ITPro Today™

Research Report:
The State of IT Salaries

Our survey of 548 IT and data center professionals gauges compensation trends by examining salaries, bonuses, tenure, job satisfaction and attitude, training, certifications and education – and determined what factors are affecting an IT pro's ability to make more money.

By Lisa Schmeiser

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ABOUT US

The Author

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Lisa Schmeiser is a content director for ITPro Today at Informa. She logged her first tech journalism byline in 1996 while still working as a developer, and has written for Macworld, InfoWorld, Investor's Business Daily, The Observer, Salon, San Francisco Chronicle and The Washington Post.

ITPro Today

ITProToday.com is a leading online source of daily news, analysis and how-to's about the information technology industry. We help IT professionals and technology stakeholders learn about, assess and manage the acquisition of next-gen technology that drives business innovation, including — but not limited to — analytics, artificial intelligence/machine learning, cloud computing, compute engines, containers, data center operations, edge computing, hyper-converged infrastructure, the mobile-first workplace, security, software development and DevOps, storage, and the Internet of Things.

EXECUTIVE SUMMARY

It's good to be a data center professional. Boasting higher average salaries ($109,543) and bigger raises (24 percent got increases of 10 percent or more in 2018), this group of respondents to our Technology Salary Survey came out ahead of their channel peers and IT pros.

What might explain their higher pay? Company size could be one factor: Data center professionals were more likely than channel and IT pros to work for companies with 5,000 or more employees. And while longevity in the industry appears to have paid off for them (they were slightly more likely to have been employed in the tech industry for 30 or more years) they've had more of a tendency to job hop than their peers: They've worked for their current employer, and have been in their current position, for less time. And they're more likely than their peers to have sought and completed new certifications and to find value from those certifications in a number of ways. In addition, Yevgeniy Sverdlik, senior content director for ITProToday.com sister site DataCenterKnowledge.com, points to a severe shortage of skilled data center professionals as a reason for the disparity in compensation. Fewer qualified people means competition – and increased wages – for those workers.

While it's not bad to be in the tech industry overall (our research found that tech pros as a whole earned a median salary of $89,200 and a mean salary $99,762), among the three groups we surveyed, IT professionals reported the lowest average salary: $89,777. Just 1 percent of IT pros said they were pulling in more than $200,000 per year in salary, compared with 9 percent each for data center and channel pros. In fact, across all of the highest income brackets, IT pros came up short: Only 17 percent said they made $125,000 or more, compared with 26 percent of data center and 30 percent of channel professionals. But why is that? Perhaps it's the roles – or the lack of specialized ones – that IT pros find themselves in. Almost 30 percent of IT professionals reported that one of the areas they spent most of their time on was general IT management, compared with 24 percent of channel respondents and 16 percent of data center respondents; as in other professions, generalists tend to make less money than specialists. And IT pros were less likely to be engaged in leadership-related endeavors, which typically carry higher remuneration. IT pros are also not finding certification to be as fruitful for them as for their peers. It seems the work they tend to spend their time on is less likely to reward for certification.

So with a $22,500 spread in average overall compensation (base salary and bonus) between IT professionals and their data center kin, should IT professionals set their sights on a career in the data center? Is such a goal feasible? While there's long been talk of data center jobs being an endangered species as workloads move to the cloud, many jobs that used to exist within corporations' data centers have moved to cloud data centers. And as these jobs migrate to bigger data centers than the ones previously run by end-user companies, the roles are becoming more specialized (and better paying): hardware, infrastructure or DevOps engineers, for instance. Sverdlik cautioned that IT professionals would face a learning curve in shifting to a data center role, but, he said, "If they know enterprise IT in an office setting, for example, they probably have a lot of the knowledge already."

For more detail on our findings, read on. You'll get the full picture of how technology professionals are being compensated, including how channel pros fare. And if you're looking to increase your salary, you can use this report to identify the characteristics of your most highly paid peers – and how you might emulate them.

RESEARCH SYNOPSIS

Survey name: Technology Salary Survey

Survey date: November 2018

Region: Global

Number of respondents: 548

Purpose: To gauge compensation trends among technology professionals, by examining salaries, bonuses, tenure, job satisfaction and attitude, training, certifications and education among IT, data center and channel professionals.

Methodology: ITProToday.com and DataCenterKnowledge.com, in tandem with ChannelFutures.com and ChannelPartnersOnline.com, conducted a technology salary survey among IT, data center and channel professionals who are members of those sites' communities or who receive email newsletters. To encourage prompt response and increase the response rate overall, the following marketing research techniques were used:

- A live link to the survey was included in the email invitation to route respondents directly to the online survey.
- The invitations and survey were branded with the ITPro Today, Data Center Knowledge, Channel Futures and Channel Partners logos, in an effort to capitalize on user affinity for these valued brands.
- Each respondent was afforded the opportunity to enter a drawing for one of four $50 Amazon gift cards.
- Follow-up emails were sent to non-responders.

A wide variety of industries were represented among survey respondents, with the highest segments in computer/data processing/IT services (at 9 percent), followed by consultant, IT and/or communications services (7 percent).

Among the job functions handled by IT-role respondents, those in a general IT management role had the largest segment, at 33 percent, followed by systems manager, at 10 percent. The largest segment of IT respondents also identified themselves as being a manager or supervisor (26 percent), followed by individual contributor or staff, at 19 percent.

Among the job functions handled by data center respondents, the largest segment identified themselves as being an IT professional (non-data center), at 19 percent, followed by data center IT, at 18 percent. The largest segment of data center respondents also identified themselves as being a staff member (36 percent), followed by manager, at 33 percent.

Among the job functions handled by channel respondents, the largest segment identified themselves as being an IT manager (11 percent) or a CXO/president/owner/general manager (also at 11 percent).

Overall, thirty-eight percent of respondents were employed by organizations with 1,000 or more employees, with 23 percent of that 38 percent hailing from companies with 5,000 or more employees. Sixty-two percent percent were from companies with fewer than 1,000 employees. Among the three groups of respondents, channel respondents tended to work for smaller companies, with 43 percent of those respondents working for companies that employ fewer than 100 people, versus only 28 percent of IT professionals and 30 percent of data center professionals.

Also overall, respondents' organizations operate primarily in the U.S. (at 74 percent), followed by the Western Europe, at 8 percent and Asia-Pacific, at 5 percent. Among data center professionals, there was less of a concentration in the U.S. (65 percent of those respondents reside there).

Gross Salaries

As discussed in the executive summary, across the entire survey pool, the median salary was $89,200 and the mean salary $99,762. When the results were broken out by subsets, data center professionals came out on top: their median salary was $99,562 (12 percent higher than the overall group) and their mean salary $109,543 (nearly 10 percent higher than the overall group). Channel pros also surpassed the group's overall mean salary, reporting a mean salary of $104,024. Both channel pros and IT pros had a median salary of $85,000. IT pros had the lowest mean salary with $89,777.

The largest percentage of respondents across all three groups reported earning between $100,00 and $124,999 annually — this accounted for 18 percent of IT professionals, 24 percent of data center pros and 14 percent of channel professionals.

For IT professionals, the second most-populated income brackets were the $70,000-$79,999 and $80,000-$89,999 segments (each at 12 percent). For data center pros, the next highest percentage of respondents (10 percent) made $125,000-$149,999. And for the channel pros, the next-highest percentage of respondents (12 percent) made $60,000-$69,999. Nine percent of data center respondents reported making $200,000 or more annually, as did 9 percent of channel respondents, while only 1 percent of IT professionals did.

We've discussed the possible reasons for the compensation discrepancies between data center and IT professionals. But what about channel pros? Why do they make more than IT professionals but less than data center folks?

FIGURE 1

Salary changes from 2017 to 2018 (top 4 income brackets)

$100-$125K: 18% (2017), 19% (2018)
$125-$150K: 5% (2017), 10% (2018)
$150-$200K: 6% (2017), 6% (2018)
$200K: 7% (2017), 6% (2018)

2017
2018
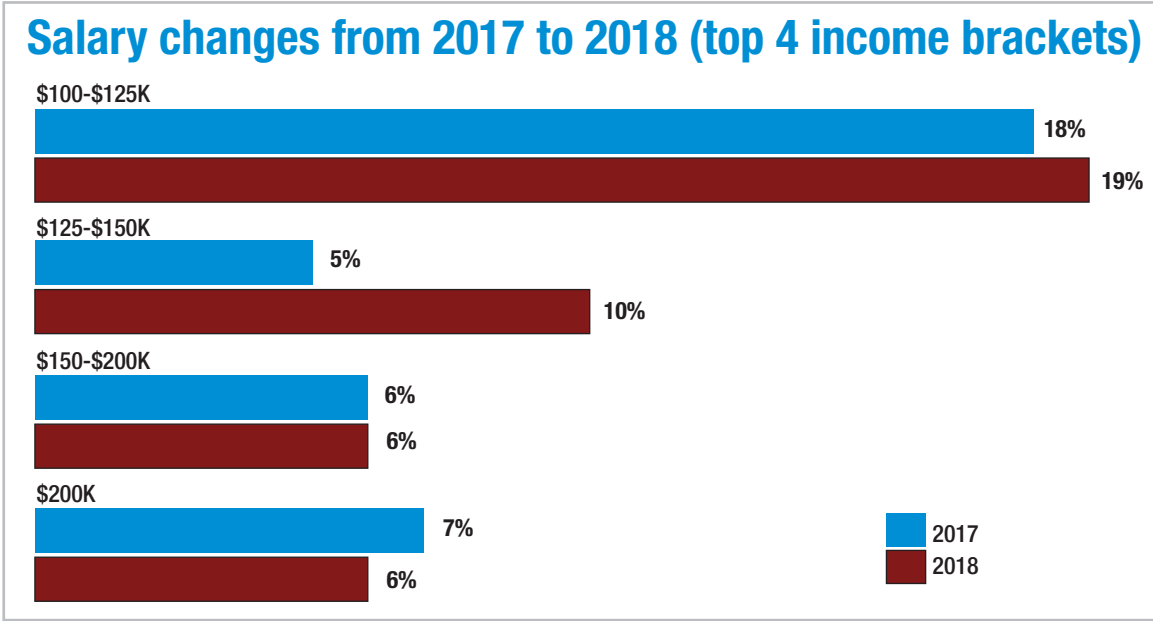
In many ways, channel professionals are from a different industry altogether. Yes, many of them need to have expert-level knowledge of various technologies, but not all channel professionals are technology professionals. Many are in business-related roles, often commission-based. So it's hard to make an apples-to-apples comparison between an average channel salary and an average IT or data center salary. A closer look at channel roles that are explicitly technology-focused is a more apt comparison and more likely to yield results in line with technology professionals' compensation.

