

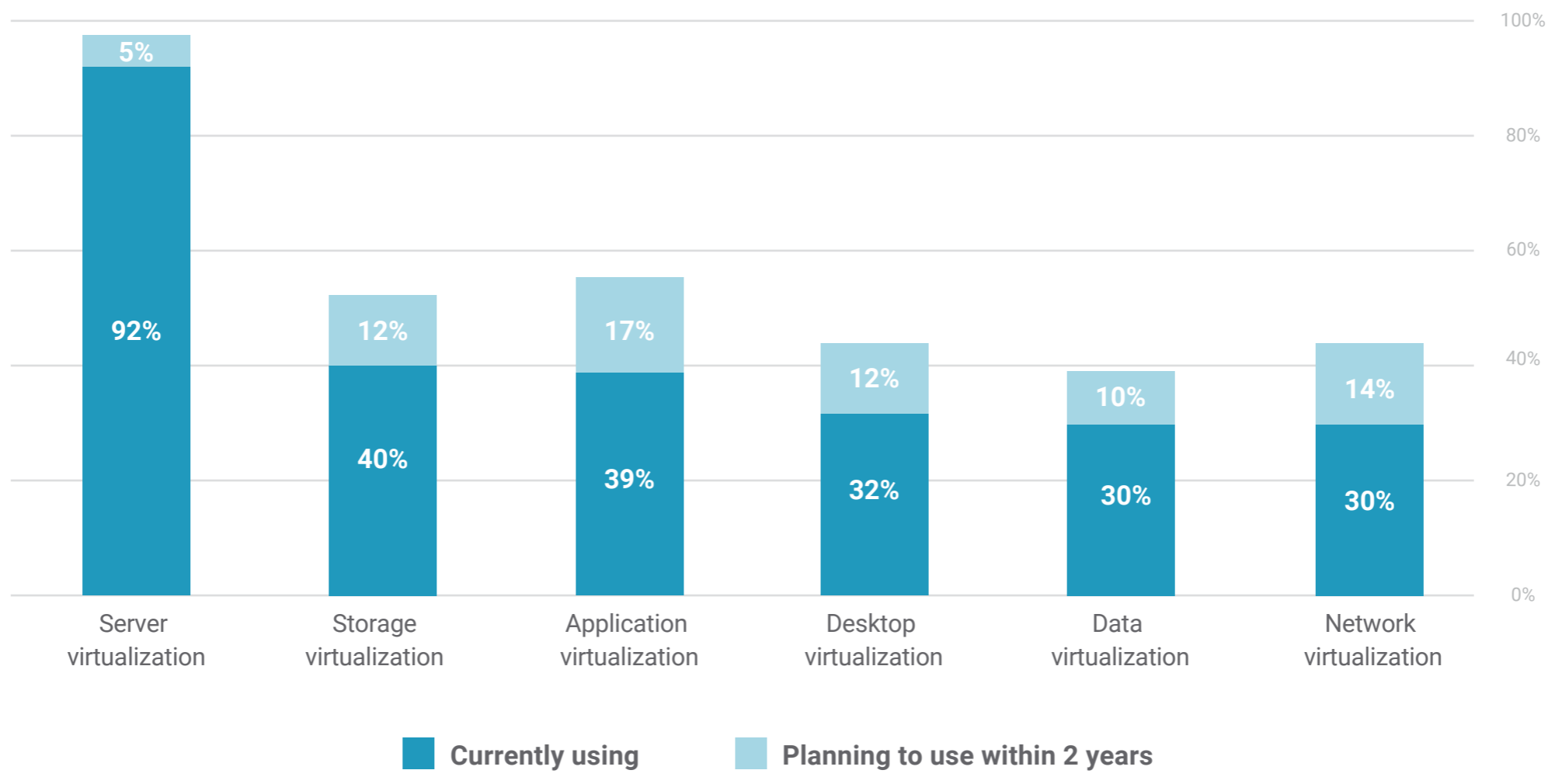
A Marketer's Guide to Selling Virtualization Technology

KEY TAKEAWAYS

Your go-to guide to connecting with businesses in-market to buy virtualization solutions, including server, desktop, application, storage, and networking virtualization.

