

Windows 7 (Microsoft): Gauging the impact of Windows 7's launch on corporate IT hardware and server refresh cycles.

Study Description

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| Methodology | Web-based survey |
| Data collection period | September 2009 |
| Survey audience | A survey among 100 IT managers (CTOs/CIOs) with purchase decision-making authority drawn from a wide array of industries and geographic regions representative of the U.S. |

Study Objectives

Wedbush Decision Metrics surveyed U.S. IT professionals to evaluate the impact of Microsoft's new operating system, Windows 7, on the purchase of corporate computer hardware. Specifically, we focused on the following five potential impacts of this launch:

- Quantify overall IT spending levels for PC hardware (desktops/laptops), storage systems, application hardware, and networking equipment
- Forecast the number of corporate IT departments with plans to upgrade workstations to Windows 7
- Assess the proportion of upcoming year PC Hardware (desktops/laptops) purchases driven by the launch of new operating system Windows 7
- Gauge the time horizon when companies will upgrade their PC Hardware to new Windows 7
- Assess the likelihood of companies to adopt desktop virtualization with the PC upgrade cycle associated with Windows 7

Tables / Charts Included in This Report

1. Expected changes in companies' overall spending on PC Hardware (desktops/laptops) for the coming year vs. the past year
2. Proportion of new/replacement PC Hardware purchases due to launch of new operating system Windows 7
3. Time horizon when companies plan to upgrade existing PC Hardware (desktops/laptops) to Windows 7
4. Likelihood of companies to adopt desktop virtualization with the PC upgrade cycle associated with Windows 7

For additional information on this study or to purchase this report, please contact:

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