



BearingPoint - General Business 2006 IT Strategies Survey

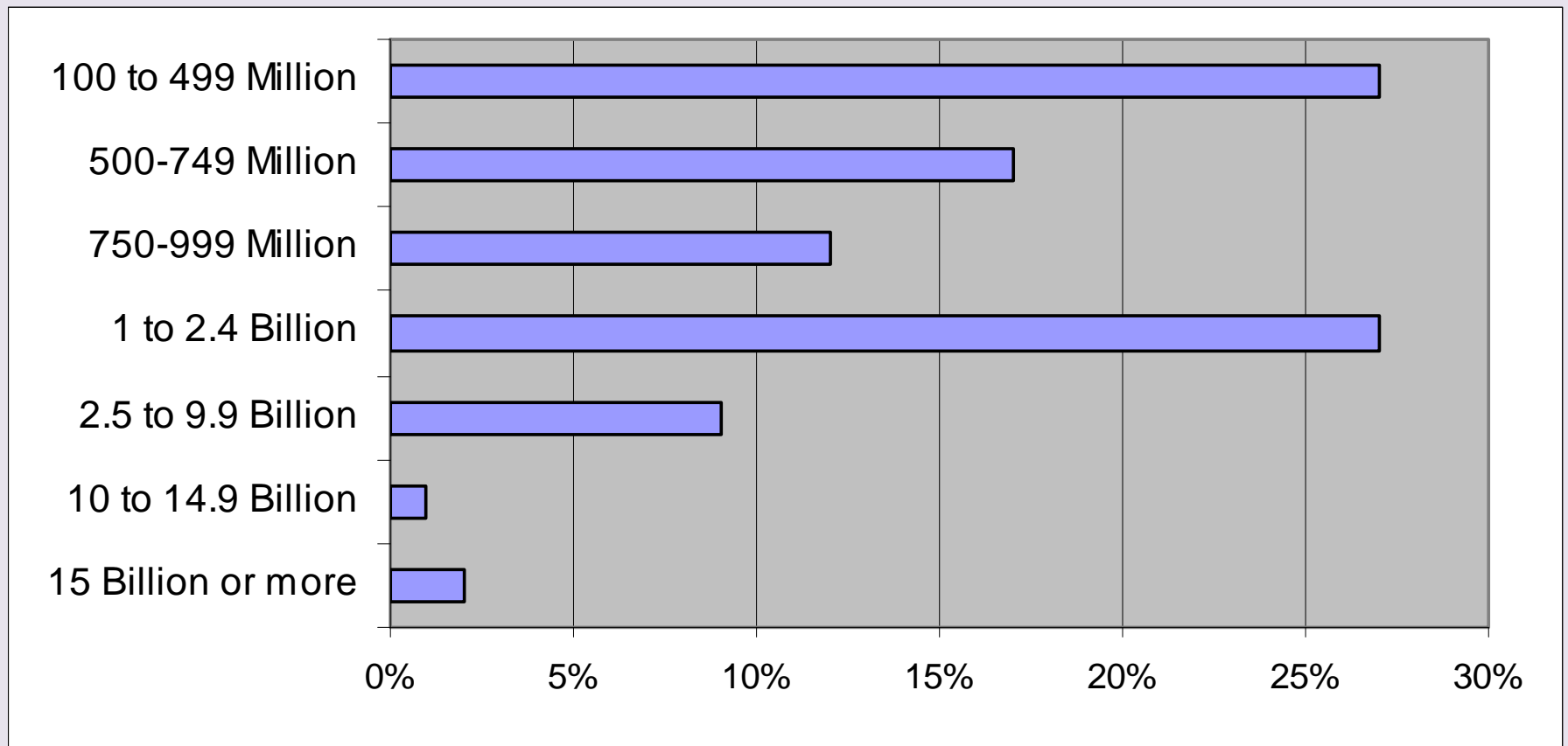
Summary Results - January 12, 2006

••• Program Overview

- Between November 5, 2005 and January 5, 2006 SimplyDIRECT invited 1,661 executives in selected industries to participate in a survey campaign.
- Candidates were invited via email and postal mail to participate in a survey themed “2006 IT Strategies.”
- 108 executives participated, yielding a response rate of 6.5%.
- 100% of respondents participated voluntarily; *none were engaged using telemarketing.*

