SIM’s IT Trends Study is Coming Soon
Sponsorship Opportunities Still Available

Happy New Year from the IT Trends Study Team!

Last year’s 36th Anniversary SIM IT Trends Study was a big success with an all-time record of 1218 responses and a 24.8% response rate.

A big thanks to all who participated! The IT Trends Study Comprehensive Report and SIMposium sliddecks are free downloads to SIM members at the bottom of the IT Trends Study homepage (http://simnet.org login required). Non-members can purchase the report for only $895.

Let’s beat last year’s record in 2016!

We’ll be launching this year’s IT Trends Study in a few months. Details aren’t finished yet, but we’re planning on bigger prizes in the Chapter Challenge Contest. Austin, the winning chapter last year, had a 60.2% response rate, with Arizona close behind at 59.5%. Will your chapter do better than that this year?

To beat our records, the Study needs more sponsors. Sponsoring SIM’s IT Trends Study is an extremely economical way for vendors and service providers to keep their name and brand in front of SIM members year-round. The 785 SIM-member organizations that participated in the Study last year spent about $250 billion on IT in 2015. This speaks to the strength of SIM’s membership and why we’re asking you to please make your vendors and service providers aware of this win-win opportunity!

To find out more about sponsoring SIM’s IT Trends Study:

Contact SIM staff member Porter Rice at price@simnet.org or 856-437-4750.

Wishing you and yours a very healthy, happy, safe, and prosperous 2016!

IT Trends Study Team:
Bill Peterson, LiquidHub
Chris Maurer, University of Tampa
Ephraim McLean, Georgia State University
Leon Kappelman, University of North Texas
Mark Snyder, Infor
Quynh Nguyen, University of North Texas
Russell Torres, University of Mary Hardin-Baylor
Vess Johnson, University of the Incarnate Word