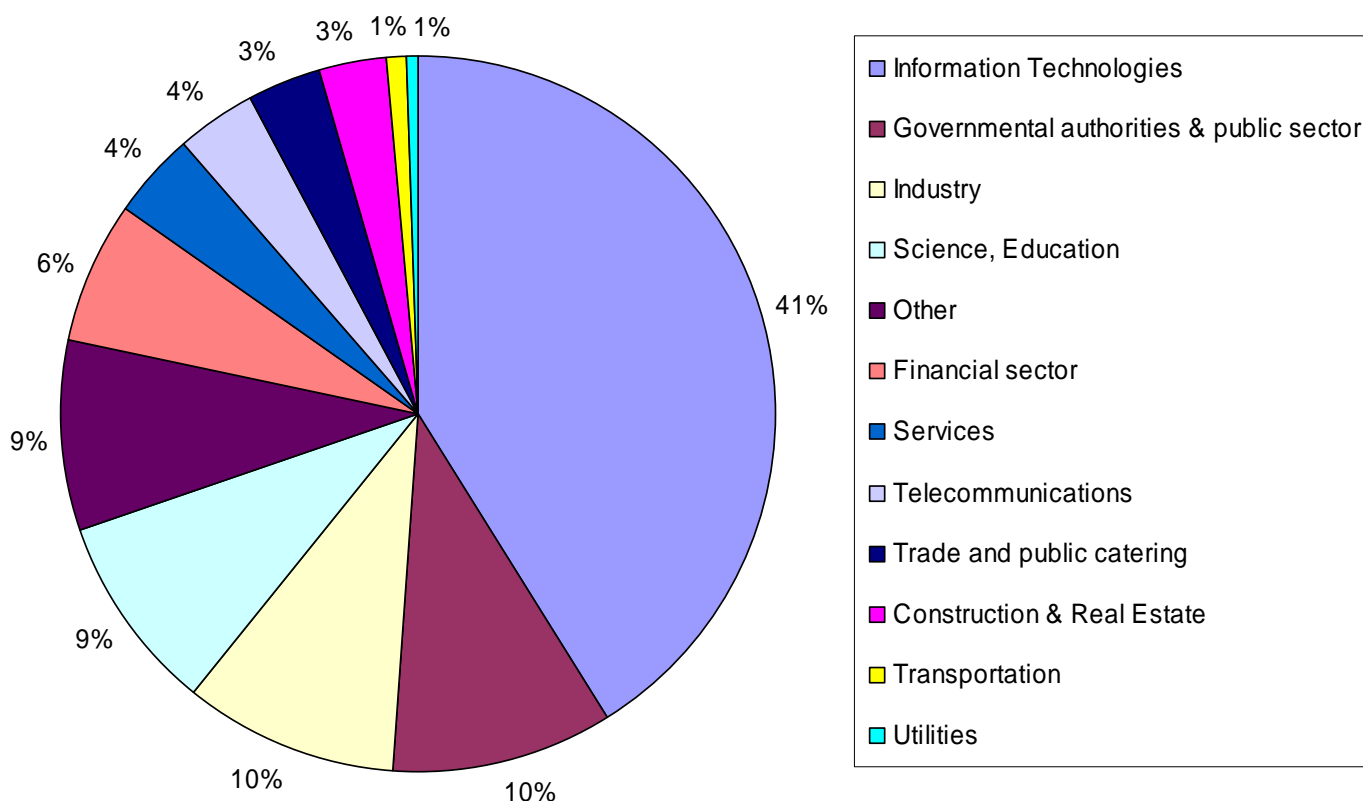


ATTENDEE PROFILE



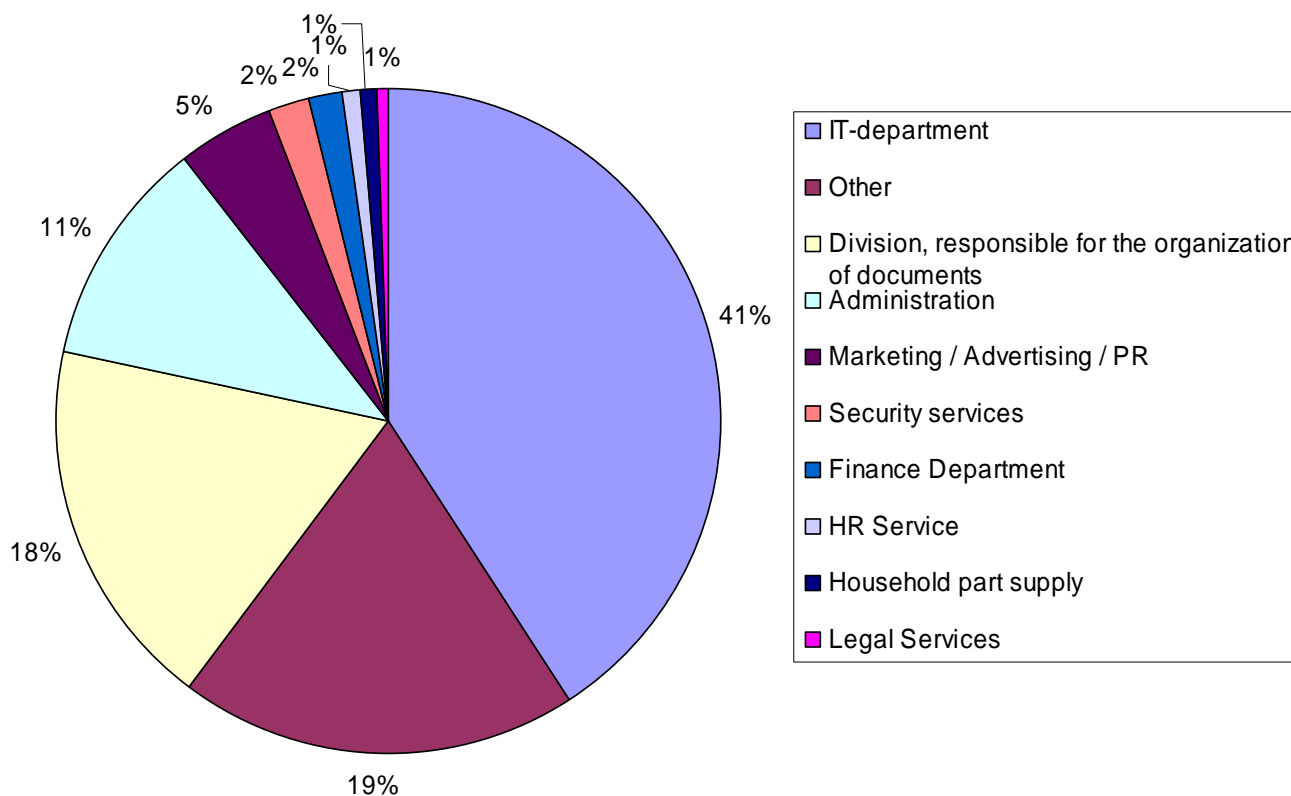
SCOPE

The most numerous category among the DOCFLOW 2010 Moscow participants is presented by IT-business (**41%**). The second place is occupied by the public sector (almost **10%**). **Another 10%** of all attendees are from industrial sector; science and educational organizations - **9%**; services - are about **4%**; telecommunications - **4%**; trade and public catering sphere – is presented by **3%**; construction and real estate – by **3%** and transportation – is about **1%**. Other spheres' representatives this year compose **9%** of the audience.



