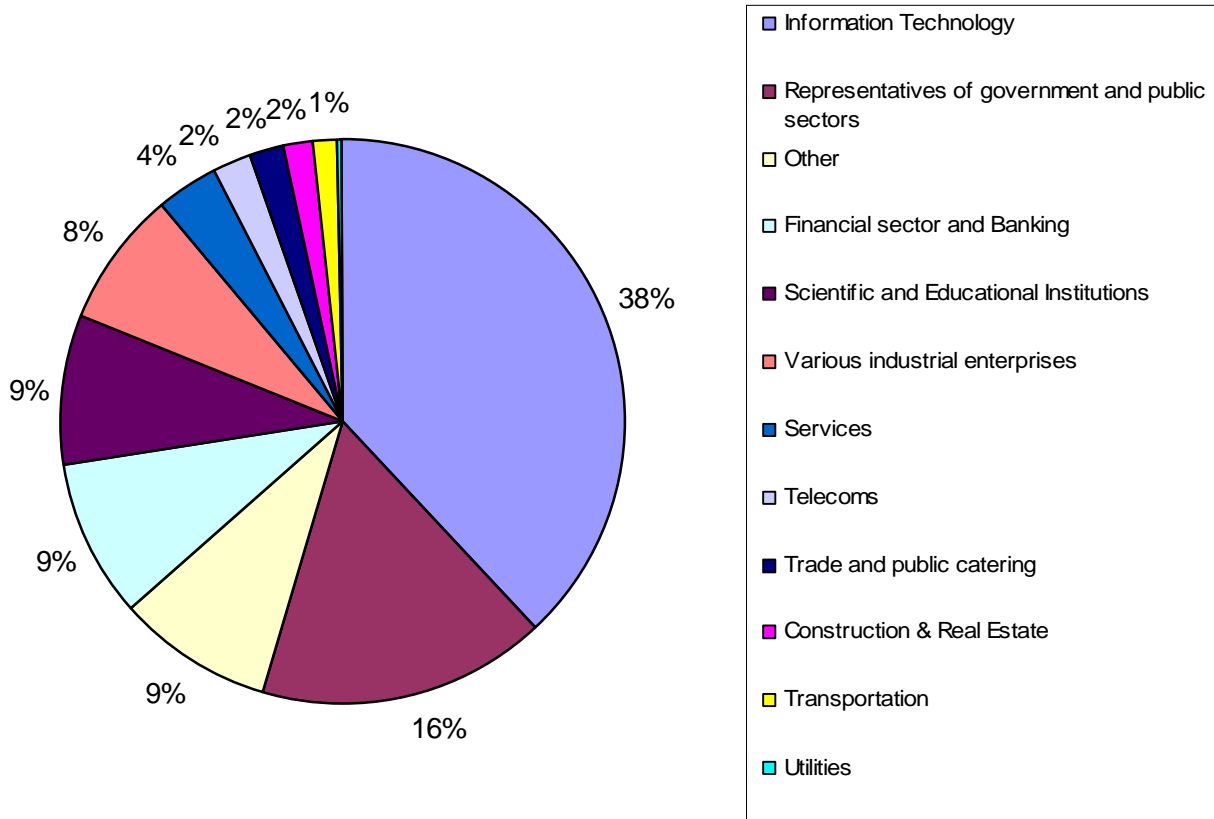


## Attendee Profile



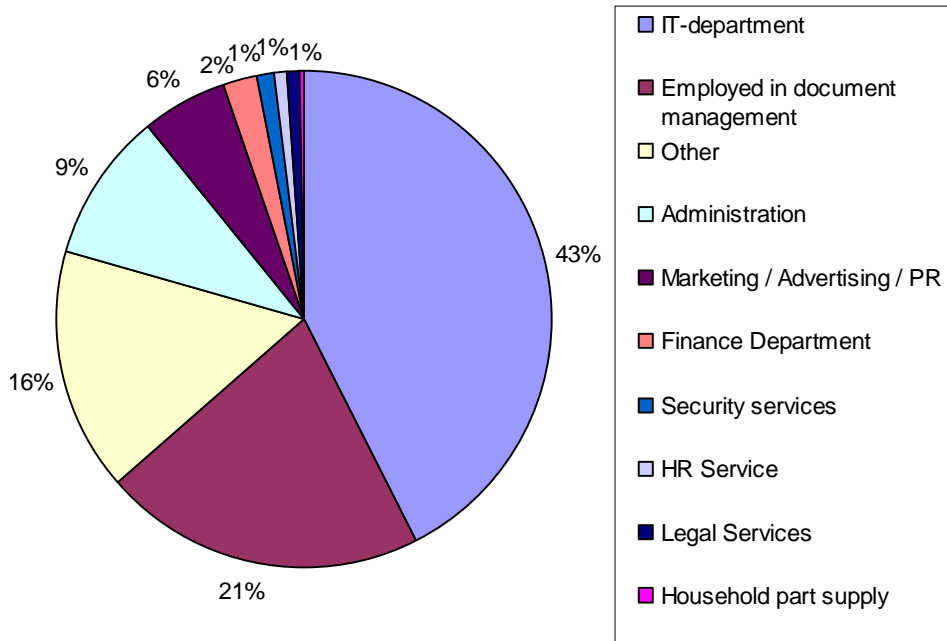
**Scope**

DOCFLOW 2009 Moscow attracted IT industry professionals (38%), representatives of government and public sectors (16%), scientific and educational institutions (9%), financial sector and banking (9%), various industrial enterprises (8%), services (4%), telecoms (2%), construction and real