



**Subscription Description:** This subscription service takes an in-depth look into the Education industry, particularly as it relates to IT and telecom spending, trends, insights, and announcements. The Education Vertical includes both the K-12 segment and the higher education segment. The education industry is defined as a public or private institution/school delivering and providing coursework instruction for students ranging from pre-school to post graduation. Ongoing data and analysis is provided on Education investments in telecommunications, IT, network hardware, and other important telecom and IT categories. Expenditure forecasts are broken out and shown by K-12 and Higher Education (aka Levels).

**PRICE:** US \$20,000 for 12-month Corporate-wide Access

For more information, contact Stephanie Atkinson at [satkinson@compassintelligence.com](mailto:satkinson@compassintelligence.com) or (830)796-4498

### Key Topical Areas Include:

- Trends and Insights in IT Spend
- Trends and Insights in Telecom Spend
- Trends and Insights in Network Spend
- Applications/Mobile Application Drivers
- Primary Research Study: Telecom
- Applications Spend
- Computer Hardware Spend
- IT Spend By Category
- Network Hardware Spend
- Outsourcing Spend
- Telecom Spend
- E-Rate Happenings and 2008 Details
- Applications Spend By Level
- Mobile Application Spending
- Mobile Applications Trends
- IT Personnel Spend
- Levels: K-12 and Higher Education
- Outsourcing Spend By Level
- Network Hardware Spend By Level
- IT Spend By Level
- Computer Hardware Spend By Level
- Telecom Spend By Ed. Level
- IT Spend By Level
- Primary Research Study Results: Mobility in Education
- Subscription customer can pick 2 trend reports of choice



## Education Subscription

### Published & Planned Reports 2008-2009

- Market Dynamics & Insights: Trends in US Education Application Spending
- Wireless in Education: Vendor and Service Provider Opportunities
- Discovering Real Wealth: Marketing Dynamics & Insights on US Education IT Spending
- US K-12 Education IT Expenditures By Category
  - Breakouts by IT Personnel, Applications, Outsourcing/Services, Telecom, Computer Hardware and Network Hardware
- US Higher Education IT Expenditures By Category
  - Breakouts by IT Personnel, Applications, Outsourcing/Services, Telecom, Computer Hardware and Network Hardware
- US Education Telecom Services & Equipment Expenditures By Education Level
  - Breakouts by Wireline Voice, Wireline Data, Wireless Voice, Wireless Data, Equipment
  - Additional Cuts include IP, Centrex, and Broadband
- US Education Outsourcing Expenditures By Education Level
- US Education Network Hardware Expenditures By Education Level
- US Education Computer Hardware Expenditures By Education Level
  - Additional Cuts include PCs/laptops
- US Education Applications Expenditures By Education Level
  - Additional Cuts include Distance Learning, Online Learning, and others
- Wireless in Education: Vendor and Service Provider Opportunities
- Education Trends & Insights in IT Spending
- Education Trends & Insights in Telecom Spending
- The Campus Network: Trends in Campus Networking and Mobility
- E-Rate: An Update and Review of E-Rate Funding
- Education Demographics: Schools, Employment, and Students
- \*Various Primary Research Results from 2008 and 2009 studies-Mobility, Vendor Preferences, Buying Behaviors, and others
- \*Various News Announcements and Analysis (4 to 8 news story analysis)
- \*Competitive Profiles of top 4 to 6 vendors