BUSINESS ADOPTION PLANS

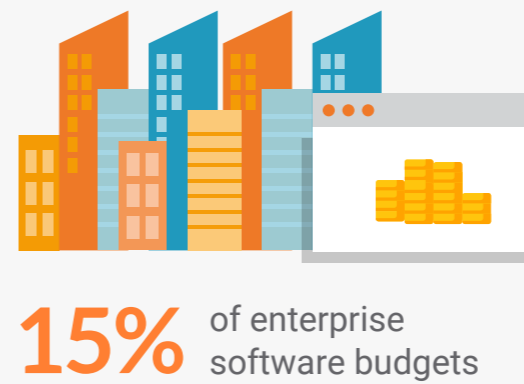
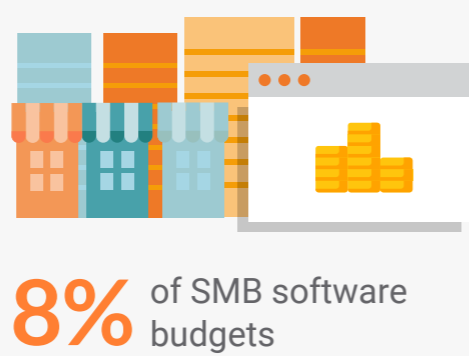
Expect double-digit adoption growth for most types of virtualization by 2021.



VIRTUALIZATION BUYER INSIGHTS

Capitalize on growth opportunities by targeting businesses in-market for virtualization technologies.

IT budget allocations for virtualization in 2020



Businesses in-market for virtualization technology

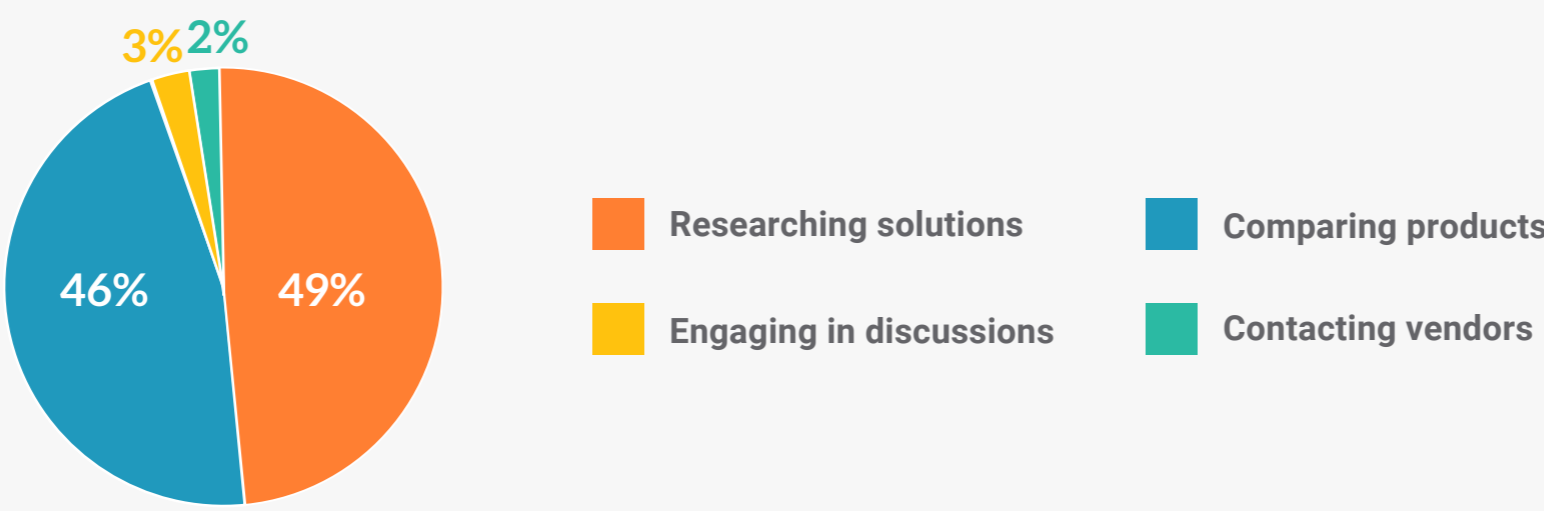
(In Spiceworks based on a snapshot from October 2019)



IT buyers consume up to **17 pieces** of content before making a purchase decision

Where in-market businesses are in the purchase journey

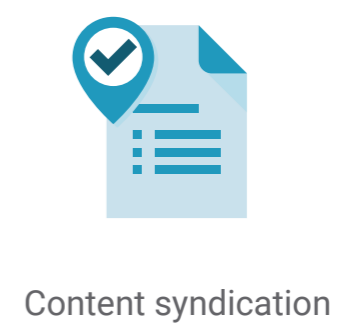
(Based on a Spiceworks snapshot from July 2019)



70% of the buyer's journey is complete before a sales engagement

SPICEWORKS INTENT-TARGETING SOLUTIONS

Stay in front of in-market buyers as they research and evaluate virtualization solutions.



Why use Spiceworks? Tech brands have seen real results using intent targeting:



Ready to target businesses in-market for virtualization technologies?

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