estate (2%), transport (1%), utilities (1%), and various other sectors (9%).

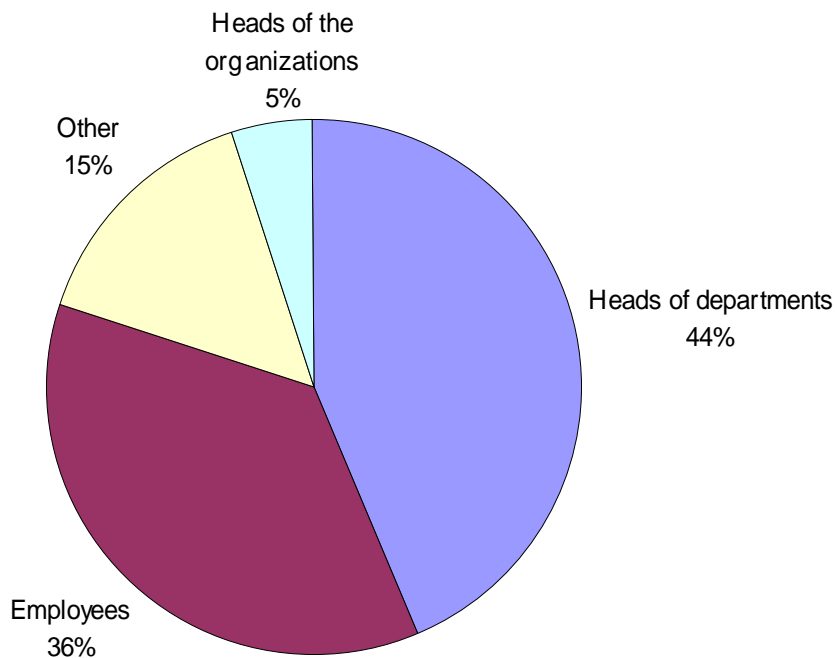


**Occupations**

43% work in IT departments, 21% are employed in document management, 9% in administration, 6% in marketing/advertising/PR, 2% in financial departments, while security services, lawyers, HR, and supplies accounted for 1% each. The remaining 16% work in other areas.

