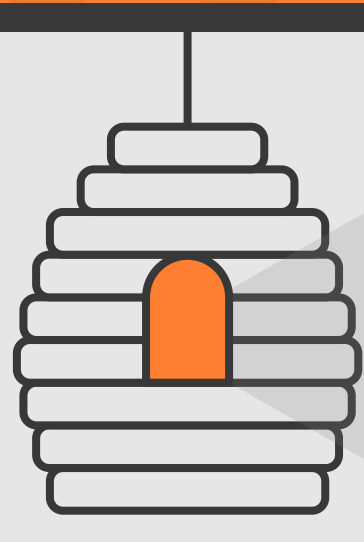


spiceworks IT SUMMER SWARM

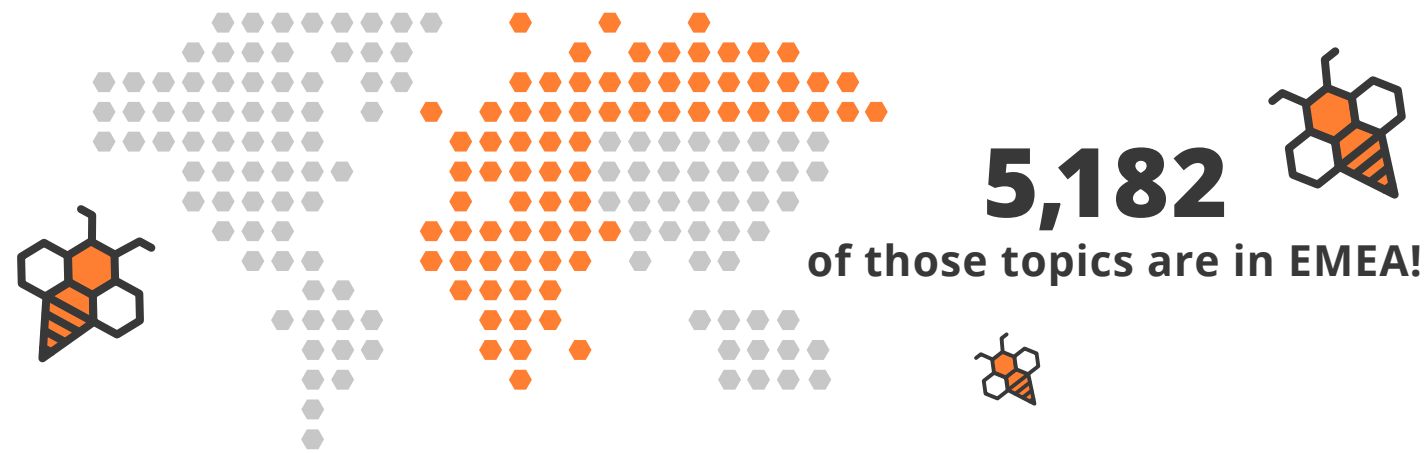
Summer is a time to lay low and relax... right? Not for IT pros. Data from the Spiceworks Community shows they're very busy bees during the summer. See why you can't afford to let your tech marketing slow down during "vacation season."

TAKE A LOOK INSIDE THE HIVE!