Salary Change Relative to 2017

In the 2017 salary survey, respondents reported a median salary of $102,000 and a mean, or average, salary of $85,000. While the median salary dropped by 12 percent, the mean salary rose considerably, by 17 percent, to $99,762. One reason for this: an increase in salaried positions among the higher-earning brackets. In the top four income brackets in our salary survey, only the category in which people earned $200,000 or more per year was down.

A strong majority of all survey respondents also reported a boost in salaries in the most recent survey.

Salary Increases and Decreases

Among survey respondents, 64 percent of all respondents reported getting a salary raise; 69 percent of IT pros reported getting a raise, as did 63 percent of data center respondents and

59 percent of channel respondents. The raises weren't huge, however — the largest group of respondents who did see raises said their compensation "increased slightly" (44 percent).

Sixty-five percent of respondents who reported raises saw a pay increase of up to 5 percent of their base salary, while 16 percent had salary raises ranging from 5 to 10 percent. Another 12 percent of respondents reported raises of 10 to 20 percent, while 7 percent had raises of 20 percent or more. Channel pros were more likely (10 percent) to report a 20 percent or more raise compared with data center pros (7 percent) or IT pros (4 percent).

And IT pros are still feeling good about their earning prospects for 2019, with 70 percent of IT pros, 62 percent of data center pros and 61 percent of channel pros anticipating a raise in the coming year.

Data center respondents had the most volatility in their responses: A higher percentage reported salary reductions than channel respondents or IT pro respondents and a higher percentage of respondents reported bigger raises. Twenty-four percent of data center respondents reported raises of 5 percent or better compared with 19 percent of IT pro respondents and 19 percent of channel respondents, while 13 percent of data center respondents reported salary reductions over the last year compared to 6 percent of IT pros and 7 percent of channel pros.

While data center pros did report salary decreases more frequently than IT pros and channel professionals, the numbers are still in the low double digits: 13 percent. So what might explain the higher volatility among data center workers? We dive into

FIGURE 2

By what percentage did your base salary increase?
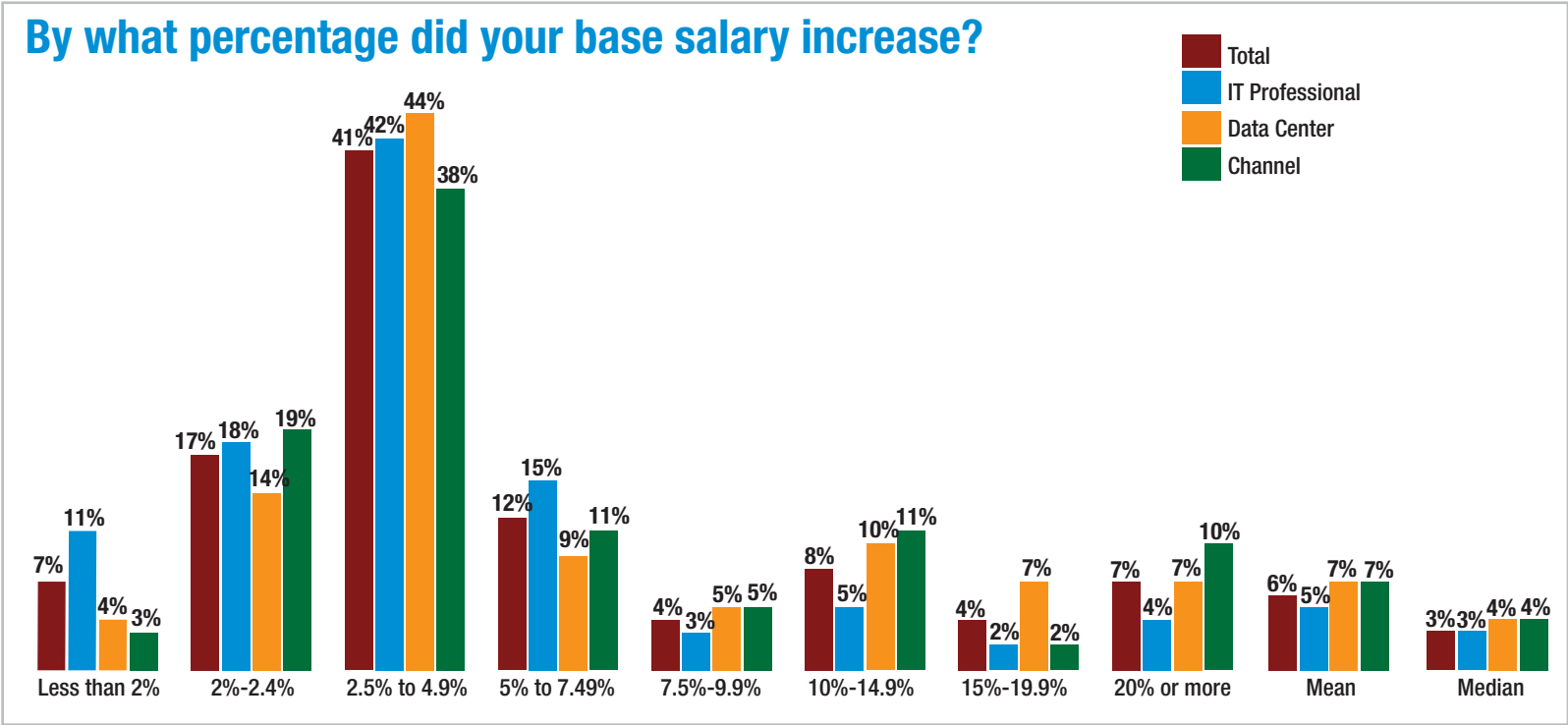
Base: Those whose salary increased; 309 (total), 127 (IT professionals), 94 (data center), 88 (channel)

more detail below about drivers of salary decreases, but we'll take a quick look at data center pros' decreases here. One thing is clear: It was not, for the most part, because data center folks took lower-level jobs. Only 5 percent of those reporting a decrease cited that. A large chunk (40 percent) pointed to salary cuts due to economic conditions, and that percentage was higher among IT pros reporting a wage drop. Thirty percent of data center professionals claiming a decrease pointed to a change in company (about on par with IT pros but 12 percentage points higher than channel workers). It stands to reason that the migration toward cloud-based data centers is taking a toll on data center pros who are finding themselves

moving to new companies doing similar work but in a different type of company, where the standards around compensation may be different.

Overall, 8 percent of all survey respondents reported earning a reduced salary relative to the year before.

Twenty-eight percent of all respondents reported their salary remaining flat year over year. Channel pros were more likely to have a flat salary (34 percent) compared to either IT pros (25 percent) or data center pros (25 percent).

Drivers of Salary Increases

Technology professionals are getting paid when they excel at their jobs. Among those tech

employees who had salary increases from the year before, a majority (43 percent) credited the raise to job performance, followed by standard company increases (39 percent) and cost-of-living adjustments (21 percent). Compared with 2017's salary survey, however, fewer IT pros are attributing their raises to performance: In the 2017 salary survey, 48 percent credited job performance with their raise.

IT pros were the most likely to see cost-of-living increases (26 percent) compared with data center or channel pros (each at 18 percent). Data center professionals were more likely than their colleagues to see a raise as a direct result of acquiring

FIGURE 3

How did your 2018 salary change relative to 2017?

Legend: Total, IT Professional, Data Center, Channel

	Decreased significantly (10% or more)	Decreased somewhat (5% - 9%)	Decreased slightly (1% - 4%)	Remained the same	Increased slightly (1% - 4%)	Increased somewhat (5% - 9%)	Increased significantly (10% or more)	NET Decrease	NET Increase
Total	4%	3%	1%	28%	44%	10%	11%	8%	64%
IT Professional	3%	2%	1%	25%	50%	9%	10%	6%	69%
Data Center	6%	5%	2%	25%	39%	11%	13%	13%	63%
Channel	4%	2%	1%	34%	40%	10%	9%	7%	59%

Base: All respondents; 542 (total), 217 (IT professional), 158 (data center), 167 (channel)

additional responsibilities in their current job — 19 percent of data center pros reported a salary increase for this reason compared with 10 percent of IT pros and 17 percent of channel pros.