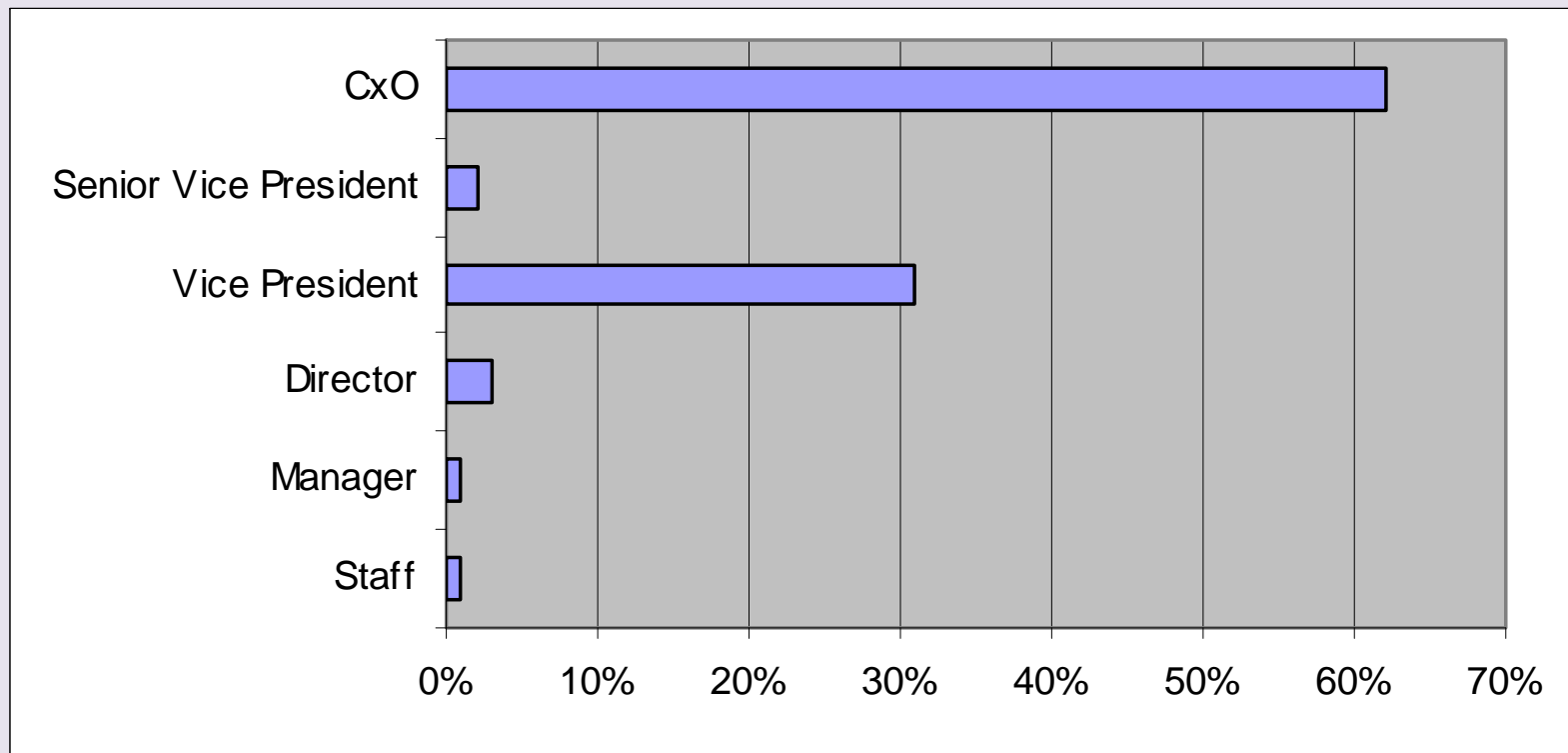
Profile of Responding Companies

Nearly all (95%) of responders were from mid-market organizations having \$100 Million - \$5 Billion in annual revenues.