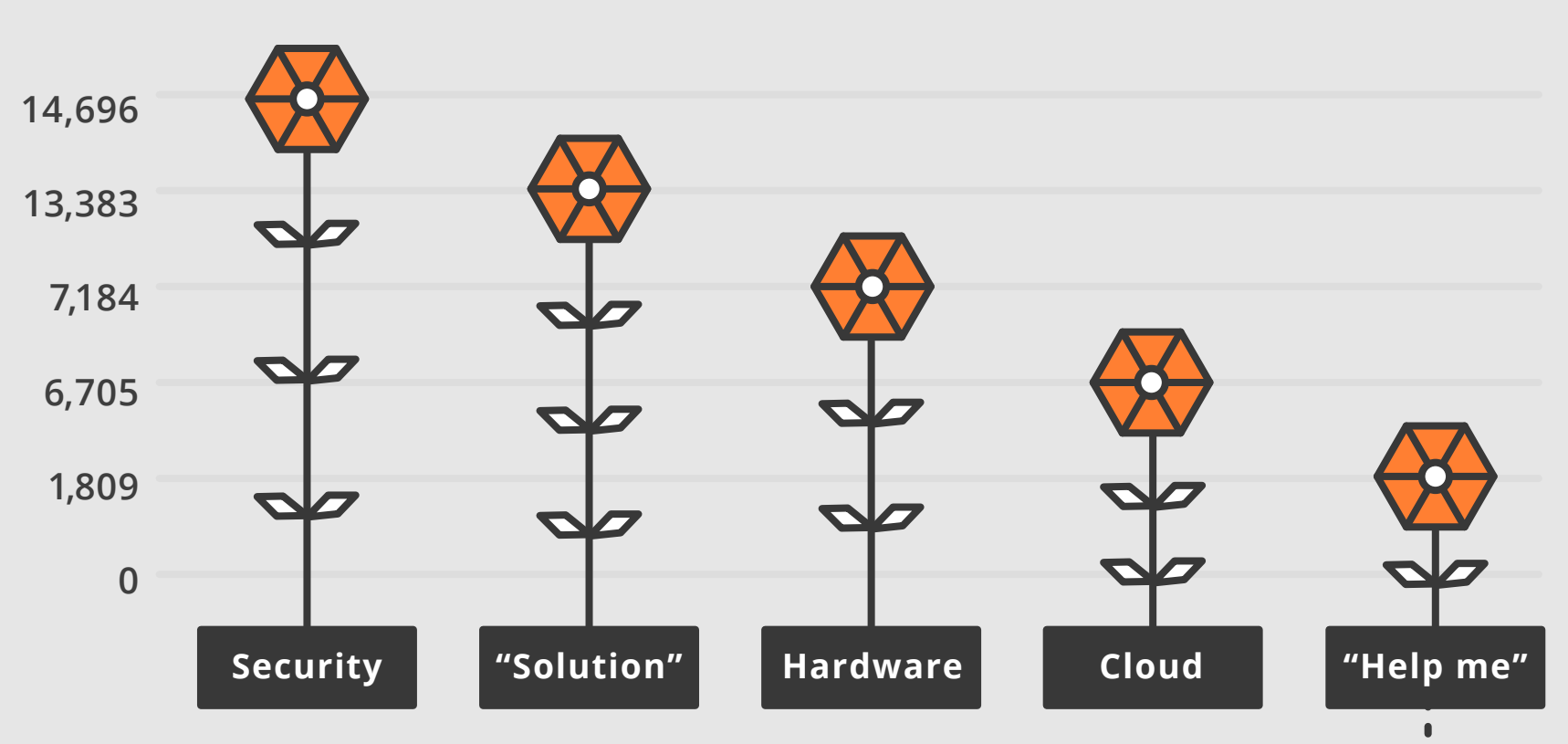
Here's the average activity from June-August in the Spiceworks Community.



