Selected Slides from SI Research

We have provided 3 data points from our *Anatomy of a Solutions Marketer* research study. The following slides have given us these insights:

- Solutions are either “very important” or “extremely important” to over 80%.
- The role of Solutions Marketing is growing, and more and more jobs are opening up in this area.
- Even though solutions are critical to most of the companies involved in the survey, and Solutions Marketing groups are rapidly adding staff, there is still a lack of understanding of the role and responsibilities of these professionals!

The field of Solutions Marketing has legitimately caught the attention of CMOs, BU leaders and others with responsibilities for marketing and selling solutions. The data indicate, however, that there is still much work to be done in clarifying the high value that Solutions Marketers bring to their companies.

**NOTE:** This study was restricted to professionals who have Solutions Marketing titles or work in a Solutions Marketing department or group.
Participating Companies

- Abacus International
- Alcatel-Lucent
- AMD
- Ariba
- Autodesk
- Avanade
- Avaya
- BMC Software
- Brink's Incorporated
- Business Info Solutions, Inc.
- Capco
- Capgemini
- Cardinal Health
- CCS
- CompuCom
- ControlSoft Inc.
- Cox Business
- CSC
- Dell
- Deloitte
- Demandware
- Diebold, Inc
- Dimension Data
- Dixons Retail trading
- Dow Corning
- Eaton Corporation
- Eltronic
- EMC
- Emerson Process Management
- Endress Hauser
- Farient Advisors LLC
- Forbo Siegling China
- Forsythe
- GE Healthcare
- HCL Technologies
- Heartland IT Consulting
- Hewlett Packard
- Honeywell
- IBM
- Invensys
- Jacobs Engineering
- Kaman Industrial Technologies
- Kendall Electric
- Kennametal
- Koso America
- Kronos Incorporated
- Lean Manufacturing Research
- Level 3
- LifeYield
- Logica
- Masso Analitica
- Metrohm USA
- Nalco, an Ecolab Company
- Nemsys
- Ness Technologies
- Northrop Grumman
- NW Analytics
- Orange Business Services
- OSF Global Services
- Philips
- PMSI, Inc.
- Point of Reference
- PolyOne corporation
- Primary Systems, Inc.
- ProSys
- PTC
- Rally
- Real Time Automation
- River Heights Consulting
- Rockwell Automation
- SAP
- Service Performance Insight
- Siemens
- Siemens Enterprise Communications
- Sourcing Change
- Stratus Technology
- SunGard Availability Services
- Sysmex America, Inc
- Tata Consultancy Services
- TCS Ltd
- Telesian
- TELUS
- Vaisala
- VDC Research Group
- VEM
- Verizon
- Vertex Inc
- VMware
- WCG
- Westinghouse Electric Company
- Yokogawa Electric Corporation

Source: SI/ITSMA Online Survey: Anatomy of a Solutions Marketer, February 2012
Solutions Marketing jobs are increasing every year.

In the last two years, has the number of solutions marketers increased, decreased, or stayed the same?

% of Respondents (N=109)

- Increased: 64
- Decreased: 6
- Stayed the same: 30

What is the percentage increase?

% of Respondents (N=60)

- 0–19%: 30
- 20–39%: 23
- 40–59%: 17
- 60–79%: 7
- 80–99%: 2
- 100%: 10
- More than 100%: 7
- Don't know: 5

Source: SI/ITSMA Online Survey: Anatomy of a Solutions Marketer, February 2012

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A recently completed IDC study also shows the increased investment in Solutions Marketers.

Q: Please indicate if investment in the following staffing categories will increase, stay the same, or decrease in 2012 as compared to 2011.

Source: IDC’s 2012 Tech Marketing Barometer Study, n=61
There is still a lack of understanding of the role of a Solutions Marketer.

Do you believe that people outside of marketing in your company understand what the role of a solutions marketer is? % of Respondents (N=124)

- Yes: 42%
- No, only my peers in solutions marketing: 23%
- No, only my peers in marketing: 35%

Source: SI/ITSMA Online Survey: Anatomy of a Solutions Marketer, February 2012
Respondents felt that their solutions business is very/extremely important to the future of their company.

How important is your solutions business to the future of your company? (N=121)

Source: SI/ITSMA Online Survey: Anatomy of a Solutions Marketer, February 2012
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