

IT Resellers Community

Statistics at a Glance

Total Recruitment Pool	2 Million Registered Users
Stable Panel size	15,000
Avg. Response Rate	62%
Avg. Freq. of Use	52 days

Employment Status

Employed by someone else working outside your home	63%
Employed by someone else working from home	3%
Self-employed working outside your home	15%
Self-employed working from home	19%

Company's Primary Business Activity

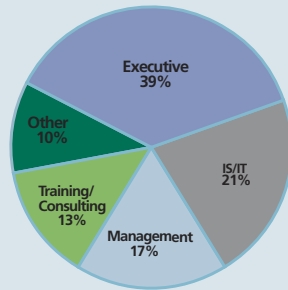
Communications Integrator	3%
Corporate Integrator/Reseller	4%
Custom System(s) Builder	21%
Distributor/Master VAR	2%
Network Integrator/VAR	4%
OEM/Manufacturer who resells	10%
Service Provider	6%
Software Developer	5%
Systems Integrator/VAR	8%
Systems/Software/IT Consultant	15%
Web Developer/Integrator	2%
Internet VAR	2%
Other	20%

Primary Industry

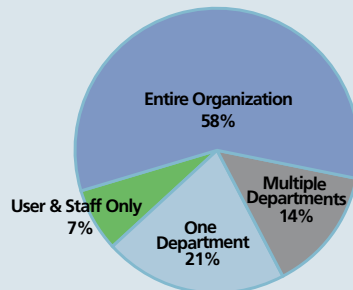
Banking/Finance	2%
Computer Tech	45%
Professional Services	12%
Education	3%
Consumer Goods/Services	7%
Information Technology	8%
Marketing/PR	2%
Manufacturing/Prod	6%
Other	15%

Job Title

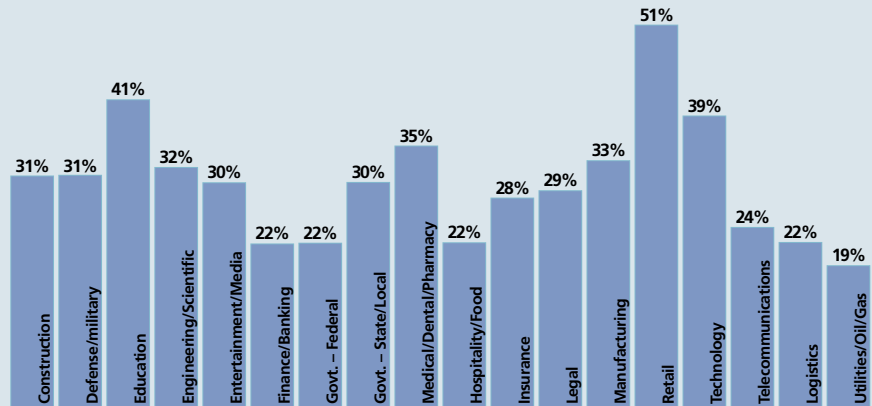
COO/CIO/VP of IS/MIS	9%
President/CEO/Owner/VP	23%
IS/MIS Application Development	7%
Technical Sales	32%
Sales Engagement Lead	11%
IS/MIS Sales Support	11%
Educator/Instructor	7%



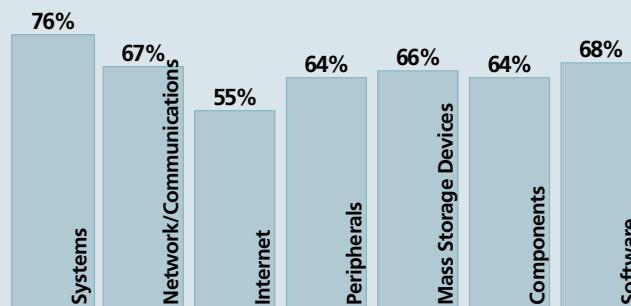
Job Function/Title



Scope of Decision Making Authority



Markets Targeted/Sold To



Products Offerings (Seller or Reseller)