TOPICS CREATED
37,822
POSTS
294,421

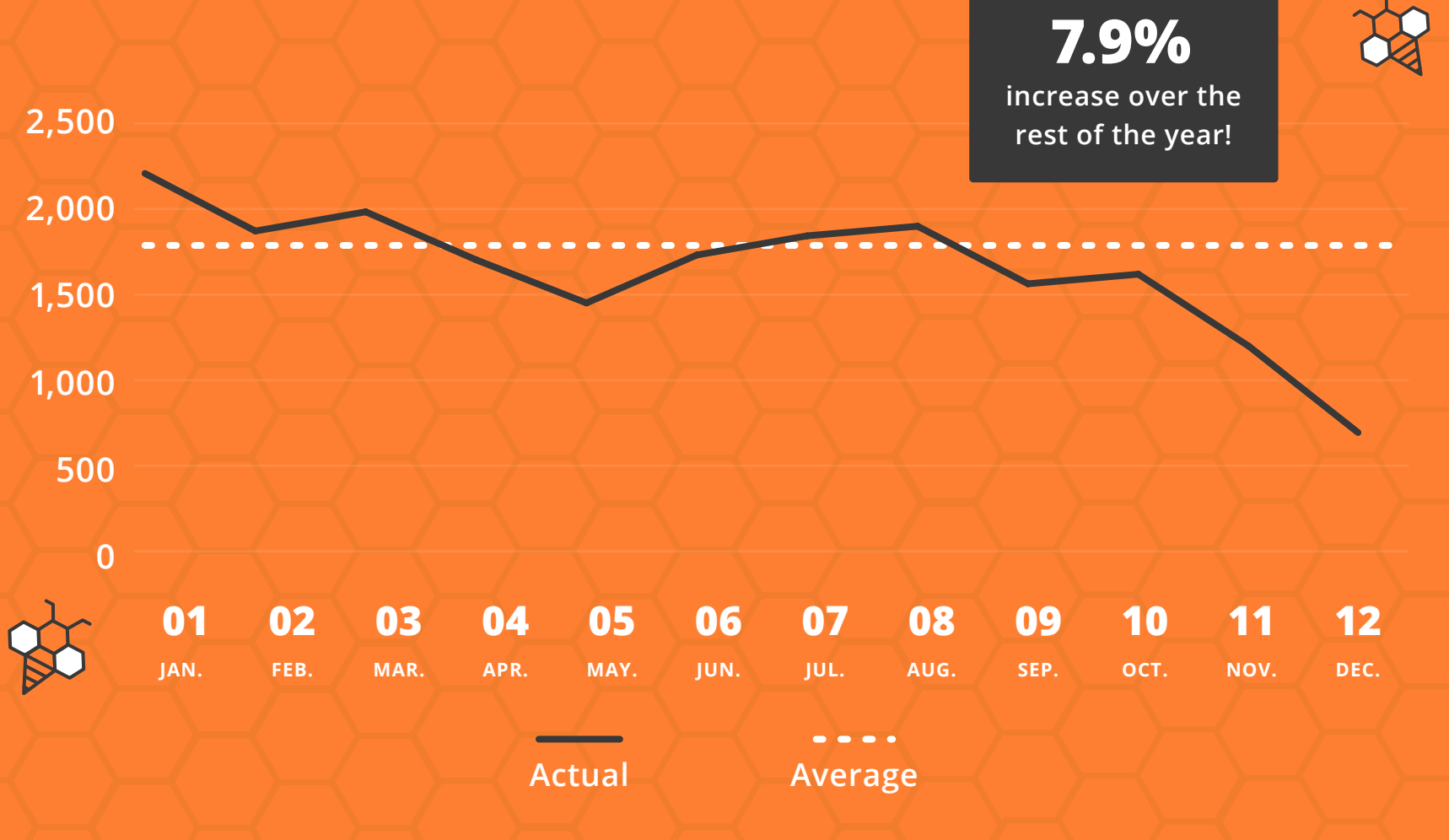


COMMUNITY MENTIONS OF:



THAT'S **10.2% HIGHER** THAN THE REST OF THE YEAR!

PRODUCT REVIEWS



5,822
Product reviews



#PRODUCT TAGS
17,722
#VENDOR TAGS
8,960

WORKER BEES

There's an **average of 53 helpdesk tickets per IT pro** per summer month (that's 2.4 unplanned fires to put out each work day!)

WHAT MAKES SUMMER SO BUSY?

See what real IT pros said:

MasterGuru
Serrano

We have from the end of May to the 1st of August to get major projects, renovations, upgrades completed... This summer, we are in the midst of a data center migration, and relocating access points to improve our coverage among a myriad of other projects. Fun times :-)

AlanLloyd
Poblano

We definitely take on a different role during the summer semester. We switch from "putting out fires" to large project mode. This is the time of year when we set up new computer labs and do inventory audits and such.

KEEP IT BUYERS BUZZING

Want to keep IT pros buzzing about your brand during the summer? Get in touch with one of our specialists! They'll help you come up with a plan to hit your marketing goals. Just email specialists@spiceworks.com