

**Research Solution:** Thought Leadership, Media Relations  
**Research Scope:** 550 IT executives in UK Public and Private Sector; 250 UK IT Channel executives  
**Research Methodology:** Online Survey



## Spreckley guides the CIF to new members and a new voice

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This research from Vanson Bourne has been of tremendously high value. In fact I'd say it has been of value to both the market as well as the Cloud Industry Forum. It was a project aimed at finding out the who, what, why, when and how of cloud based services according to the people that matter – the end users and the channel – and as such it has been incredibly valuable.


**Richard Merrin,**  
Managing Director, Spreckley Partners

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## A fresh approach for a new forum

Establishing a significant presence in an emerging market is certainly a challenge and particularly so if the organisation attempting to do this, is not a vendor with a big brand name but a fresh, young industry association that few people have heard of. The Cloud Industry Forum was established by several leading IT cloud based services providers with a mission to champion and advocate the adoption and

use of Cloud-based services by UK businesses and individuals. The Cloud Industry Forum (CIF) knew the key to success in this mission would be to establish its independence, grow its membership and forge a code of practice that would help engender trust with both the end user business community and UK channel providers. >>>



>>> The Cloud Industry Forum approached Spreckley Partners, one of the leading independent PR consultancies in the UK, to request help with this challenge. Richard Merrin, Managing Director of Spreckley, knew the CIF would need to quickly gain a position of credibility and authority regarding the role of cloud based services for UK enterprises.

## Needs credible content

With the recommendation accepted, Richard then worked with Andy Burton and other members of the Forum's membership board, to further flesh out ideas and requirements for a significant research study to investigate the perceptions, opinions and concerns regarding cloud services, held by both end users and channel providers.

*"There was an awful lot of talk and speculation in the UK business and IT community about what cloud is, the impact it is having, what people are using cloud services for, how they are using it and where they are using it. One of the forum goals is to build end user trust in cloud based services and this means driving an understanding of potential benefits, dispelling myths and addressing end user and channel concerns. We knew that undertaking a significant research study with the target audience would create a great*

Richard recommended a thought-leadership programme and a supporting media relations campaign. This programme would first need to establish strong discussion points for both target audiences in order to generate both market and media interest and ultimately help drive forum awareness and membership.

*platform for dialogue and enable the CIF, as an independent body, to speak with authority."*

Richard approached Vanson Bourne, as a referral from another of his clients, to then specify the project required by the CIF. The research comprised two parts; online interviews with 550 IT decision makers and executives in both private and public sector organisations in the UK and 250 online interviews with business executives in UK IT channel providers.

*"It was a referral relationship but one based on known work and deliverables for my other client. So I was extremely settled in my mind as to who to approach. I needed a company who could target not only end user IT decision makers, a notoriously difficult group of people to get hold of, but also UK channels representatives. I had no doubts that absolutely Vanson Bourne was the right company."*

## And all stakeholders on board

With several stakeholders to respond to and reassure, Richard knew that both the survey development and the overall management of the research study could be very challenging. However, with clear business and marketing objectives defined, the research study conducted by Vanson Bourne delivered comprehensive and significant results within the timeframe required. The research findings were analysed by market sector (private and public sectors) and company size (SMB and large enterprises).

*"It was a big logistical job but we were kept abreast of what was going on so we knew status at every stage. This meant I could keep Andy and the membership informed. We had to keep the client in the loop and that for me was absolutely critical because we were on a tight timeframe. There was always a clear understanding from Vanson Bourne, of what we were ultimately after, which made it much easier for us." >>>*



## To develop a strong and credible market viewpoint

>>> Following completion of the research and delivery of the data summary report, which made the key findings and interpretation clear, Richard was then able to present the results to the CIF members and to detail the communication strategy. A series of four white papers were planned and developed - three have been made available to date – to focus on different aspects of the research findings. One has focused on the adoption of and trends in Cloud Computing in the UK, a second on the impact of Cloud on the IT supply chain and the

third paper delivers a comprehensive guide to best practice in contracting Cloud Services.

Alongside these papers, Spreckley has implemented a six month media campaign on behalf of the Cloud Industry Forum. It has also further supported the forum with a planned two part event programme to announce the research findings and enable the CIF to open discussions with both IT decision makers and channel business executives.

## That ultimately delivers results

The two roundtable events were both oversubscribed, clearly indicating not just general interest in cloud services but also the desire by both audiences to hear a credible, robust, research-based perspective on the marketplace, from an independent industry recognised body. Results from the research-based thought leadership programme are already in evidence as the Cloud Industry Forum has gained six new members and has raised its media profile significantly.

*“Journalists now have a credible point of contact in the marketplace that talks with authority, understands what is going on in the market and can drive the debate on all the relevant cloud based services issues and benefits. The CIF is not a single vendor but an independent body with a credible voice to the market.”*

### About Spreckley Partners

Spreckley Partners is an independent PR consultancy, 18 people strong, with expert knowledge of consumer, B2B and IT markets. Our clients range from major international companies and brands to smaller specialist businesses. Whatever their size, we deliver consistent, effective campaigns that make a real difference to their sales and future development. For additional information, visit Spreckley at [www.spreckley.co.uk](http://www.spreckley.co.uk)

### About Vanson Bourne

Vanson Bourne creates and delivers compelling, relevant content for technology brands to own and use in high value media relations, demand generation and thought leadership marketing campaigns.

We couple our specialist technology research expertise with our years of experience in helping technology brands communicate with their markets. The result is well-crafted, independent and robust content, for B2B and B2C marketing programmes. More information can be found at [www.vansonbourne.com](http://www.vansonbourne.com).