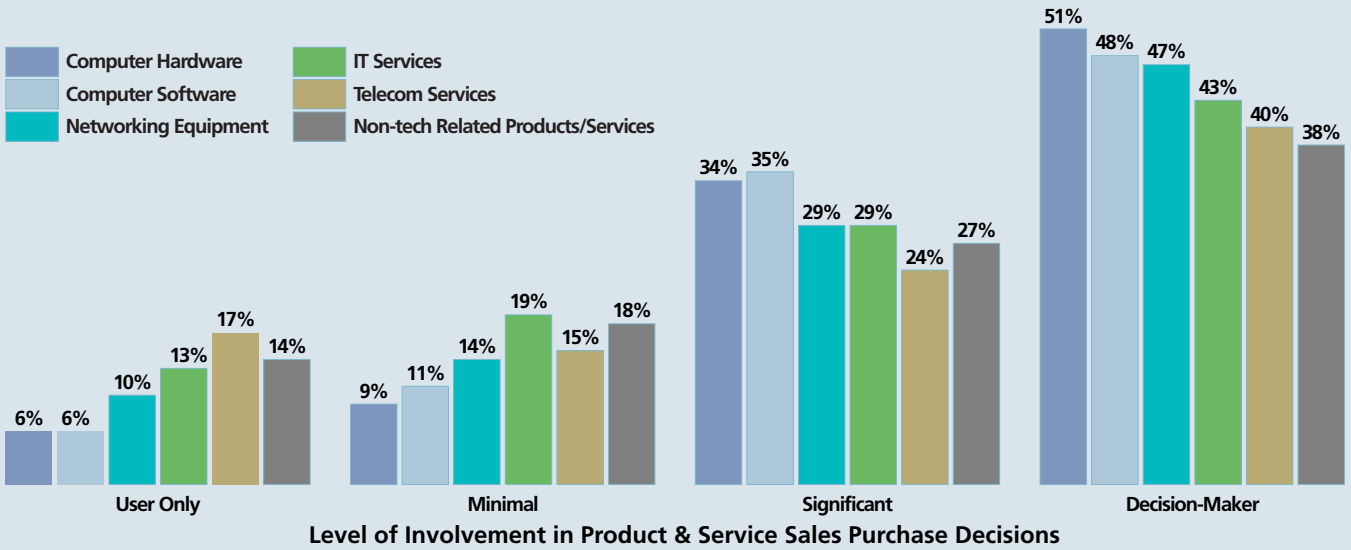
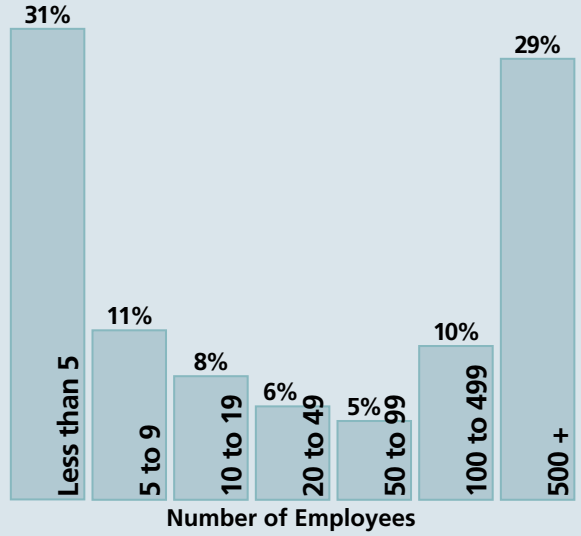
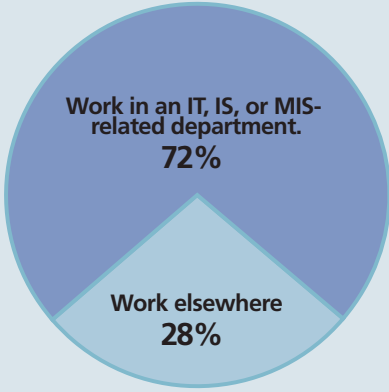
Market Notes

IT Resellers, Service Providers and Systems Integrators manage approximately 65% of systems upgrades and new networking system installations in the U.S. These companies function as a channel partner for major software, networking and equipment manufacturers. They often act as a secondary sales force for many large technology producers; particularly in servicing small firms or in engagements of less than \$100,000.

These firms tend to be small and operate in a highly entrepreneurial fashion. In many selling situations, these consultants and technicians have a great deal of influence on the brands chosen by their end-clients. They tend to work in teams consisting of sales and technical support functions. After-market services, such as education and training are also offered through the reseller channel.

More information on next page

IT Resellers Community (continued)



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