

2016 Association Technology Study

In the competitive market for technology products and services, there is never enough high quality market data on which to base key marketing and product decisions. While your company may have extensive information about your customers, executives have told us it is a challenge to find good market information and competitive intelligence.

The Lehman Reports™ industry studies are designed to provide that information. Since 2006, these studies have helped technology companies refine marketing and sales programs, and align product road maps with market needs. They have become the benchmark for the industry and the most trusted source of independent market and competitive information. The Lehman Reports series now includes three major annual industry studies – Association Technology, Association Management Software, and in the broader nonprofit market, Donor Management Systems – as well as special topic and contracted market research.

There is increased attention by the investment community in the association and nonprofit space. Two of the three leading AMS providers have gone through an acquisition process in the past 2-3 years, and just this summer, the third company announced a new \$26.5M investment. Several third-party providers have been acquired, underwent mergers, or have received new investment. The result will be an even more competitive marketplace.

The Association Technology study details the technology landscape in associations including current use and planned purchases of an array of technology applications and services, satisfaction with those products and services, and purchase cycles and decision criteria. The study is designed to help technology providers refine marketing and product plans through greater insight into market conditions and dynamics, competitive intelligence, and trends and key issues that affect the association market for technology products and services. It looks across the market offering a unique view of the current use and forecasted adoption of specific technology products and services, and within each area, customer satisfaction ratings and market share of leading providers. Each year the study drills deeper in a few areas. Those areas are chosen in consultation with subscriber companies.

Boost your marketing and sales success by citing findings from the study. As an independent and unbiased source, Lehman Reports findings carry more weight with prospects. We know. They've told us.

Beyond market and competitive insight, we encourage subscriber companies to use favorable study findings to directly support their marketing and sales. Subscribers have cited Lehman Reports findings in press releases, marketing collateral, exhibit signage, sales materials, and sales presentations. Subscribers tell us this is a major benefit of subscription and is very effective as they engage new prospects and work to close sales. As an independent voice, our findings are viewed as objective and unbiased.

Your products and services are included whether or not you subscribe to the study. Your competitors will have access to these ratings. You should too.

The Association Technology Study is based on a survey of US-based associations with budgets of \$1M or greater. For distribution, we use our own proprietary database of association contacts, refreshed and augmented by lists from Columbia Books, a major directory provider. The result is a completed sample that is representative of the association market. Subscriber companies are not asked to supply customer information.

Some specific areas covered in the study include:

- Current use and satisfaction with technology products and services.
- Projected 2017-2018 adoption rates for technology products and services, plus planned purchases beyond 12 months and those currently evaluating options.
- A comparison of adoption across categories provides a context to understand which are likely to experience higher or lower than average growth rates, the current mix of providers, and the most likely sources of new customers.
- Market share and comparative satisfaction ratings provide insight into individual categories and competitive intelligence to help shape marketing and sales programs.
- Most findings broken down by association size, type and other criteria.
- Market size for selected services.

The survey of associations will go in the field in the fall of 2016, with customized reports delivered to subscriber companies in January, 2017.

The subscription includes a customized findings report and options for additional custom analyses to generate additional detail for specific market segments or study questions. Subscribers may request a customized briefing and strategy session at your offices for \$500 (plus travel expenses if outside the Washington, DC area). The session fee is waived for renewing subscribers.

The annual subscription fee for the 2016 Lehman Reports Technology Study is \$3,795, far less than you would pay for even a simple customer survey. Returning subscribers are eligible for a discounted rate of \$3,650.

For more information on the Lehman Reports: www.LehmanReports.com

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