A piece of conventional career wisdom is "the best way to get a salary increase is to switch jobs." Ten percent of survey respondents did that. Of the group that did that, channel pros had the most success, with 11 percent reporting that's how they got their salary bump compared to 10 percent of IT pros and 8 percent of data center pros. However, 27 percent of survey respondents who saw their salaries fall over the last year cited "changed companies" as the reason their salaries decreased.

Drivers of Salary Decreases

Eight percent of the survey respondents reported salary decreases in 2018, a slight reduction from the 9 percent who reported salary cuts in the 2017 salary survey.

For the majority of survey respondents whose salaries decreased in 2018, the reason was largely out of their control: 39 percent said their company reduced salaries in response to economic conditions. For IT professionals (46 percent) and data center professionals (40 percent), this was the No. 1 reason their salaries went down.

Twenty-seven percent of respondents reported a decrease in pay after changing companies and 11 percent reported a pay cut after taking a lower level position. It is unclear whether the changing positions are within a respondent's current company or the result of a job change to another company. It's also unclear whether the respondents changed companies or positions as part of a strategy to gain new skills or

FIGURE 4

Which of the following contributed to your salary increase?

Base: Those who had a salary increase; 345 (total), 147 (IT professionals), 99 (data center), 99 (channel)
Percentages may reflect multiple answers
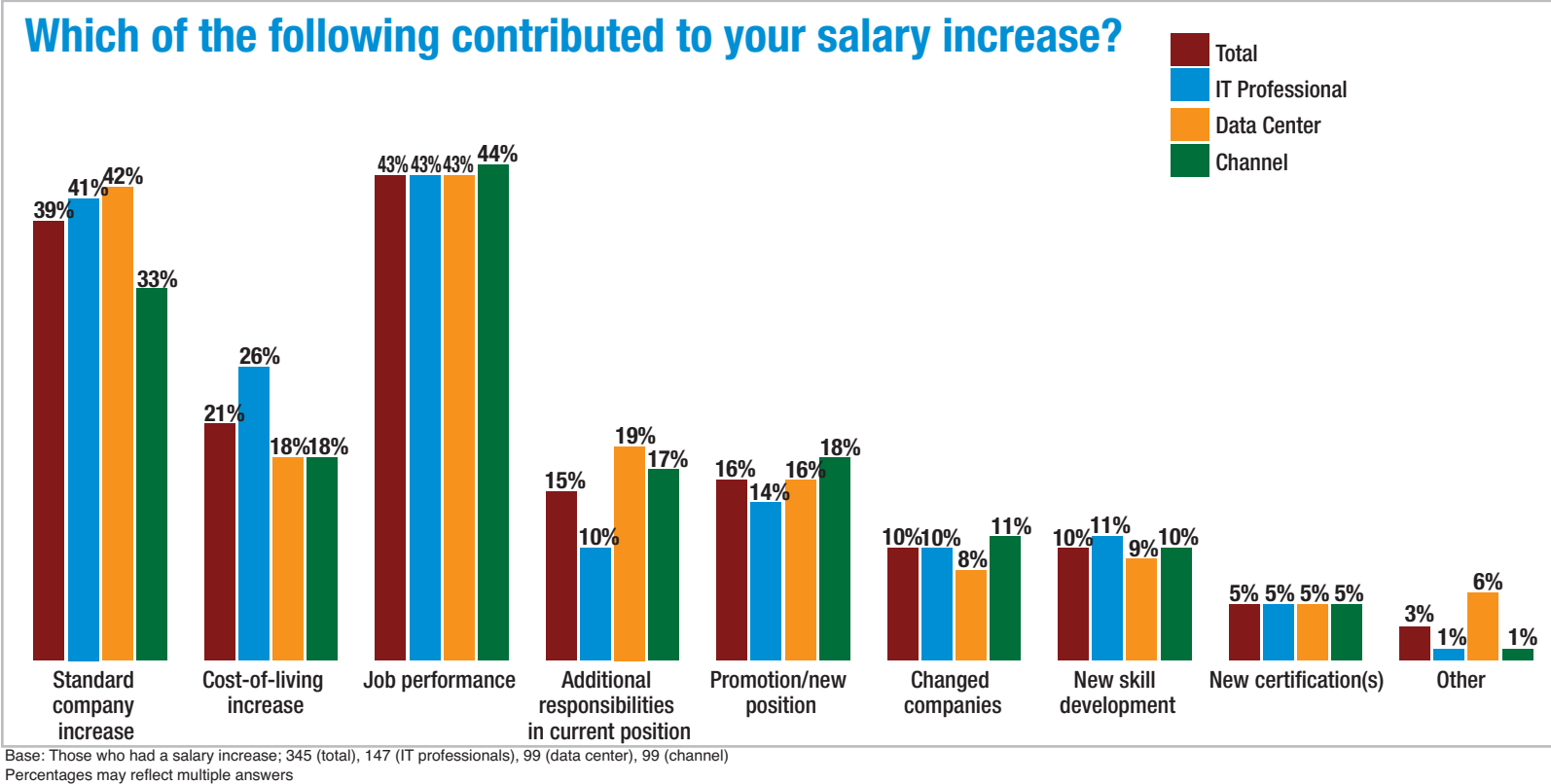
enter a new industry market, or whether it was part of an involuntary move after their previous position.

Among respondents whose salaries decreased, they saw a 15 percent average drop in pay, with a median drop of 8 percent.

Bonuses

About the prospect of a bonus: 37 percent of survey respondents expect one, with the channel pros feeling the best about the likelihood of a bonus (41 percent), followed by data center pros (37 percent) and IT pros (33 percent).

This is a diminishing of expectations, given that 49 percent of survey respondents received a bonus in the past year. A little more than half of data center pros (51 percent) received a bonus, as did a little less than half (49 percent) of IT pros and channel pros (47 percent).

For those who did receive bonuses in 2018, the mean bonus was $10,028 and the median $5,000. The largest group of respondents (15 percent) got a bonus ranging from $5,000 to $7,500, while the second-largest group of bonus-earners (12 percent) got $1,500 to $3,000. Overall,

68 percent of those who got bonuses received up to $10,000, while 22 percent got bonuses ranging from $10,000 to $30,000, and 10 percent of respondents reported receiving a bonus of $30,000 or more.

Seventy percent of all survey respondents said they love their jobs, but channel pros lead in satisfaction — 75 percent of them reported feeling strongly positive about their work compared with 69 percent of data center pros and 65 percent of IT pros.

This job satisfaction might be linked to knowing the work they do at their companies is mission-

FIGURE 5

What is your 2018 gross annual salary, NOT including bonuses, in US Dollars?

Less than $30,000	$30,000-$39,999	$40,000-$49,999	$50,000-$59,999	$60,000-$69,999	$70,000-$79,999	$80,000-$89,999	$90,000-$99,999	$100,000-$124,999	$125,000-$149,999	$150,000-$174,999	$175,000-$199,999	$200,000 or more
7%	3%	8%	6%	9%	9%	10%	8%	19%	10%	6%	2%	6%
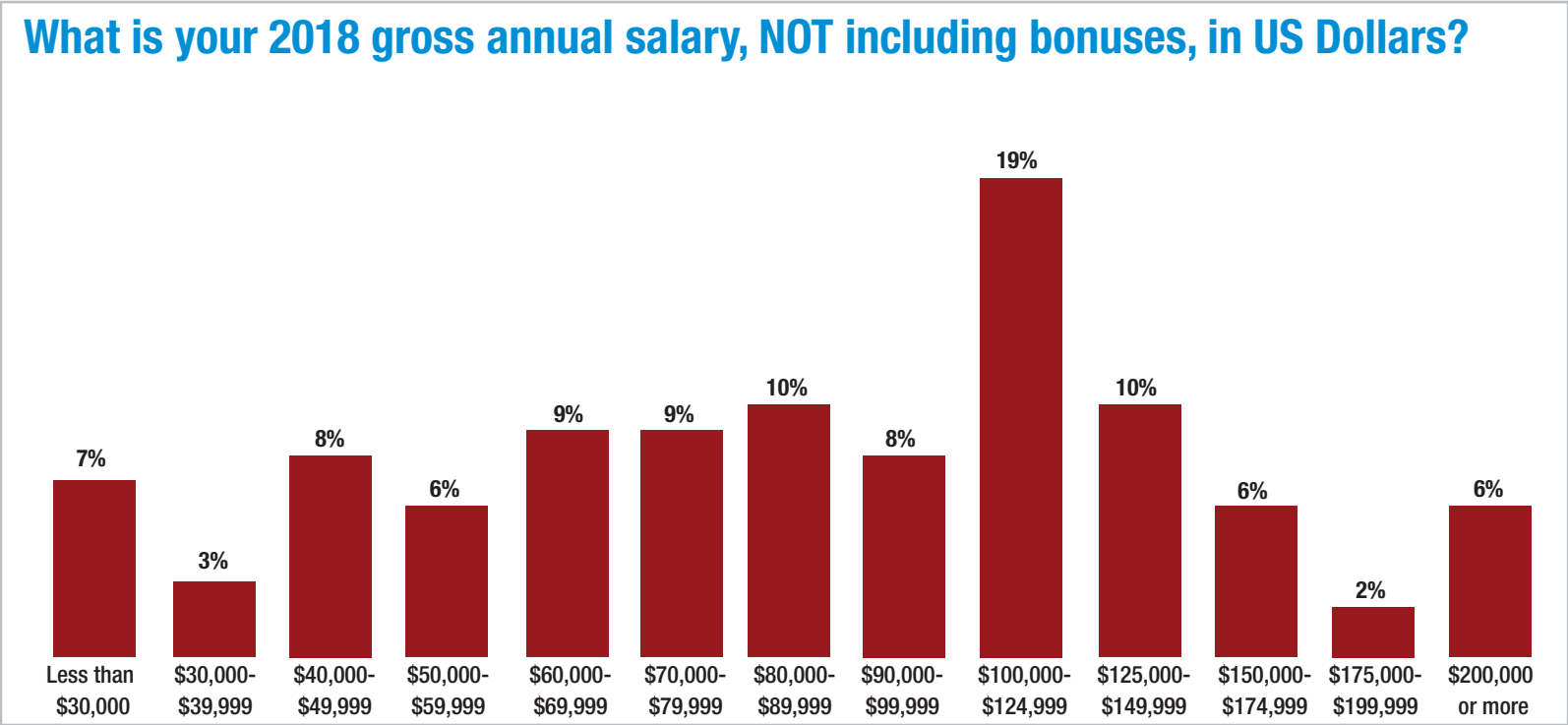
Base: All 473 respondents

critical: 88 percent of respondents said what they do is important to their employers' success.