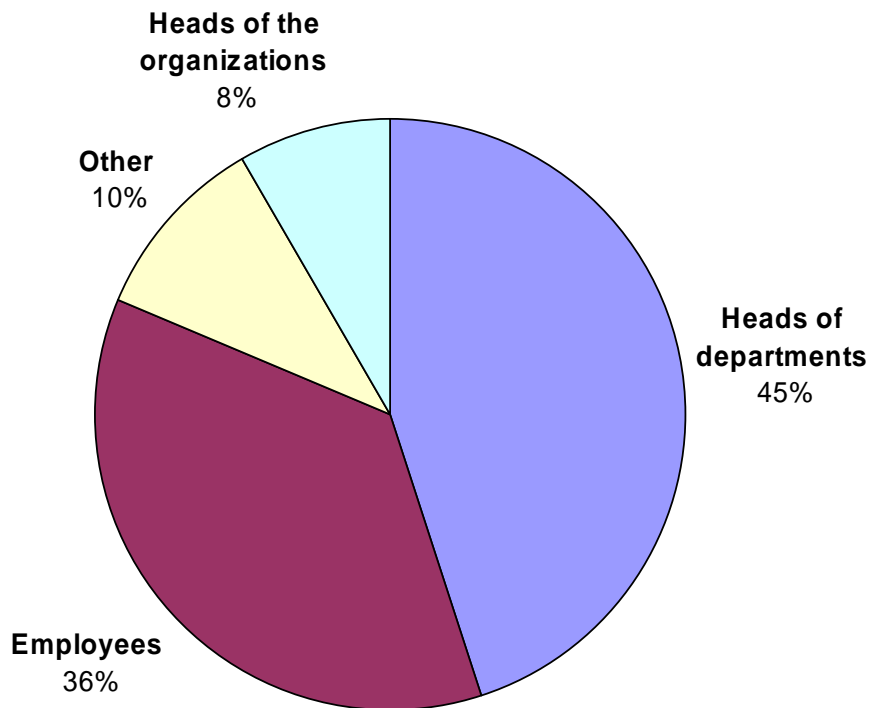
OCCUPATION

41% of DOCFLOW audience is from IT departments. More than 18% are employed in document management; 11% - in administration; 5% - in marketing, PR and advertising; 2% - in security services and 2% in financial departments. HR services, supplies and attorneys are presented by 1% of the audience. 19% work in other departments.



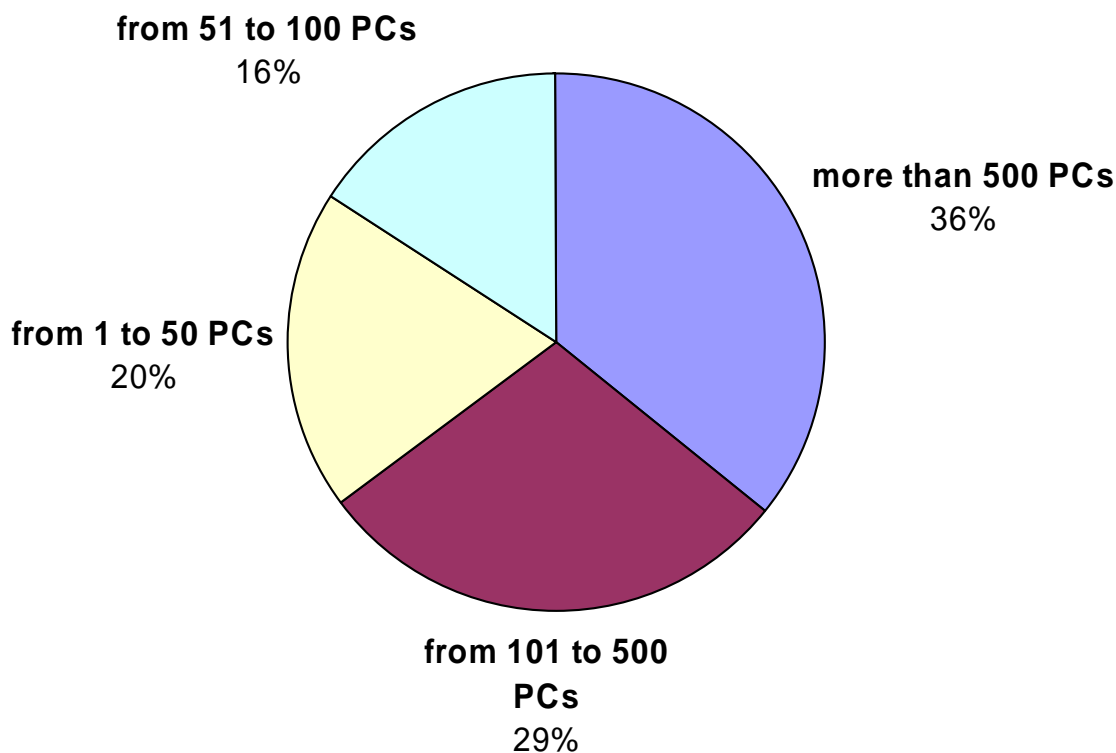
SATUS

Concerning the status, almost half of the audience (**45%**) are heads of departments; **36%** - are employees and **8%** of DOCFLOW visitors tend to be CEOs. Less than **10%** at the same time occupy other positions.



