Technology B2B Brands Questionnaire

In the p	past 12 months, which of the following Brands have you used for Business purposes?
	FedEx
	UPS
	IBM
	Accenture
	Xerox
	Intel
	Oracle
	SAS
	SAP
	Cisco
	Siemens
	Intel
	Dell
	Adobe
	Ericsson
	Intuit
	Microsoft
	None of the above

In the ne	ext 12 months, which of the following brands are you considering for business purposes?
	FedEx
_	UPS
	IBM
	Accenture
	Xerox
	Intel

- Oracle

- Cisco
- Siemens
- Dell
- Adobe
- Ericsson
- Intuit
- Microsoft
- None of the above

What are the most likely reasons to buy / use or recommend the following brands?

	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand
FedEx	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc
UPS	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
IBM	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	0
Accenture	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Xerox	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	0
Intel	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Oracle	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc
SAS	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
SAP	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Cisco	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Siemens	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc
Intel	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc
Dell	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	0
Adobe	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Ericsson	\bigcirc	\bigcirc	0	0	0	\bigcirc	\bigcirc	\bigcirc
Intuit	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc
Microsoft	\bigcirc	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc

This is the last question of this survey. Based on everything you know / heard or experienced, how would you rate the following brands?

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
FedEx	0	0	0	0	0	0
UPS	\bigcirc	0	\bigcirc	\bigcirc	0	0
IBM	0	\bigcirc	\bigcirc	\bigcirc	0	0
Accenture	0	0	\bigcirc	0	0	0
Xerox	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	0
Intel	\bigcirc	\bigcirc	0	0	\bigcirc	•
Oracle	0	0	0	0	\bigcirc	0
SAS	\bigcirc	0	0	0	\bigcirc	•
SAP	0	0	0	0	\bigcirc	0
Cisco	\bigcirc	0	0	0	\bigcirc	\bigcirc
Siemens	0	0	0	0	\bigcirc	0
Intel	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	•
Dell	0	0	0	0	\bigcirc	0
Adobe	\bigcirc	\bigcirc	0	0	\bigcirc	0
Ericsson	0	0	\bigcirc	0	\bigcirc	0
Intuit	\bigcirc	0	\bigcirc	0	\bigcirc	0
Microsoft	0	0	0	0	\bigcirc	•