



Administrative Excellence

UNIVERSITY OF WISCONSIN-MADISON

Shaping our Future

Administrative Excellence Strategic Purchasing – Computer Bundles Stakeholder Survey Notes 5/15/12

Overview:

- The survey was distributed to 1,460 individuals, and received a 15.4% response rate
- 62% of respondents are involved in both the selection and purchase of University computers; 8% are involved in the purchase process only; and 29% use University computers but are not involved in the selection or purchase process
- Of the individuals involved in both the selection and purchase of University computers, 84% are staff and 16% are faculty

Campus Computing:

- 61% of respondents use both a desktop and a laptop; primary computers are of varying brands
- 79% of desktops and 64% of laptops are purchased from two primary vendors, respectively
- Computers are generally used for email & web browsing, web applications, and office and productivity suites
- Depending on type of computer and user specifications, some users have more hardware requirements than others
- Departments/divisions currently tend to support most, if not all, computers

Purchase Process:

- The computer selection and purchasing process varies greatly by department/division, as do the individuals involved
- 71% of respondents indicated that improved UW pricing for computer purchases would be a meaningful improvement to University sales channels
- 79% of survey respondents have spent time price shopping and/or comparing products
- Survey results indicated that a large number of respondents do not look to MDS first when making computer purchases

Preferences:

- 46% of respondents ranked quality, specifications and performance the most important criteria when selecting and/or purchasing a computer
- Meaningful sales channel improvements identified by respondents include: easier purchasing, streamlined ordering, and improved communication