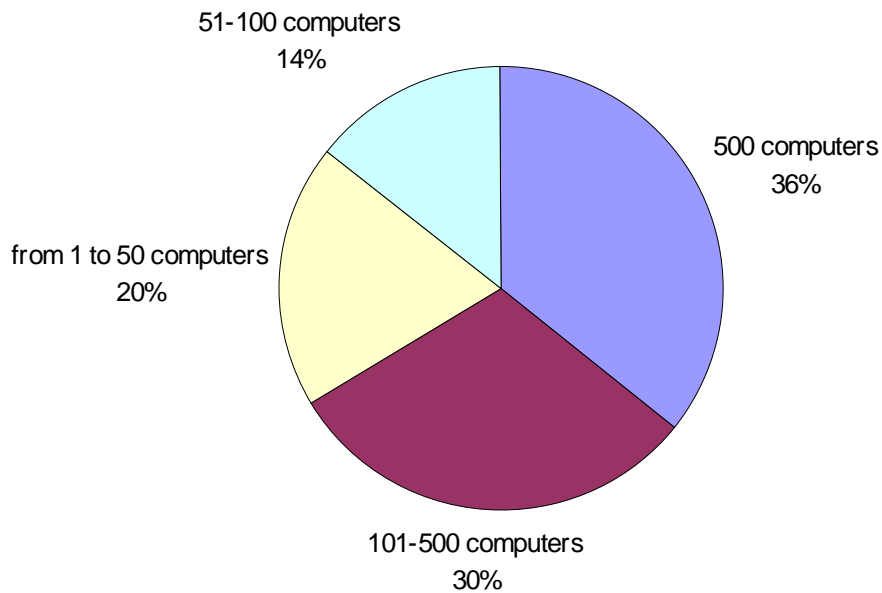


As regards their status, 44% are heads of departments, 36% are employees, and 5% are heads of organizations.



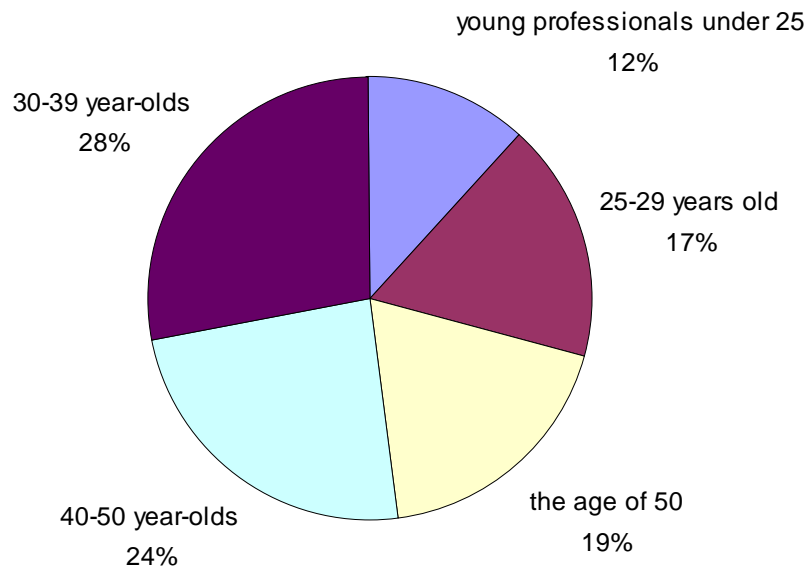
### Number of Computers

The number of computers in a company can be used as a rough guide to the size of the company. Analyzed in this manner, the audience of DOCFLOW 2009 Moscow mainly consisted of employees of large and medium-sized businesses (36% had over 500 PCs, 30% had 101-500 PCs), with 15% representing medium-sized businesses (51 to 100 PCs). The share of companies with fewer than 50 computers was 20%



