

Paper 372-2010

Estimating Potential IT Demand from Top to Bottom

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ABSTRACT

The process of estimating Information Technology (IT) spending is always a difficult undertaking as the exact known values are not typically known. Potential IT demand is the amount of monetary spending that a company is expected to spend on IT products and services in a year. This paper describes the set of models used to estimate, align, and calibrate the total potential IT demand and incorporate validated IT demand from sales intelligence where known. Since survey data was applicable only in a few small geographic regions, statistical models in those were developed. However, in other geographies, this was not the case. Our modeling approach shows how an ensemble method is used to select the best model for a particular segment. Extensive use of SAS® Enterprise Guide®, SAS® Enterprise Miner™, and SAS® Add-In for MS Office, were used to explore, develop, and deploy this unique set of analytic models.

No paper was submitted for publication.

CONTACT INFORMATION

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