ISPCON
## The Definitive Event for Wired & Wireless ISPs

DEMOGRAPHIC PROFILE OF ATTENDEES

Q1: Your company's primary business activity?

42% Wired or Wireless Service Provider
ISP, WISP, CLEC, ILEC, IXC, CAP, MSO, PCS, Satellite, Cellular Backbone Operator
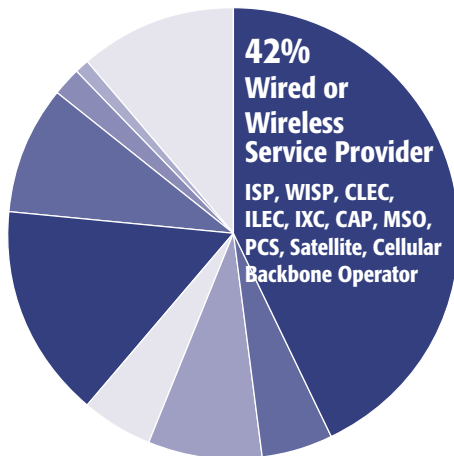
- 5% Application Service Provider: ASP, BSP, CSP, FSP, MSP, TSP
- 8% Web Hosting/Data Center/Co-location Service Provider
- 5% Systems Integrator/VAR serving the service provider industry
- 15% Supplier of hardware, software or services to the service provider industry
- 9% Consultant serving the service provider industry
- 2% Investment Banking/Venture Capital serving the service provider industry
- 1% Regulation/Policy Setting serving the service provider industry
- 11% Other

Q2: Your primary job function?

54% Executive Management
CEO, COO, CFO, CIO, CMO, President, Vice President, Owner, Partner
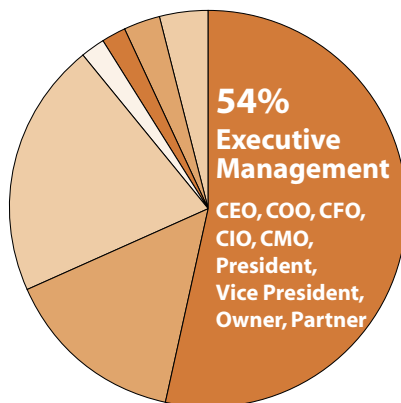
- 15% – Technical/Engineering Mgmt.
- 21% – Marketing/Sales Management
- 2% – Customer Service Management
- 2% – Operations Mgmt.
- 3% – Consulting/Investment Mgmt.
- 4% – Other

Q3: In what ways are you involved in the specifying, recommending, purchasing influencing or approving the purchase of technology and services used for providing communication and/or hosting services?

- 27% For use in my company
- 17% For resale to other companies, including as a consultant or systems integrator
- 45% Both of the above

Q4: Amount your company will spend in the next 12 months on the purchase of technology and services used for providing communications and/or hosting services?

3%	$1 billion or more	20%	$1 to $9.9 million
1%	$500 to $999.9 million	11%	$500,000 to $999,999
3%	$100 to $499.9 million	26%	$100,000 to $499,999
2%	$50 to $99.9 million	28%	Less than $100,000
6%	$10 to $49.9 million		

Q5: What technologies/initiatives are you looking to investigate or deploy in the next 12-24 months?

- 55% – Wireless Internet service, WiMAX, licensed or unlicensed
- 56% – VoIP ISP, MGCP, hosted IP-PBX, IP-Centrex
- 6% – Planning to sell out, exit, be acquired
- 12% – M&A growth, looking to acquire other providers, raise funding
- 8% – Becoming a CLEC, rural telco or other carrier
- 27% – Hosting, colo, datacenters and ASP services
- 33% – Email, anti-spam, security and anti-virus services
- 17% – Triple Play services, video on demand over IP
- 19% – Storage, remote backup, SAN integration services
- 17% – Reselling DSL, satellite or cable from an incumbent
- 22% – E-commerce, web and database development/design
- 12% – Vertical market services (SOHO, associations, industrial, etc.)