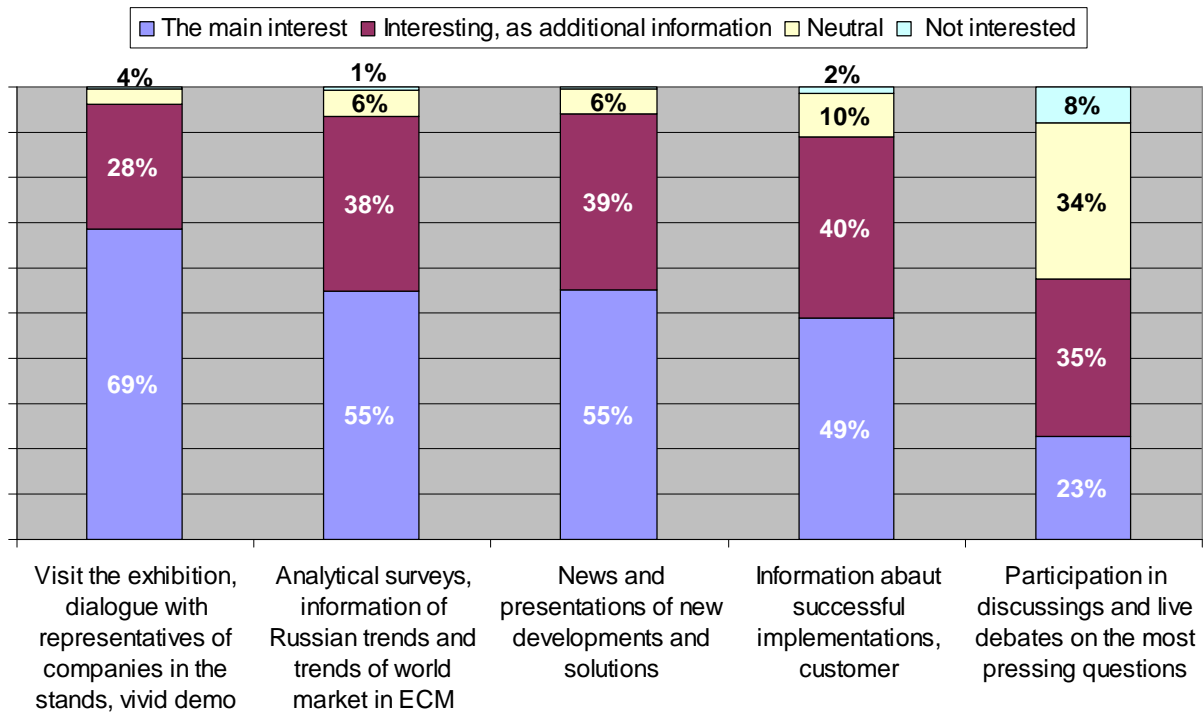
### Age

The visitors of DOCFLOW represented all age groups. 30-39 year-olds accounted for 28% , 40-50 year-olds for 24%, those over the age of 50 accounted for 19%, 17% of the audience were 25-29 years old, and the remaining 12% were young professionals under 25.



