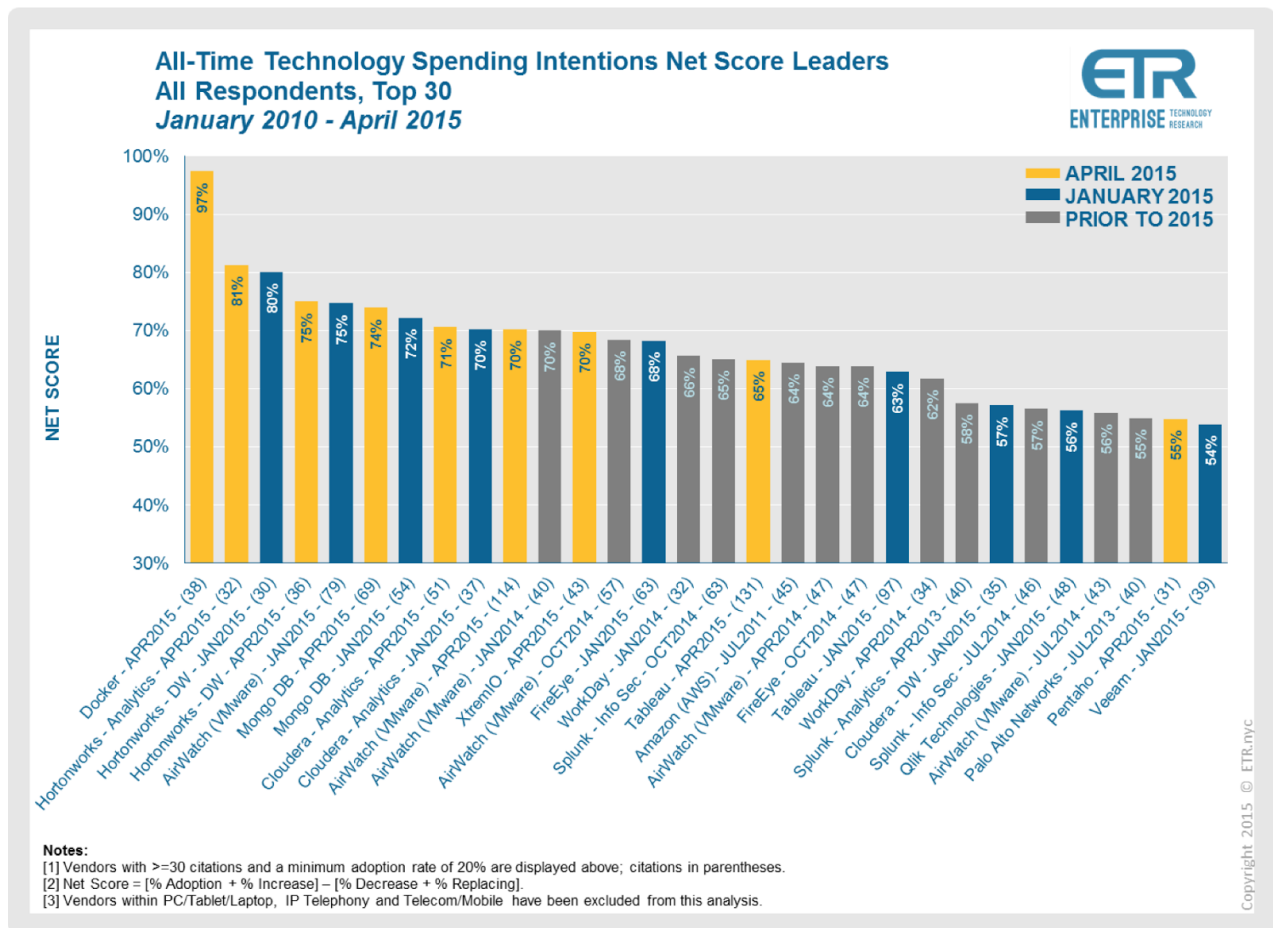


Enterprise Technology Research

All-Time Spending Intention Leaders

An April 2015 survey of 685 enterprise CIOs by Enterprise Technology Research (ETR) highlights that **Docker** technology has the strongest buying intention score (known as a Net spending intentions score or “Net Score”) ever recorded in the six years of the firm’s research, which covers 274 technology vendors across 24 sectors of enterprise technology.

Docker is the All-Time Leader in Enterprise Buying Intention



This chart highlights that **Docker has the highest Net Score ever recorded and highlights Docker on a comprehensive list of the top 30 Net Score’s recorded since January, 2010.**

How Net Score is Calculated

Net Score = (% Adoption + % Increase) – (% Decrease + % Replacing)

ADOPTION: NEW adoption for the organization within that sector in 2015

INCREASE: Organization plans an increased spend of +6% or greater with this vendor during 2015 versus the organization's actual 2014 spend with this vendor - within that particular sector

FLAT: Organization plans a flat spend (-5% to +5%) with this vendor during 2015 versus the organization's actual 2014 spend with this vendor - within that particular sector

DECREASE: Organization plans a decreased spend of -6% or less with this vendor during 2015 versus their organization's actual 2014 spend with this vendor - within that particular sector

REPLACING: Organization intends to place in containment, replace, remove or swap-out this vendor during 2015 - within that particular sector

For More Information

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