Profile of Responding Executives

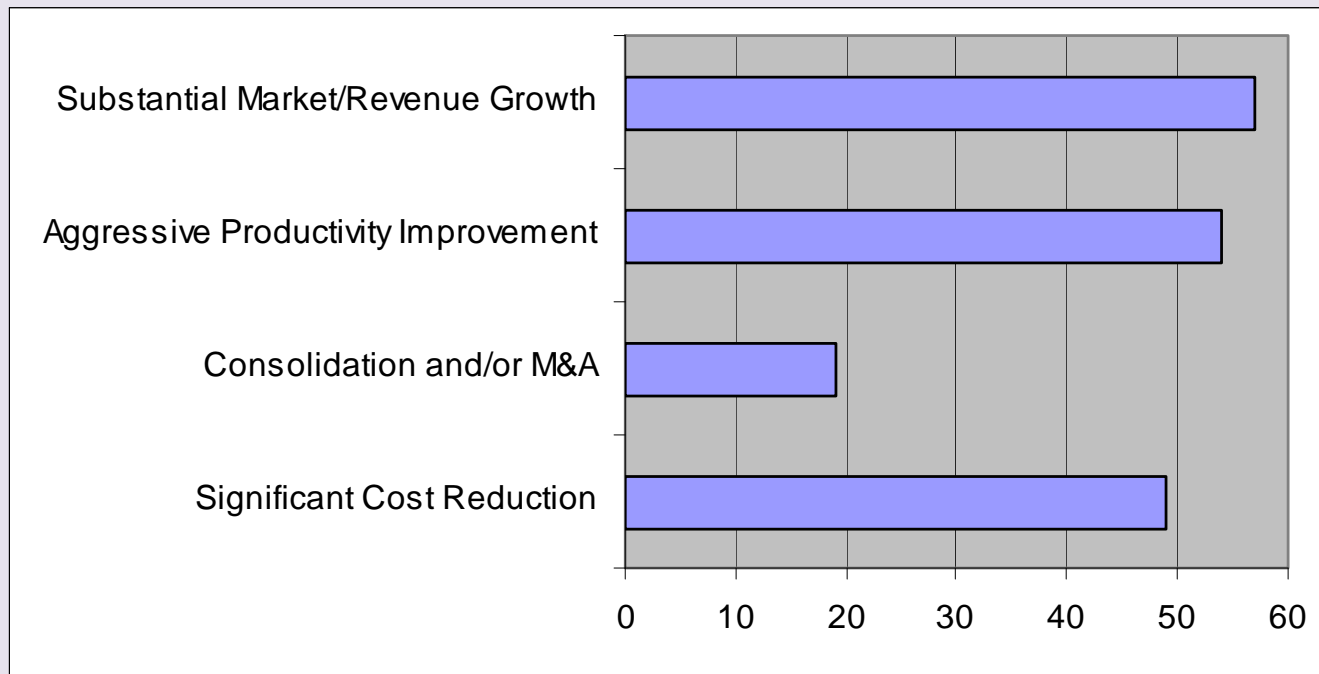
Nearly all (95%) of survey responders held the title of Vice President or higher.





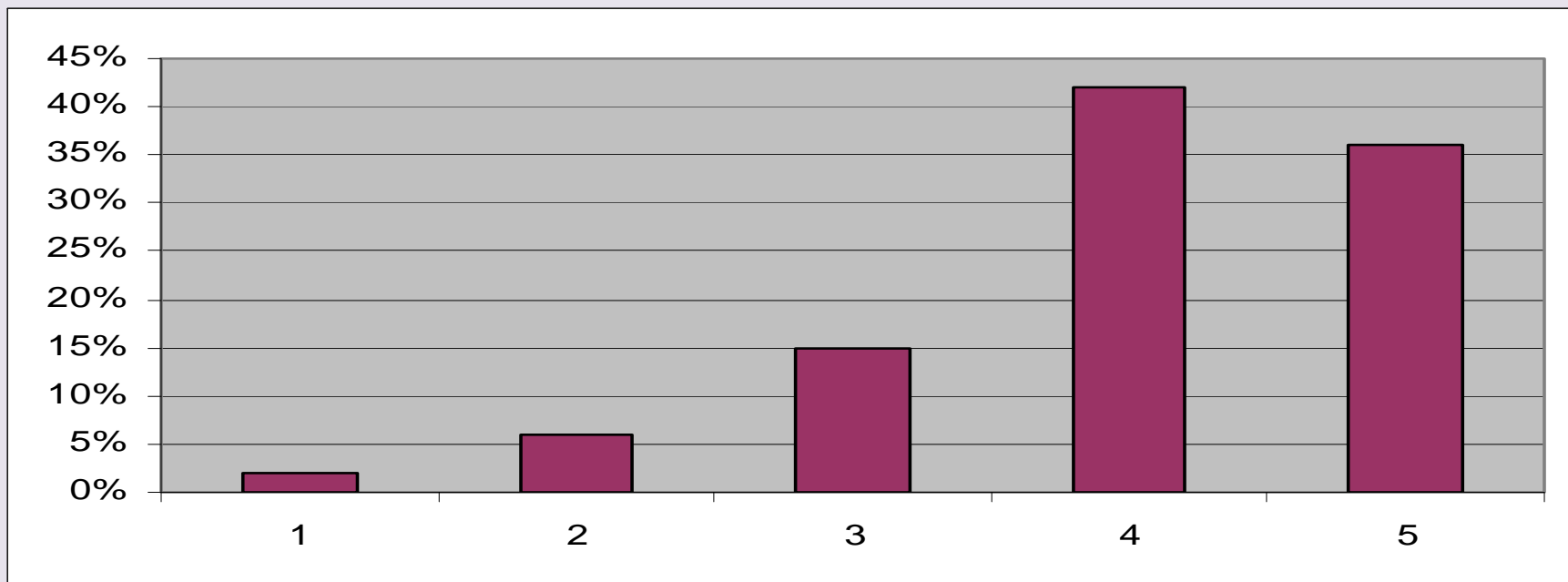
What are your company's top business objectives over the next 18 months?