Only 15 percent of all survey correspondents said they disliked their jobs and only 4 percent didn't feel as if their jobs were connected to their employers' overall success.

Positive feelings about the job seem to correlate more strongly to feeling a sense of purpose than feeling supported by their employer: While 88 percent of all respondents felt their work was important to their employers' success, 61 percent of them felt they had the tools they needed to do

a good job, and 53 percent felt they had access to all the training they needed to do a good job.

Those positive feelings also aren't directly linked to the length of the work week: Only 24 percent of survey correspondents "strongly agreed" they could get their work done within a normal 40-to-45-hour week, while another 36 percent qualified their agreement with "somewhat agree." In the "somewhat agree" category, IT pros were less likely (30 percent) to go along with the statement that they could get their work done within a 40-to-45-hour workweek relative to data center pros (40 percent)

or channel pros (38 percent). Twenty-seven percent of all respondents disagreed with that statement.

Survey respondents also felt favorable enough about their jobs to comfortably recommend them to future generations. When asked, "If my child, niece or nephew asked, I'd recommend getting into IT," a strong majority of respondents — 77 percent — either "somewhat agreed" or "strongly agreed."

Education and Training

For respondents in the 2017 salary survey, getting new skills was lucrative: 18 percent of all respondents

FIGURE 6

Which of the following contributed to your salary decrease?

Legend: Total, IT Professional, Data Center, Channel

Company reduced salaries due to economic conditions: 39%, 46%, 40%, 27%
Took lower-level position: 11%, 15%, 5%, 18%
Changed companies: 27%, 31%, 30%, 18%
Other: 27%, 15%, 30%, 36%
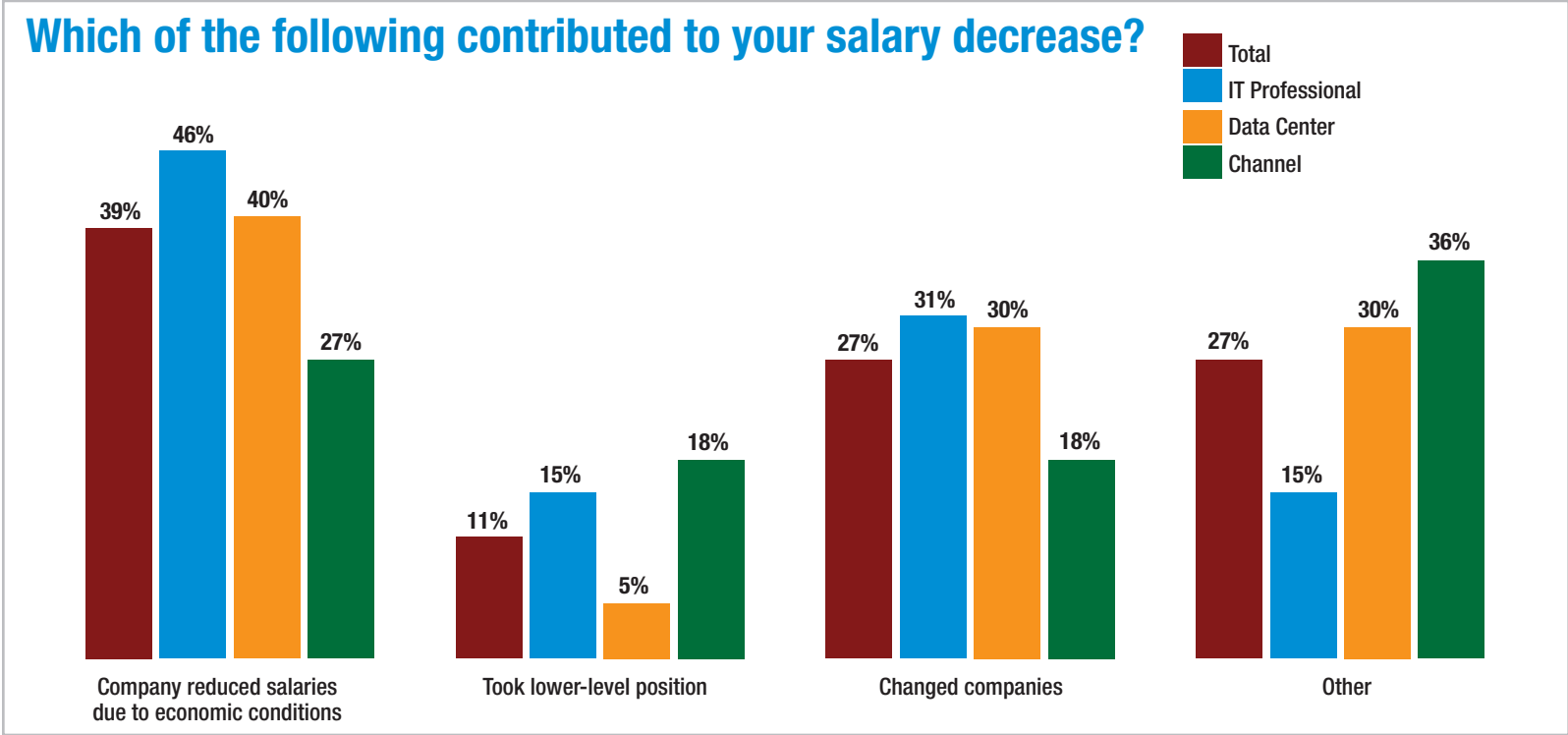
Base: Those who had a salary decrease; 44 (total), 13 (IT professional), 20 (data center), 11 (channel)
Percentages may reflect multiple answers

credited acquiring new skills with getting them a salary raise and 10 percent credited their new certifications. In 2018, the numbers fell sharply: Only 10 percent of survey respondents who reported a salary raise credited a new skill development percent, and another 5 percent credited new certification(s).

Security training was the top priority for survey respondents, with 21 percent of all respondents saying they had sought training or education on security within the last year.

Among IT pros surveyed, the top five areas in which respondents sought training were security (27 percent), cloud (19 percent), leadership and professional skills (18 percent), network management (14 percent) and general IT management (11 percent). For data center pros, the training list reflected overall industry priorities: Cloud training came in top (19 percent), followed by general data center training (14 percent), then security (12 percent), project management (12 percent) and leadership and professional skills (11 percent). For channel participants, leadership and professional skills were the top priority (23 percent), followed by security (22 percent), the cloud (17 percent), project management (14 percent) and, finally, network management (12 percent).

Benefits of Training

Of all the respondents who took some form of training, 38 percent say it's had a moderate impact on their current jobs while 30 percent say the impact has been significant. A greater percentage of data center respondents (34 percent) credit their training as having "significant impact" on their role, compared with channel pros (28 percent) and IT pros (27 percent).

FIGURE 7

How much was your bonus?