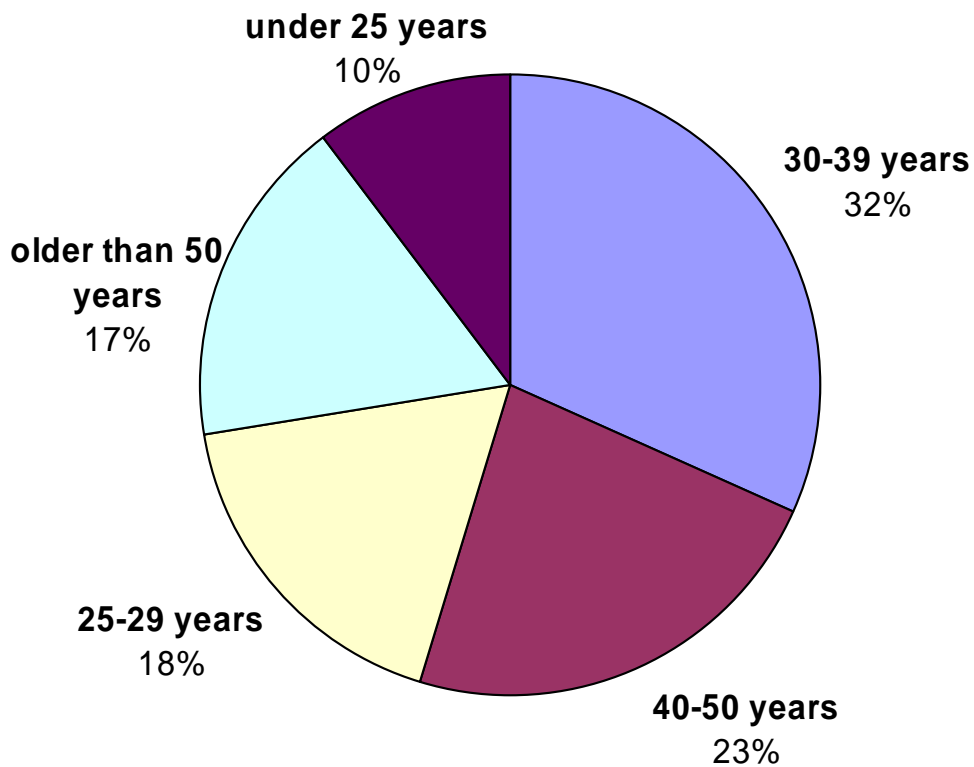
NUMBER OF PERSONAL COMPUTERS

The number of PCs in a company gives an opportunity to evaluate its size. The numerous part of DOCFLOW 2010 attendees tend to be representatives of large-sized companies (**36%**) with the volume of the IT-depot over 500 units. The medium-size business is presented by **29%** with 101-500 PCs in a company and **16%** with 51-100 units. The number of visitors from enterprises housing less than 50 PCs – is **20%**.



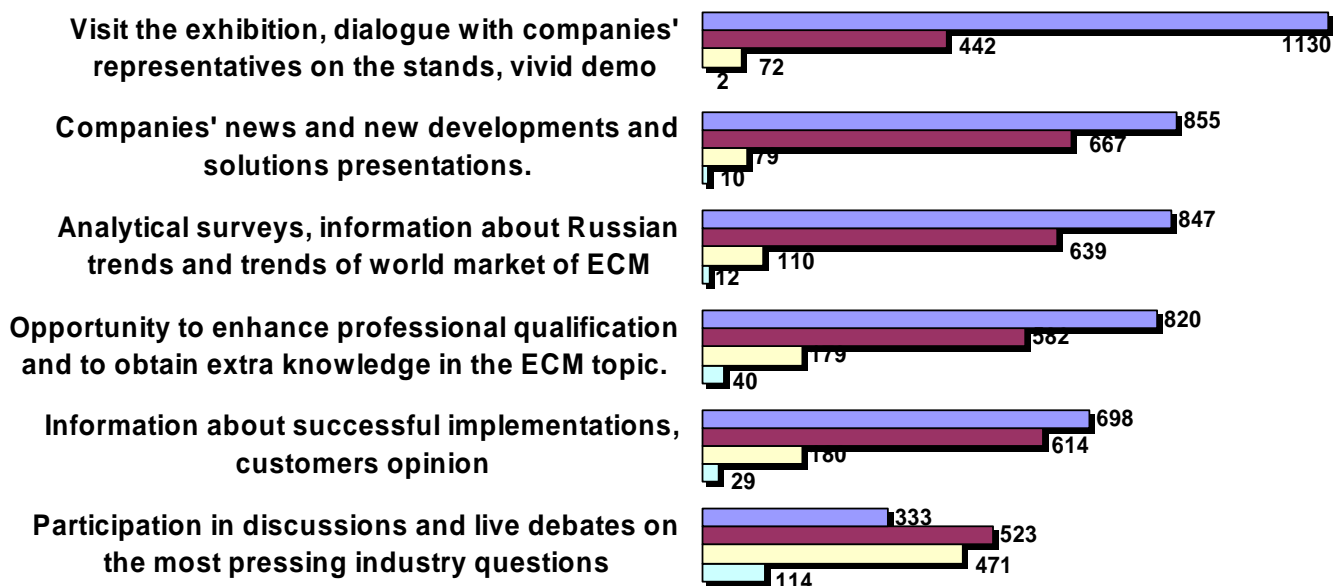
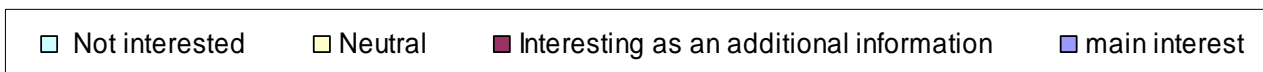
AGE

