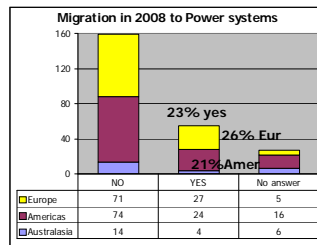
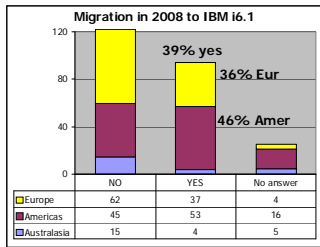


Comparing the geographical response, “Satisfy internal customers” is almost at the top on the three continents surveyed. “Keeping the skills current” also tops in Americas and Australasia whereas it comes in the middle for Europeans. Consolidate infrastructure ranks very high for Australasians whereas it comes in the lowest tier for Europeans and Americas. Document management coming at number 2 for Americas BPs is yet another key finding.

Attract the younger generation seems almost to be a myth for Australasians contrary to Europeans and Americans. Keeping the skill current is everybody’s concern. Everybody wants to satisfy internal customers whereas the value of IT to business is expressed by few of them and it looks like that the Europeans most probably just take it for granted.



The customer surveyed expressed that 39% of them will migrate in 2008 to IBM i 6.1, 23% to Power 6 processors and 6% to Blades IBM i6.1. We should be careful in taking this as a worldwide indication knowing that the respondents are COMMON members, the ones who are early adopters of everything latest. The mainstream users of course takes some years to follow them.



Participants also expressed their priorities that were not listed in the survey. "Make the management understand the value of the System i" and "Native graphical user interface (or modernize application)" were most frequently cited.

The previous surveys have influenced IBM to give better prices for entry level machines, to remove the "interactive tax" and to emphasize security and high availability. "IBM looks forward to the feedback from the i community through Top Concerns and especially the requirements from the COMMON Europe and Americas Customer Advisory Councils that help shape our future products." noted Mark Shearer, Vice President Marketing, IBM Business Systems in his keynote speech at the COMMON Europe Congress in Barcelona, May 2008. He further added "Feedback from previous surveys has strongly influenced our IBM strategy for the new Power Systems platform".

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COMMON Europe, a non profit association of IBM computer users, is an umbrella organization of national IBM user associations, representing most European countries. Its aims are "boost peer networking, provide advanced education and training, spearhead IBM strategy, accelerate an ongoing open dialogue with IBM and influence the setting of international standards". For more information, please visit www.comeur.org



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