Legend: Total, IT Professional, Data Center, Channel

Mean: $10,028 (total), $7,821 (IT professional), $10,642 (data center), $12,153 (channel)
Median: $5,000 (total), $4,000 (IT professional), $6,000 (data center), $5,000 (channel)
Base: 238 respondents, 92 (IT professionals), 71 (data center), 75 (channel)
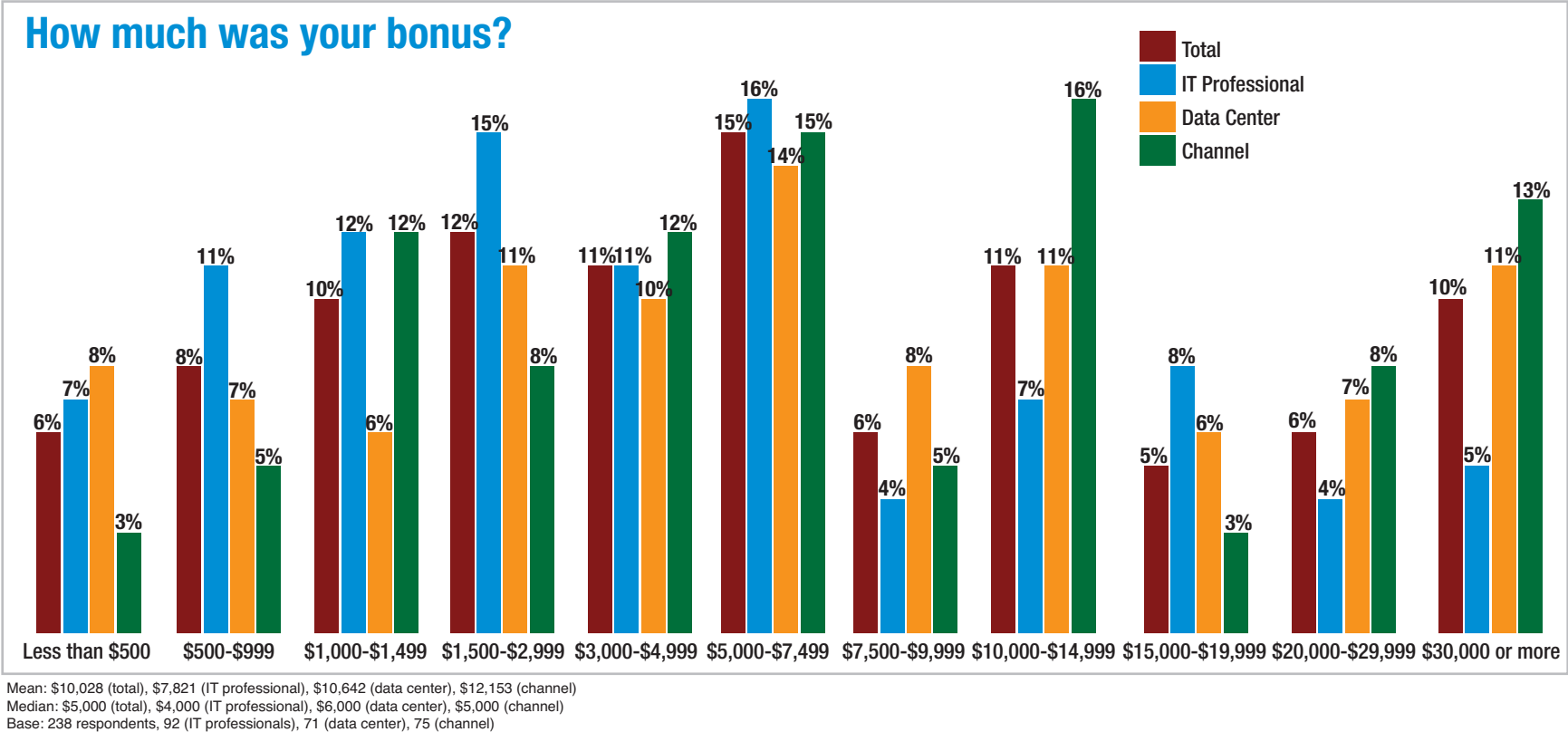
More respondents either completed or renewed certifications this year. In 2017, 77 percent neither completed nor renewed any certifications in the past year, but in 2018 that dropped to 65 percent. Among the respondents, channel pros were the most likely to renew their certifications without completing new ones (15 percent) compared to data center pros (10 percent) and IT pros (6 percent), while data center pros were the most likely to complete certifications without renewing any (18 percent) compared with channel (14 percent) and IT pros (12 percent). IT pros were the most likely to report both completing and renewing certifications (12 percent) compared with data center (10 percent) and channel pros (9 percent).

While only 10 percent of respondents who participated in certification work said their training had no impact on their current jobs, IT pros had a slightly higher rate (13 percent) than channel pros (10 percent). Only 5 percent of data center pros said their training had no impact on their jobs.

Survey respondents are split on certifications as an investment in future career growth within their current organization. Forty-five percent of all respondents said their certifications offered "moderate impact" to "significant impact" for advancement opportunities, while 55 percent said certifications offered little to no impact. IT pros (62 percent of whom said that their certification work had little to no impact) and channel pros (60 percent) are less likely to think about certifications as a way to advance their career prospects within their current organization compared to data center pros (42 percent).

Getting certifications may be a way of IT pros positioning themselves for a career move to another organization: While less than half of all respondents (45 percent) said certifications offered "moderate impact" or"significant impact" for advancement opportunities within their current organization, a definite majority (66 percent) expected training to help them find new job opportunities outside their current organization. Data center respondents were the most confident of this outcome, with 74 percent saying new certifications would have a moderate or significant impact on advancing outside the organization, but more IT pros (61 percent) and channel pros (65 percent) were optimistic about their prospects for outside advancement than internal advancement.

FIGURE 8

Which of the following best reflects your organization's primary business/industry?

Computer/Data Processing/Information Technology Services	9%
Consultant, IT and/or communications services	7%
Government	7%
Education	7%
Finance/Banking/Investment	6%
Healthcare/Pharmaceutical	6%
Manufacturing (Non-Computer Related)	6%
MSP/VAR	6%
Construction/Engineering (Physical Systems)/Architecture	4%
Retailer/Distributor/Wholesaler (Non-Computer Related)	4%
Communications / Telecommunications Supplier	3%
Media/Entertainment/Publishing	3%
Non-Profit/Trade	3%
Cloud Service Provider	2%
Consulting/Professional Services (Non-Computer Related)	2%
Telecom Services Provider	2%
Insurance/Real Estate/Legal	2%
Co-location Provider	2%
ISV/Application Developer	2%
Retailer/Distributor/Wholesaler (Computer Related)	2%
Utilities/Energy	2%
Manufacturing (Computer Related)	2%
Networking Services & Technologies	2%
Transportation	2%
Other	1%
Cloud Provider	1%
Food/Beverage	1%
Research and Development	1%
Agriculture/Mining/Oil/Gas/Chemicals	1%
Custom Systems Builder	1%
Hospitality/Travel	-
Marketing/Advertising/PR	-

Base: All respondents
Respondent count: 549

Why IT Professionals Don't Get Training

Of the survey respondents who didn't get training, the top two responses point to workplace culture reasons: a lack of training budget (31 percent) and work demands don't allow people time out of the office (30 percent). Nearly a quarter (23 percent) said their roles don't require additional training; that was the No. 1 reason channel pros cited for not taking training.

Career Length and Job Tenure

Survey respondents have been in their careers for a while — the median for all respondents was 20 years and the mean 19 years. Nearly one-third of respondents (32 percent) have worked in tech for between 20 and 29 years, 20 percent of all respondents have been in the tech industry for 30 or more years, and only 9 percent in the tech industry for less than three years. Only 2 percent of IT pros said they had less than three years' experience, compared with 14 percent of data center pros and 12 percent of channel pros.

While one in five respondents have been in the tech industry for 30 years or more, only 4 percent of them have stayed with the same organization for 30 years or more. One-quarter of respondents have stayed with the same organization for 10-19 years, while 23 percent of respondents have stayed with the same organization for less than three years, and 22 percent for 5-9 years. The mean number of years respondents stayed in the same organization was 10 years and the median was 7.

The mean number of years respondents stayed in the same job was 7, and the median was 4, suggesting that for most technology professionals, at least one internal job change is likely within their tenure at an organization. The majority surveyed (34 percent) said they'd had their same position for less than three years, while 19 percent had kept the same position for 3-4 years and 22 percent for 5-9 years. Among channel respondents, 40 percent had been in their specific job less than three years, compared with 34 percent for data center pros and 29 percent for IT professionals.

An IT professional's career may be long but each job's tenure might be brief. A majority of IT pros (29 percent) had been in their current position less than three years; 22 percent had been in the job 3-4 years; 22 percent had been in their current job 5-9 years; 19 percent had been in the same job 10-19 years; and 7 percent for 20-29 years. The other segments didn't

FIGURE 9

Channel Pros: Which of the following best matches your current role/job function?

CXO/President/Owner/General Manager	11%
EVP/SVP/VP	2%
Director	6%
Manager	5%
Business Analyst/Business Intelligence	-
Project Manager/Analyst	2%
Other Business Management	-
CMO/SVP/VP/Director/Manager Marketing	7%
Business Development Management	4%
Sales/Account Management	9%
CIO/CISO/CSO/CDO	2%
EVP/SVP/VP	1%
IT Director	5%
IT Manager	11%
IT Operations	4%
Data Center Operations	-
IT Infrastructure	2%
Data Center Infrastructure	1%
DevOps/Development/Applications	-
Solutions/Technology Architect	3%
Engineering	3%
Consultant	2%
Other Technical Management	2%
Business/Corporate Staff	1%
Sales and Marketing Staff	5%
Technical Staff	8%
Other	4%
CTO	2%

Base: 169 channel respondents

see such forthright dwindling over time — for both data center and channel respondents, there's a small uptick from the 3-4 year bracket to the 5-9 years bracket.

APPENDIX

FIGURE 10

IT Pros: Which of the following best matches your current role/job function?

Applications management	5%
Business intelligence/data science	3%
Cloud	0%
Compliance/privacy	1%
Database	5%
Data center infrastructure	3%
Data center operations	1%
Desktop/mobile	1%
DevOps/software development	9%
Engineering, hardware	3%
Help desk	4%
IT management, general	33%
Network management	5%
Product management	2%
Project management	2%
Security	5%
Storage	-
Systems management	10%
Telecom	0%
Non-IT marketing technology	1%
Non-IT line-of-business technology	0%
Line of business, Other	1%
Other	5%

Base: 219 IT professionals

FIGURE 11

IT Pros: Which of the following best reflects your job type?