Among DOCFLOW 2010 attendees the following age-groups can be found: 30-39 years-olds frame **32%**; 40-50 aged form **23%**; 25-29 aged visitors present **18%** of the audience and **17%** - are the visitors over 50 ears old. About **10%** of the audience is below 25.



EXPECTATIONS

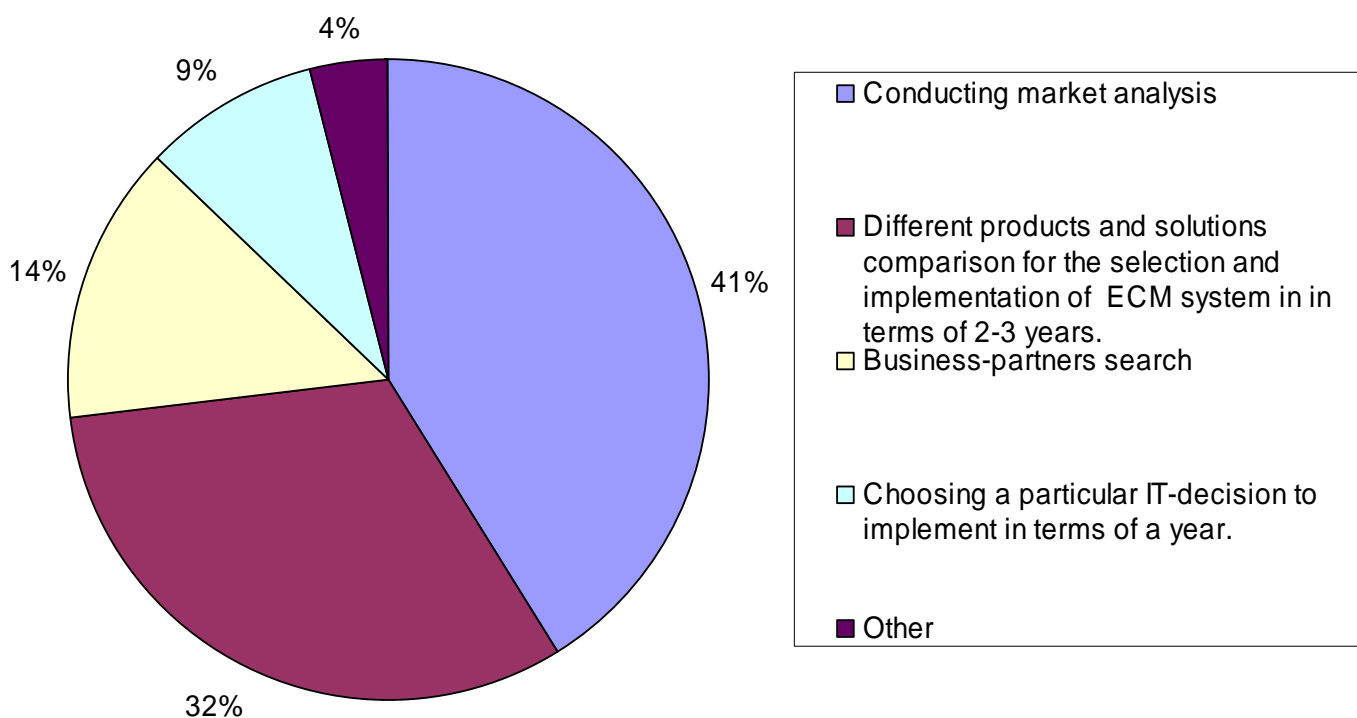
The core interest for DOCFLOW 2010 is to **attend the exhibition**, to communicate with vendor’s face2face and to **get acquainted with the products** on the booths. Along with this **face2face communication** the visitors are very interested in gathering **up-to-date market news, decisions presentations** and **analytics**. Huge interest was marked towards **success stories**, presented jointly by vendors and customers. Many attendees emphasized the **panel discussion** in terms of round table, which makes possible to assume this format to be quit efficient. Another important motivation to attend marked by the audience – is an opportunity **to enhance personal knowledge** base by taking part in the conferential events.