Revenue growth, and productivity improvement, were most often cited as the top business objectives for 2006.



••• To what extent is IT regarded as an important “lever” to achieve these objectives”

Over three-quarters (78%) of respondents felt that IT was important, or critically important, in helping achieve their company’s 2006 objectives

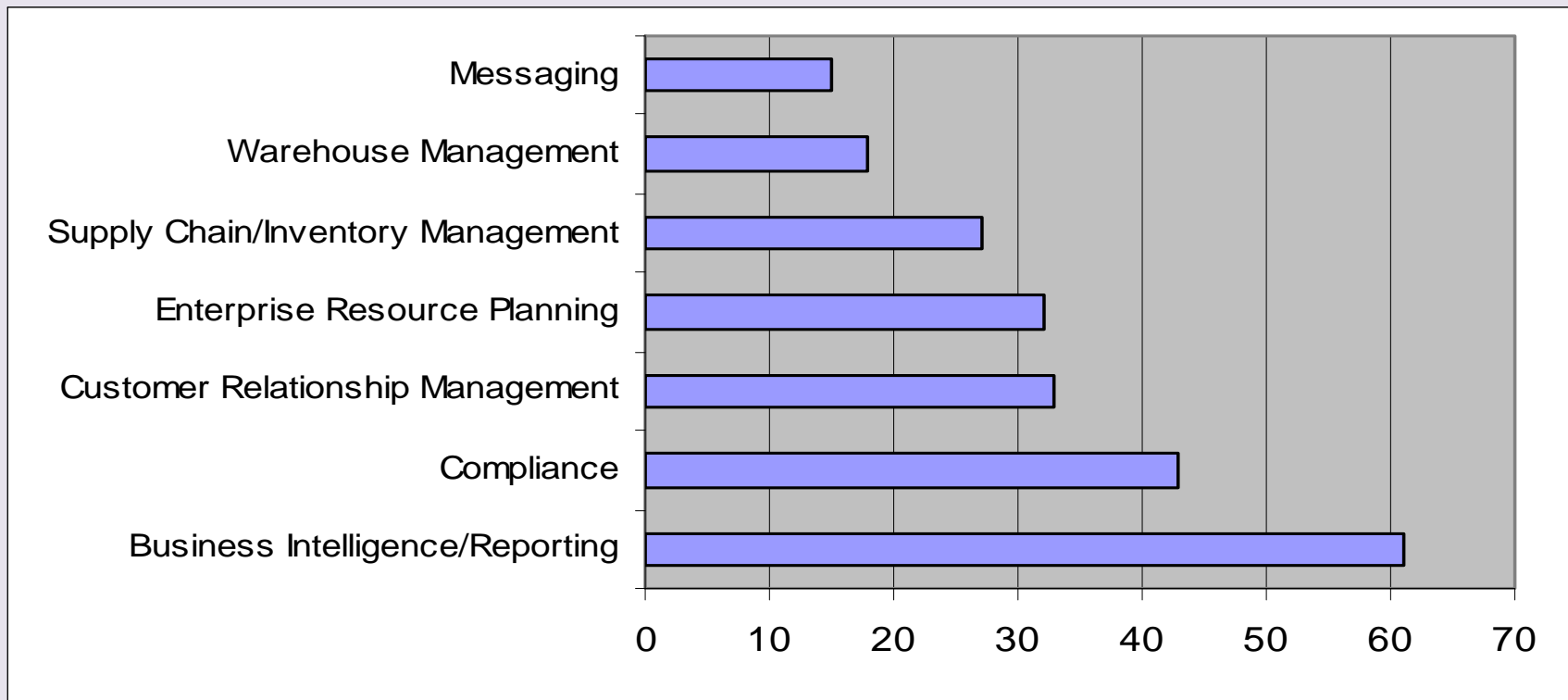


Scale 1-5, 1 = IT is unimportant, 5 = IT is critically important



In the next 12 months do you plan to invest in any of the following solutions?