Analyst	13%
Architect	8%
Consultant	10%
Director	17%
Individual contributor/staff	19%
Manager/supervisor	26%
President/C-level/owner	2%
Senior VP/VP	4%

Base: 219 IT professionals

FIGURE 12

Data Center Pros: Which of the following areas best describes your role within your organization?

Data center facilities	8%
Data center IT (incl. storage and network)	18%
Data center design/engineering	13%
Data center operations	12%
Cybersecurity	3%
Data center real estate	1%
IT professional (non-data center)	19%
Sales/marketing (data center industry)	10%
Consulting	14%
Market research	1%
Investing	1%

Base: 155 data center professionals

FIGURE 13

Data Center Pros: Which of the following best describes your professional level within your organization?

CEO/CFO/Owner	11%
CIO	3%
CTO	3%
CISO	1%
VP/Director or above	14%
Manager	33%
Staff	36%

Base: 160 data center professionals

FIGURE 14

Mean and median 2018 gross annual salary in US dollars

	Total	IT Professional	Data Center	Channel
Mean	$99,762	$89,777	$109,543	$104,024
Median	$89, 200	$85,000	$99,562	$85,000

Base: All respondents; 473 (total), 193 (IT professional), 133 (data center), 147 (channel)

FIGURE 15

IT professionals: What is your 2018 gross annual salary, NOT including bonuses, in US Dollars?

Salary Range	Percentage
Less than $30,000	6%
$30,000-$39,999	2%
$40,000-$49,999	6%
$50,000-$59,999	6%
$60,000-$69,999	10%
$70,000-$79,999	12%
$80,000-$89,999	12%
$90,000-$99,999	10%
$100,000-$124,999	18%
$125,000-$149,999	11%
$150,000-$174,999	4%
$175,000-$199,999	1%
$200,000 or more	1%
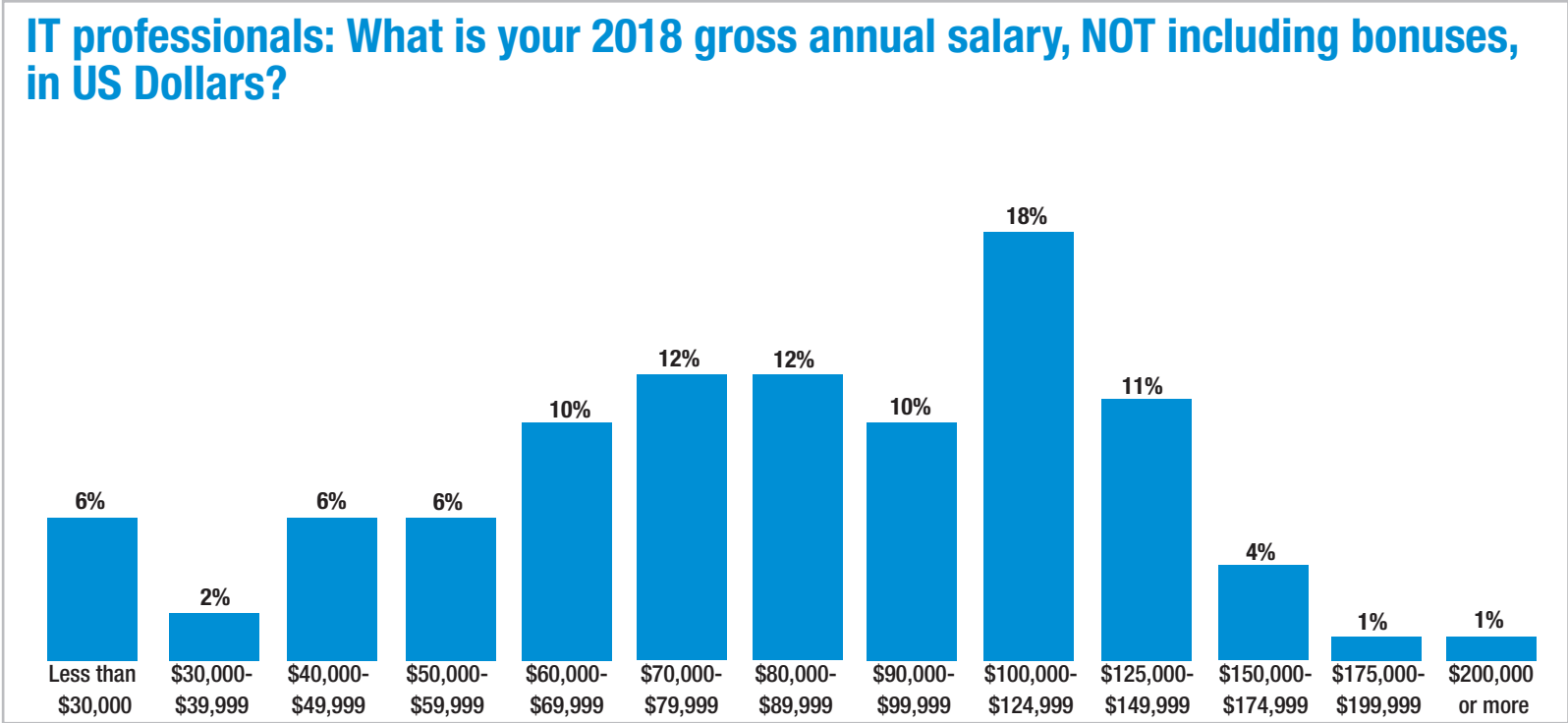
Base: 193 IT professionals

FIGURE 16

Data Center: What is your 2018 gross annual salary, NOT including bonuses, in US Dollars?

Category	Percentage
Less than $30,000	9%
$30,000-$39,999	2%
$40,000-$49,999	9%
$50,000-$59,999	4%
$60,000-$69,999	3%
$70,000-$79,999	6%
$80,000-$89,999	8%
$90,000-$99,999	9%
$100,000-$124,999	24%
$125,000-$149,999	10%
$150,000-$174,999	5%
$175,000-$199,999	2%
$200,000 or more	9%
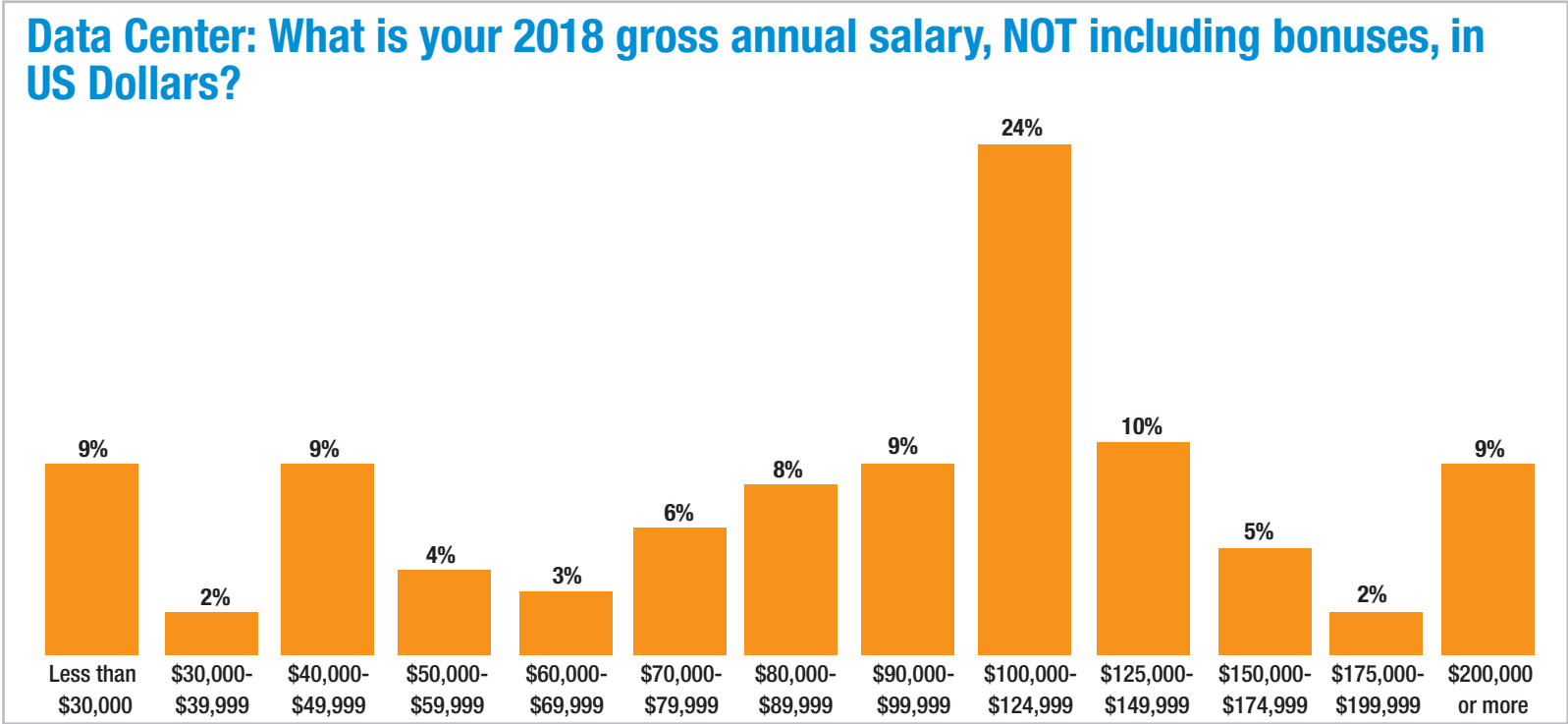
Base: 33 data center respondents

FIGURE 17

Channel: What is your 2018 gross annual salary, NOT including bonuses, in US Dollars?