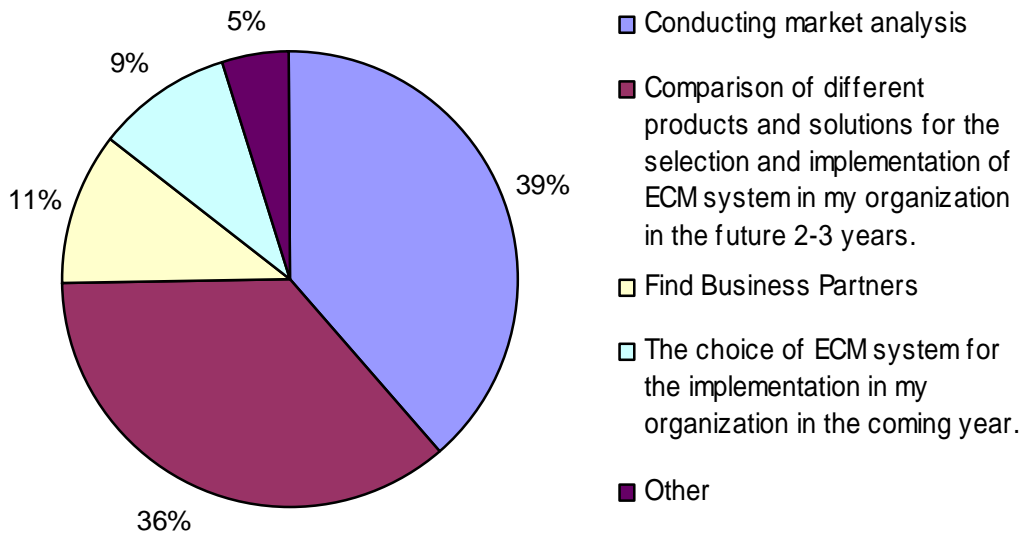
### Expectations

The greater part of the audience (69%) was interested in visiting the exhibition, engaging in dialogue with representatives of participating companies, and watching live product demonstrations. The attendees were also interested in analytical reviews, information on trends in the Russian and world ECM markets, company news, and presentations of new solutions (55%). 49% were interested in success stories show-casing deployed solutions and in exchange of opinion among customers. Visitors were also interested in participating in round-table discussions of the industry's issues (23%).



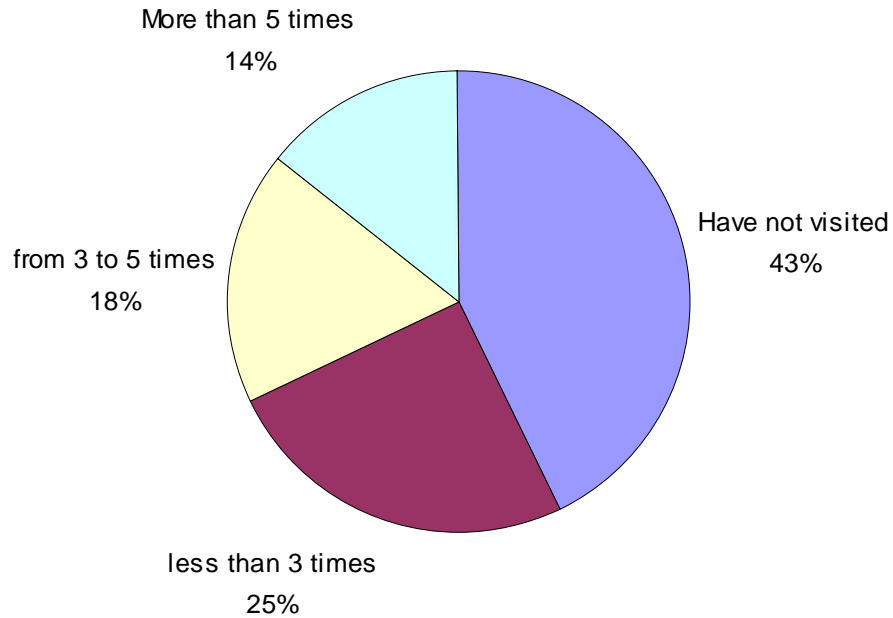
### **Purpose of attendance**

More than a third of all visitors (39%) came to DOCFLOW 2009 to analyze the market, 36% were interested in comparing different products and solutions before implementing ECM in their organization within the coming 2-3 years, 11% visited the event in order to find a business partner, 9% were going to choose specific products for introduction in their organization in the coming year, and 5% had other objectives.



**Regularity of attendance**

More than half of the visitors (57%) had attended previous events. Of those, 25% attended DOCFLOW at least 3 times, 18% from 3 to 5 times, and 14% more than 5 times. 43% visited DOCFLOW for the first time.





### **Methods and procedures used for data collection**

The survey was conducted by distributing paper and electronic questionnaires among the attendees of DOCFLOW 2009. The paper forms were scanned by means of a production scanner and processed with ABBYY FlexiCapture 8.0 software. The attendee profile is based on data obtained from 2,111 registration forms.

### **DOCFLOW**

[www.DOCFLOW.ru](http://www.DOCFLOW.ru)

E-mail: [docflow@docflow.ru](mailto:docflow@docflow.ru)

Tel.: +7 495 783-37-00

Fax: +7 495 783-26-43