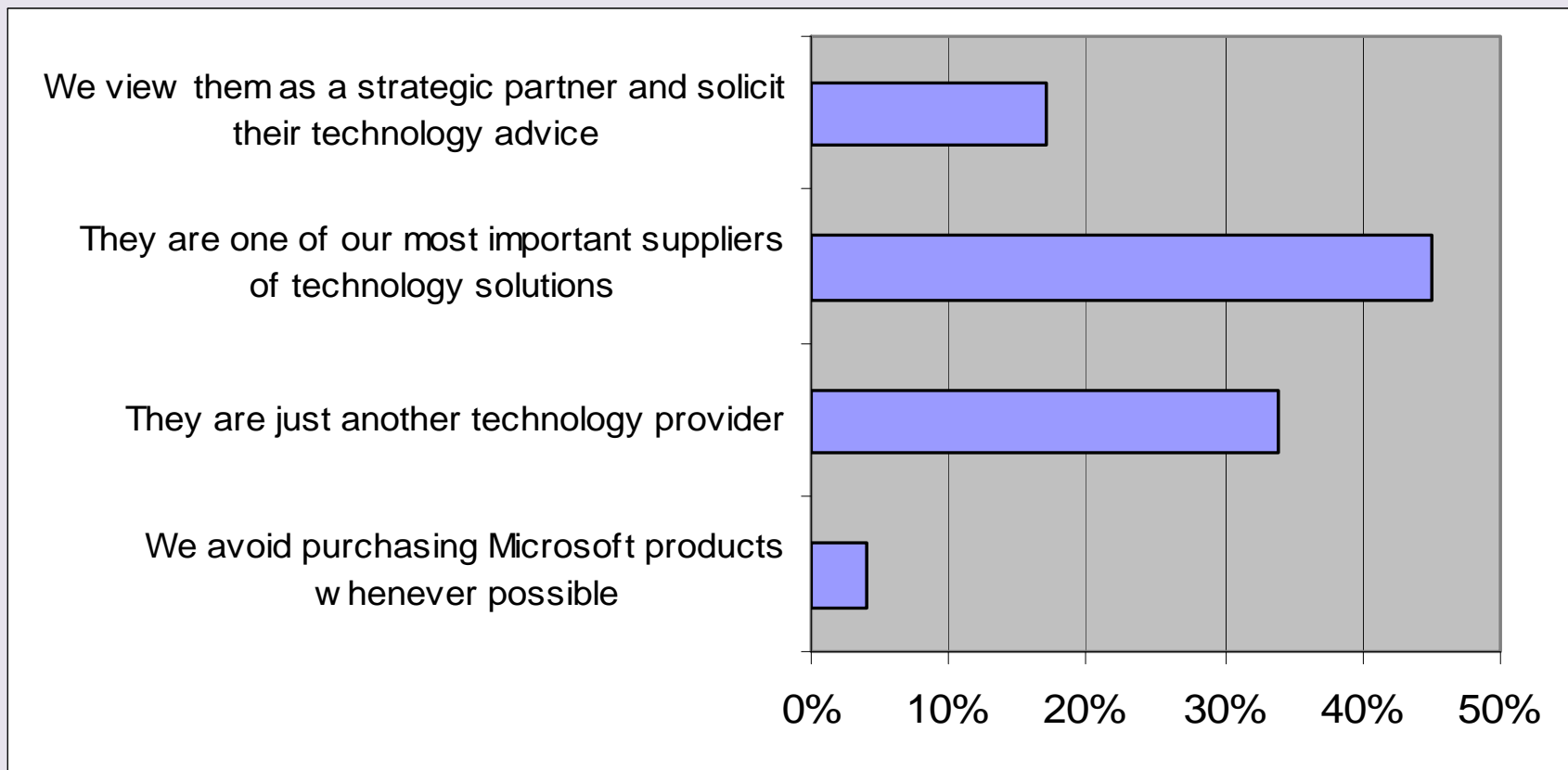
Business Intelligence and Compliance solutions were the most often cited solutions planned to be funded in 2006