- Less than $30,000: 6%
- $30,000-$39,999: 3%
- $40,000-$49,999: 9%
- $50,000-$59,999: 7%
- $60,000-$69,999: 12%
- $70,000-$79,999: 6%
- $80,000-$89,999: 10%
- $90,000-$99,999: 3%
- $100,000-$124,999: 14%
- $125,000-$149,999: 9%
- $150,000-$174,999: 9%
- $175,000-$199,999: 3%
- $200,000 or more: 9%
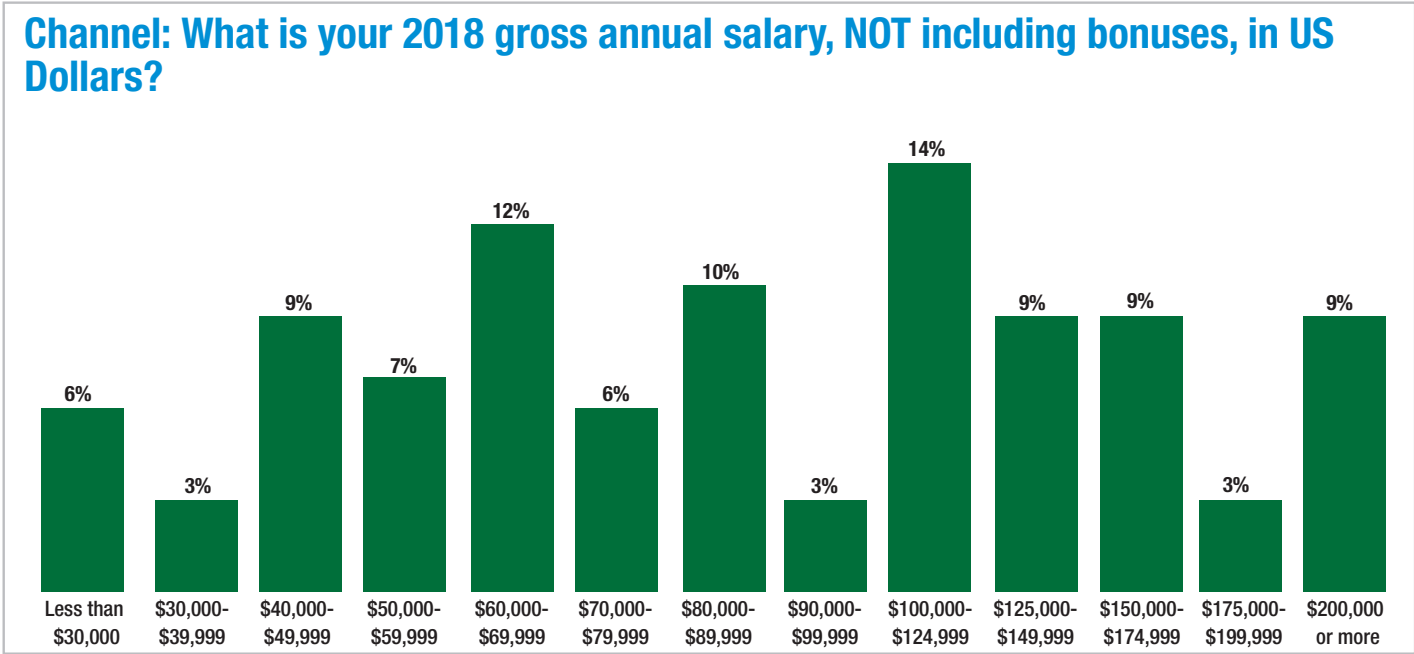
Base: 147 channel respondents

FIGURE 18

By what percentage did your base salary decrease? (Please enter a number only; for example, 3.5, not 3.5%.)

	Total	IT Professional	Data Center	Channel
Less than 2%	10%	9%	13%	8%
2.0% to 2.49%	5%	-	6%	8%
2.5% to 4.9%	13%	18%	6%	17%
5.0% to 7.49%	21%	9%	25%	25%
7.5% to 9.9%	5%	18%	-	-
10% to 14.9%	8%	18%	6%	-
15% to 19.9%	5%	-	6%	8%
20% or more	33%	27%	38%	33%
Mean	15.33%	10.41%	19.72%	14%
Median	8%	9%	9.9%	7%

Base: Those whose salary decreased; 39 (total), 11 (IT professionals), 16 (data center), 12 (channel)

FIGURE 19

How satisfied are you with your current position?

NET Satisfaction

Legend	
■	Total
■	IT Professional
■	Data Center
■	Channel

- Total: 65%
- IT Professional: 67%
- Data Center: 58%
- Channel: 70%

Base: All respondents; 549 (total), 218 (IT professionals), 162 (data center), 169 (channel)

FIGURE 20

How likely are you to seek employment at another organization within the next 12 months?

Legend:
- Total
- IT Professional
- Data Center
- Channel

Highly unlikely: Total 25%, IT Professional 21%, Data Center 24%, Channel 32%
Unlikely: Total 18%, IT Professional 17%, Data Center 19%, Channel 18%
Uncertain: Total 26%, IT Professional 27%, Data Center 28%, Channel 24%
Likely: Total 16%, IT Professional 19%, Data Center 14%, Channel 14%
Highly likely: Total 15%, IT Professional 16%, Data Center 15%, Channel 12%
NET likely: Total 30%, IT Professional 35%, Data Center 29%, Channel 26%

Base: All respondents; 549 (total), 218 (IT professionals), 162 (data center), 169 (channel)

FIGURE 21

What best describes your feelings about your current position:
"I love my current job."

Legend:
- Total
- IT Professional
- Data Center
- Channel

Strongly disagree: Total 6%, IT Professional 5%, Data Center 6%, Channel 8%

Somewhat disagree: Total 9%, IT Professional 10%, Data Center 9%, Channel 7%

Neither agree nor disagree: Total 15%, IT Professional 20%, Data Center 13%, Channel 10%

Somewhat agree: Total 40%, IT Professional 43%, Data Center 39%, Channel 37%

Strongly agree: Total 30%, IT Professional 22%, Data Center 33%, Channel 38%

Base: All respondents; 540 (total), 217 (IT professionals), 160 (data center), 163 (channel)

FIGURE 22

What best describes your feelings about your current position: "What I do is very important to my employer's success."

Legend:
- Total
- IT Professional
- Data Center
- Channel

Strongly disagree
- 1%
- 2%
- 1%
- 1%

Somewhat disagree
- 3%
- 1%
- 3%
- 4%

Neither agree nor disagree
- 8%
- 7%
- 7%
- 9%

Somewhat agree
- 28%
- 33%
- 28%
- 23%

Strongly agree
- 60%
- 57%
- 60%
- 63%
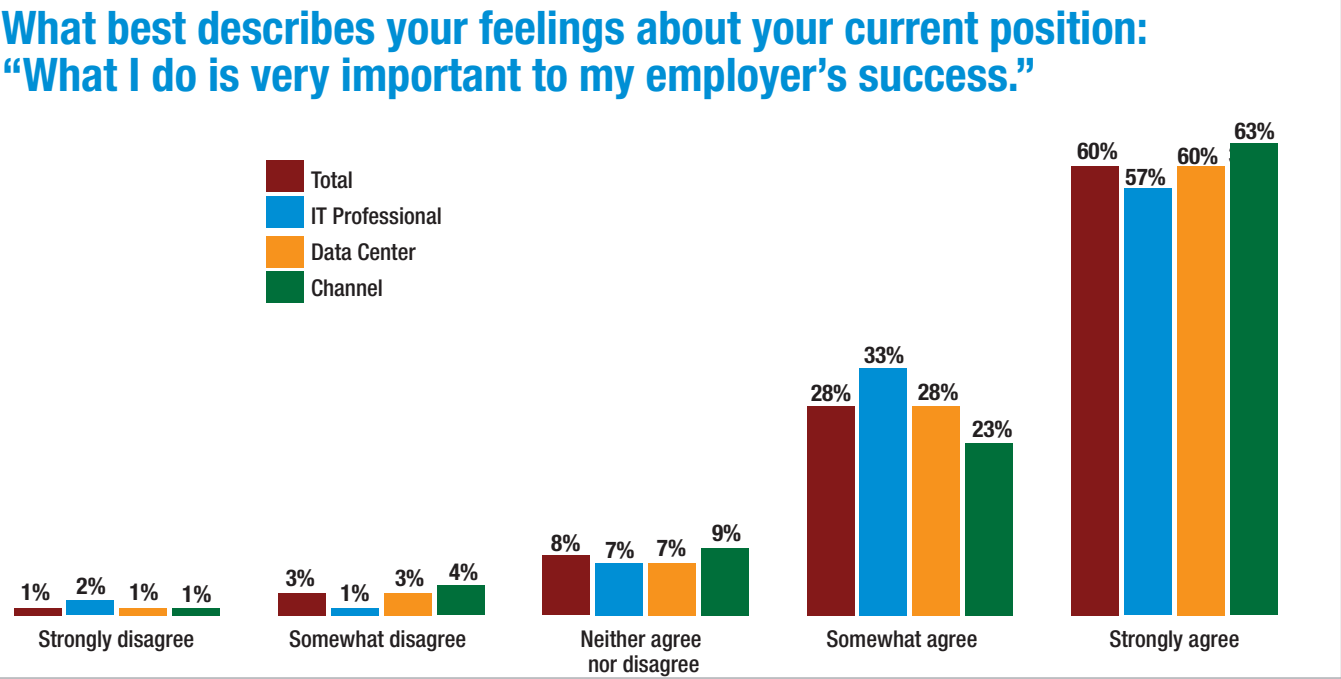
Base: All respondents; 531 (total), 215 (IT professionals), 155 (data center), 161 (channel)

FIGURE 23

What best describes your feelings about your current position: "I have all the tools I need to do a good job."

