

1. Please give us a bit of background about your organization and its direction to include in the online directory:

Name of organization	
Number of employees	
Number of locations	
Postal address	
Corporate e-mail address (info@...)	
Corporate url (gopher, W3, FTP, or other)	
Type of business (please check all that apply) <input type="checkbox"/> aerospace <input type="checkbox"/> agriculture/forestry/fisheries <input type="checkbox"/> architecture/engineering/construction <input type="checkbox"/> biodiagnostic manufacturing (including biodiagnostic devices) <input type="checkbox"/> biodiagnostic process development <input type="checkbox"/> biopharmaceutical/biologics manufacturing <input type="checkbox"/> chemical manufacturing <input type="checkbox"/> classical pharmaceutical manufacturing <input type="checkbox"/> consultant (non-internet-related) <input type="checkbox"/> education <input type="checkbox"/> finance/banking/accounting <input type="checkbox"/> government	<input type="checkbox"/> health care <input type="checkbox"/> hospitality/travel/recreation <input type="checkbox"/> insurance/legal services/real-estate <input type="checkbox"/> Internet-related (ISP, consultant, computer hardware/software) <input type="checkbox"/> manufacturing <input type="checkbox"/> media/tv/cable/radio/print <input type="checkbox"/> military <input type="checkbox"/> non-profit/religious group <input type="checkbox"/> process industries/mining/construction <input type="checkbox"/> transportation <input type="checkbox"/> utilities/petroleum/gas <input type="checkbox"/> wholesale/retail/trade <input type="checkbox"/> other:
Please provide up to 100 words describing your organization:	
I would like the results of this survey made available to me	<input type="checkbox"/> Yes (If yes, please provide your contact information below) <input type="checkbox"/> No
Your name	
Your title	
Your personal e-mail address	
Your voice phone	
Fax phone	
Your personal URL	

2. How much money are you spending annually on Information Technology?

- less than \$25,000
- \$25,000-\$49,000
- \$50,000-\$99,000
- \$100,000-\$249,000
- \$250,000-\$500,000
- more than \$500,000

3. How does your organization access the Internet? (please check all that apply to your site and remote users)

- Online Service (America Online, CompuServe, Prodigy, Delphi, Microsoft Network)
- Dedicated Leased Line (T-3, T-1, frame-relay, etc.)
- Dial-on-demand connection (via analog, ISDN, or cable modem)
- We outsource our Internet presence/services
- Other:

4. Which of the following tools and techniques do you practice on the 'Net'? (please mark each applicable checkbox)

GENERAL BUSINESS	NOW	FUTURE	NEVER	SPECIFIC APPLICATIONS	NOW	FUTURE	NEVER
corporate/product marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	electronic mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
customer support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	host/moderate listserv(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
employee orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	HR applicant tracking system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
employee training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	mail autoresponse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
external information and marketing (extranet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	read listserv(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
gathering competitive intelligence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	serve/host a W ³ site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
internal information and communication (intranet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	serve/host file transfer (ftp)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
investor relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	telecommute	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
order fulfillment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	teleconference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
promoting products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	use file transfer (ftp)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	use W ³	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
value-added information services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	videoconference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. How does the Internet serve your clients?

- Our clients & partners contact us via e-mail Our clients & partners access our W³ server
 Our clients & partners access our FTP server Our clients & partners use other Internet services provided by our company

6. How would you rate client response to your organization's Internet services?

- Clients are increasingly trying to contact us electronically Clients could care less about our Internet presence
 Customer service & support motivated our initial move onto the Internet They want to reach us electronically, but can't

7. What do your staff use their remote access privileges for?

- Checking/sending/receiving e-mail updating collaborative projects remotely
 working completely from home giving presentations and sharing your corporate W³ presence

8. Please agree or disagree with the following...

- | | YES | NO |
|---|--------------------------|--------------------------|
| Our shareholders are pleased with our Internet Services and Technology Strategy | <input type="checkbox"/> | <input type="checkbox"/> |
| We have saved money by streamlining our business processes using Internet technology | <input type="checkbox"/> | <input type="checkbox"/> |
| We have reached a wider global marketplace for our products and services using the Internet | <input type="checkbox"/> | <input type="checkbox"/> |

9. Our employees and affiliates have...

- | | | |
|---|--|---|
| <input type="checkbox"/> access to online information | <input type="checkbox"/> training in information retrieval | <input type="checkbox"/> Internet access |
| <input type="checkbox"/> Internet training | <input type="checkbox"/> computer access | <input type="checkbox"/> computer training |
| <input type="checkbox"/> remote access (opportunity to telecommute) | <input type="checkbox"/> remote access training | <input type="checkbox"/> telecommuted regularly |
| <input type="checkbox"/> telecommuted occasionally (they log on at night or weekends) | <input type="checkbox"/> received information training to gain better results and a streamlined system | <input type="checkbox"/> the ability to access key information fast and efficiently |

10. What are the top three *benefits* your organization derives from its Information Technology?

1.
2.
3.

11. What are three *limiting factors* of your organization's current Information Technology implementation?

1.
2.
3.

12. If you *are not* presently using the Internet, which of the following would be the most helpful in supporting mission-critical applications in your organization? (If you *have* 'net access, please proceed to the next question)

- getting started with e-mail developing a corporate W³ site online research and intelligence services
 training/consulting for the staff developing an intranet for internal communications other:

13. If you *are* presently using the Internet, which of the following would be most helpful to you? (If you *do not* have 'net access, please proceed to the next question)

- a professional evaluation of your W³ presence and Internet strategy finding ways to attract more qualified people to your W³ site identifying ways to keep people coming back to your site other:

14. Like any new technology, the Internet has its share of drawbacks, hype, and confusion. Please let us know which of the following are difficulties for your organization. Feel free to add-on!

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> finding information | <input type="checkbox"/> cost of Internet software | <input type="checkbox"/> keeping up, period. | <input type="checkbox"/> mental model for understanding the Internet |
| <input type="checkbox"/> keeping up with rapidly changing software | <input type="checkbox"/> organizing information you've found | <input type="checkbox"/> speed of Internet connection and file transfer | <input type="checkbox"/> cost of ISP (Netcom, CERFnet, etc.) |
| <input type="checkbox"/> keeping up with rapidly changing terminology | <input type="checkbox"/> cost of Internet/Networking ware (includes modems, routers, CSU/DSU, etc) | <input type="checkbox"/> cost of telco for dialup or leased-line access (PacBell, GTE, etc.) | <input type="checkbox"/> other: |

15. *Information Literacy* encompasses the ability to understand reading and writing, computers, computer software used in your workplace, specific types of information in your field, how to retrieve and share that information electronically both internally and with external entities via a computer network such as the Internet.

Please circle your own information literacy on a scale of 1-10, with 10 meaning "I am an Internet guru and extremely net-savvy." 1 2 3 4 5 6 7 8 9 10
 Please circle the overall level of information literacy within your organization on the same scale 1 2 3 4 5 6 7 8 9 10

Thankyou! Please return your completed survey—via fax or e-mail—to the addresses below.



Bringing Knowledge to the Information Age in a Flash

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