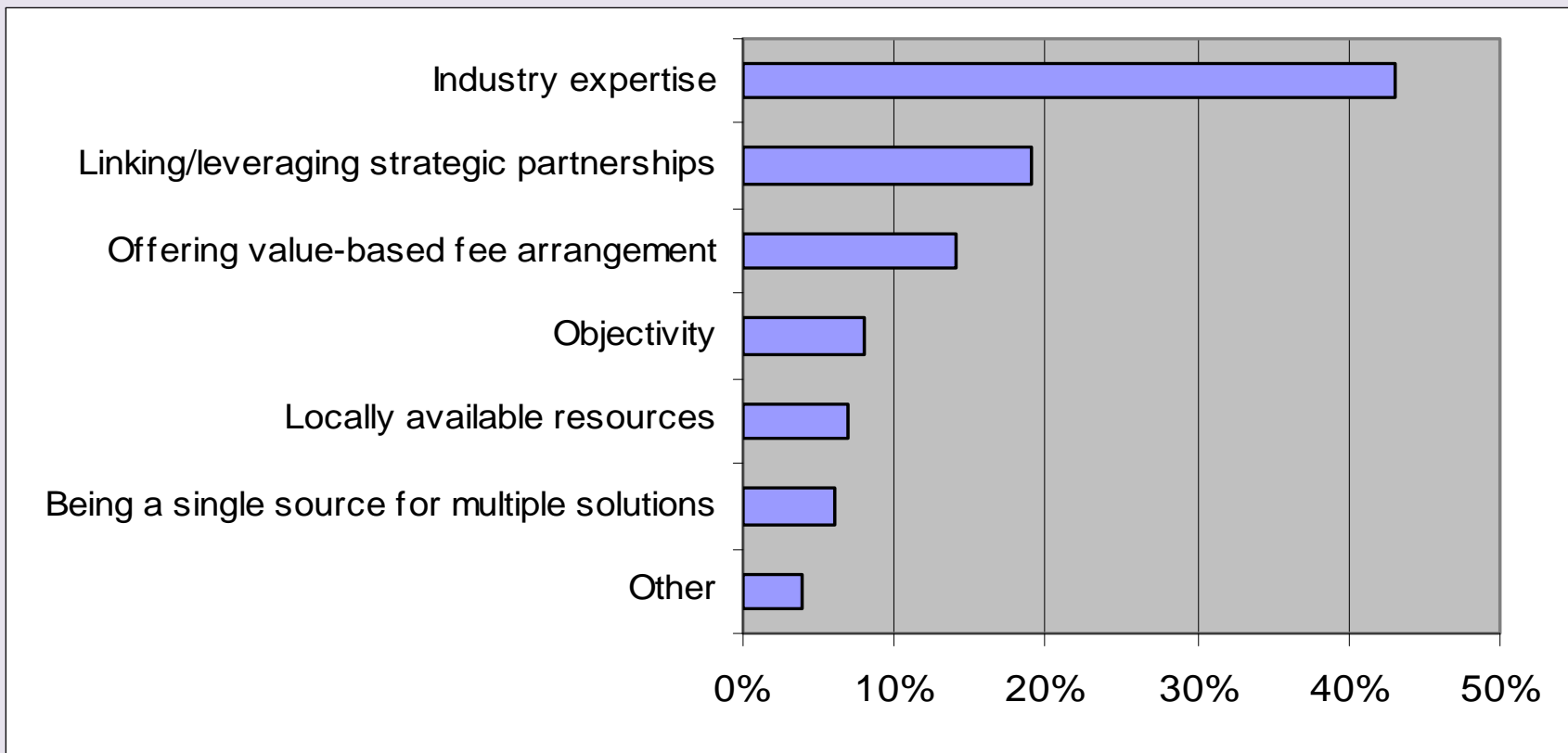
How would you characterize your relationship with Microsoft?

Nearly two-thirds (62%) of companies regard Microsoft as an important supplier of technology solutions and leadership.



Most Important Attribute in a Critical Vendor

Industry expertise was overwhelmingly cited (42%) as the attribute that contributed most to a high-value relationship.



Observations and Conclusions

The survey results provided some notable findings:

- Growth and productivity improvement were among the leading business objectives to be achieved over the next 18 months
- 78% regarded IT as key to helping their company achieve these goals.
- Business Intelligence solutions, and Compliance solutions, were the leading initiatives planned to be funded in 2006.
- The vast majority of respondents cited industry expertise as the vendor, consultant or partner attribute that contributed most to a high-value relationship.

About BearingPoint

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This survey was sponsored by BearingPoint to help introduce a new practice area dedicated to offering solutions focused on Microsoft Business applications.