PURPOSE OF ATTENDANCE

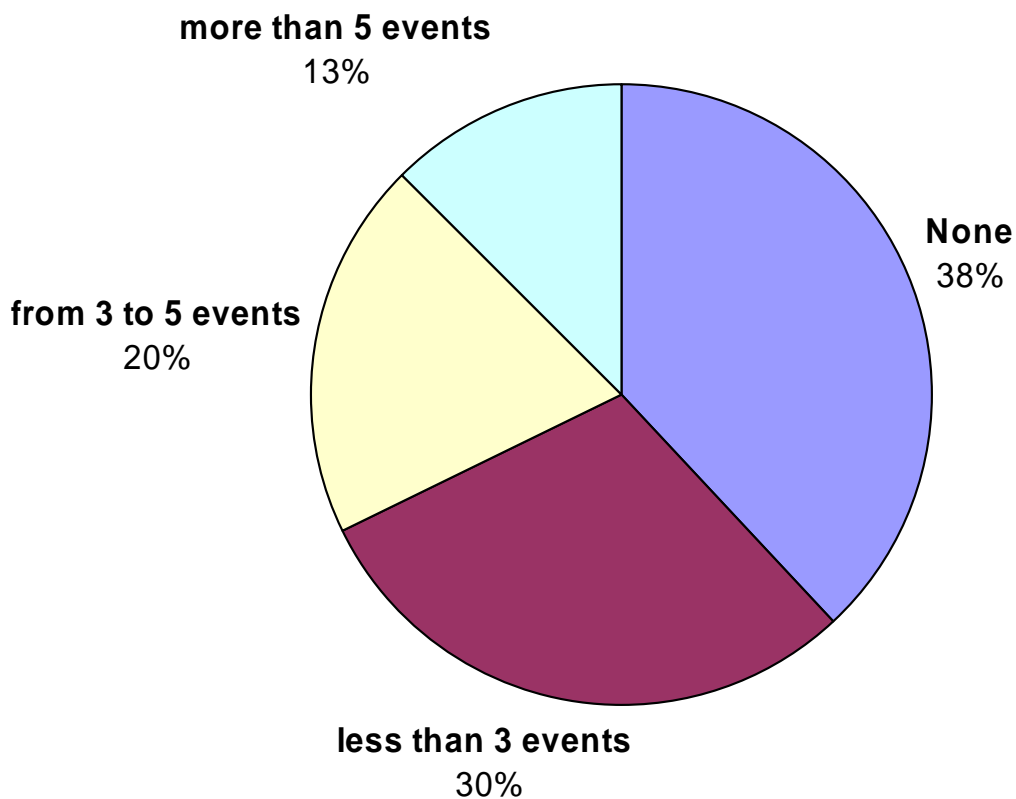
41% of DOFLFOW 2010 attendees came onsite to hold a vivid market analysis. More than a third part (32%) were interested in products comparison for implementation in terms of 2-3 years; 14% were aimed on business-partners search. To choose a product for future implementation in terms of a year were eager 9% of attendees. Another 4% put ahead other targets, the most worth pointing of which are the following:

- to actualize data on the ECM market and to gather market analysis;
- to choose system to implement (without determined time period);
- to enhance personal knowledge base;
- to get acquainted with a concrete vendor's product;
- to choose a product for a narrow range of problems, e.g. digital signature;
- to study success cases;
- to study market news and specialties;
- to get data on products maintenance and projects development, having chosen the system.



REGULARITY OF ATTENDANCE

The core part of DOCFLOW 2010 attendees (**38%**) was a new audience – managers that haven't visited any DOCFLOW events yet. One third (**30%**) has been involved in DOCFLOW projects less than 3 times before; **20%** - from 3 to 5 times. The smallest group (**13%**) was those who tend to visit Conference&Expo on a regular basis (more than 5 times).



METHODS AND DATA COLLECTING PROCEDURES

The survey was conducted by using paper and electronic questioners among DOCFLOW 2010 attendees. Paper form were scanner with s production scanner and processed with ABBYY FlexiCapture. The audience portrait is based on data collected from 2041 attendees' registration forms.

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DOCFLOW today emerges to be a complex marketing platform, that units interests of both ECM-uses, ECM-decisions' suppliers and the government. DOCFLOW provides an efficient communication instruments corresponding the actual market needs for all the parties concerned.