Legend:
- Total
- IT Professional
- Data Center
- Channel

Strongly disagree
- 4%
- 4%
- 4%
- 4%

Somewhat disagree
- 17%
- 17%
- 17%
- 16%

Neither agree nor disagree
- 18%
- 21%
- 17%
- 14%

Somewhat agree
- 42%
- 39%
- 45%
- 44%

Strongly agree
- 19%
- 19%
- 17%
- 22%
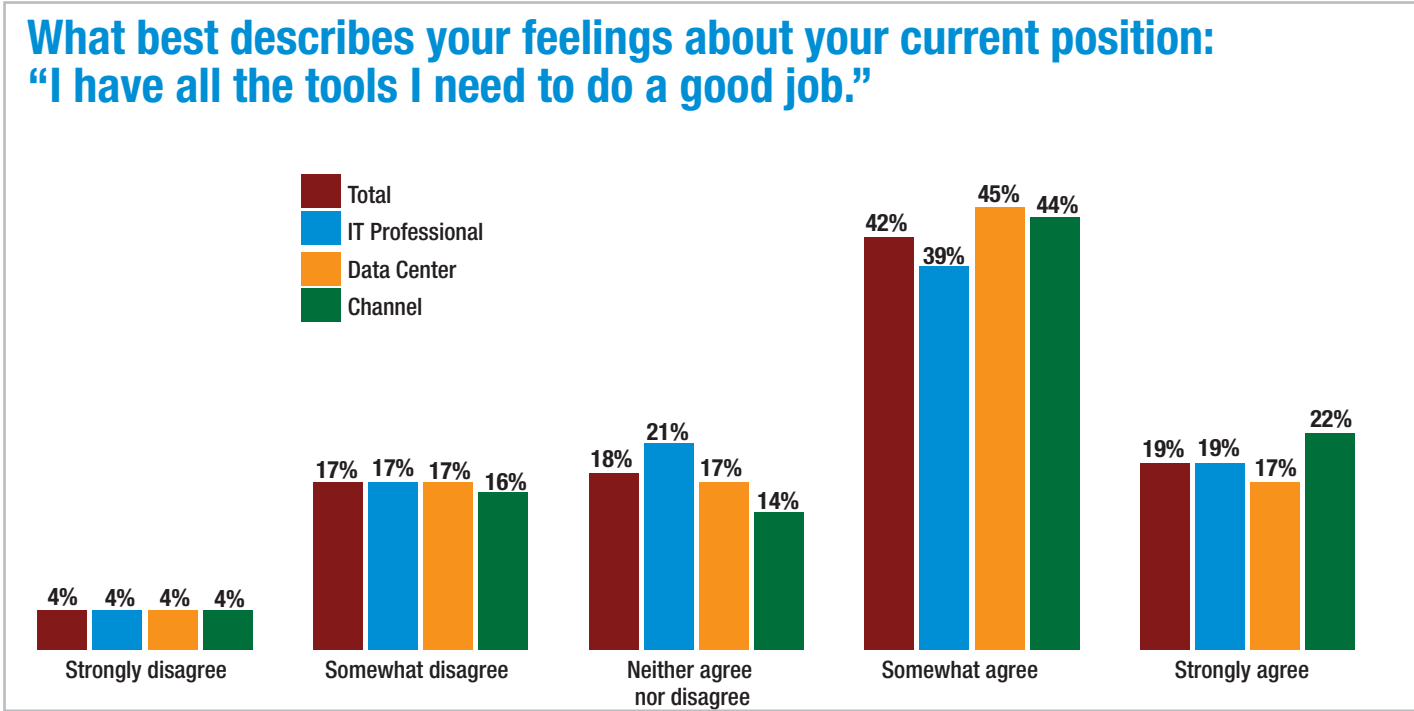
Base: All respondents; 532 (total), 214 (IT professionals), 157 (data center), 161 (channel)

FIGURE 24

What best describes your feelings about your current position: "I have all the training I need to do a good job."

Legend: Total, IT Professional, Data Center, Channel

Strongly disagree: 8%, 8%, 7%, 7%
Somewhat disagree: 18%, 19%, 21%, 14%
Neither agree nor disagree: 22%, 27%, 16%, 20%
Somewhat agree: 33%, 27%, 39%, 34%
Strongly agree: 20%, 19%, 17%, 24%
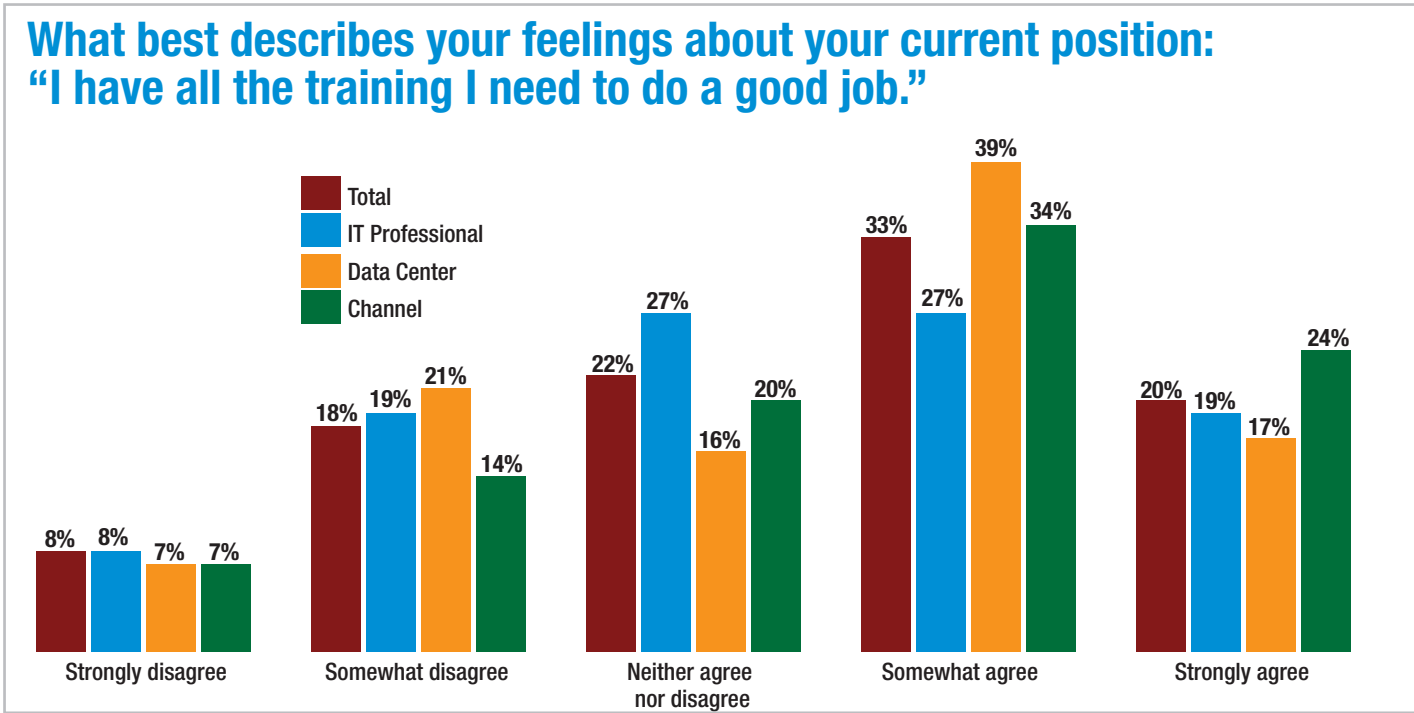
Base: All respondents; 531 (total), 214 (IT professionals), 156 (data center), 161 (channel)

FIGURE 25

What best describes your feelings about your current position: "I can get my work done in a normal 40 – 45 hour work week."

Legend:
- Total
- IT Professional
- Data Center
- Channel

Strongly disagree
- Total: 9%
- IT Professional: 10%
- Data Center: 6%
- Channel: 12%

Somewhat disagree
- Total: 18%
- IT Professional: 21%
- Data Center: 20%
- Channel: 13%

Neither agree nor disagree
- Total: 13%
- IT Professional: 14%
- Data Center: 15%
- Channel: 9%

Somewhat agree
- Total: 36%
- IT Professional: 30%
- Data Center: 40%
- Channel: 38%

Strongly agree
- Total: 24%
- IT Professional: 25%
- Data Center: 19%
- Channel: 28%

Base: All respondents; 533 (total), 214 (IT professionals), 157 (data center), 162 (channel)

FIGURE 26

What best describes your feelings about your current position: "If my child, niece or nephew asked, I'd recommend getting into IT."

Legend:
- Total
- IT Professional
- Data Center
- Channel

	Total	IT Professional	Data Center	Channel
Strongly disagree	4%	5%	4%	3%
Somewhat disagree	4%	3%	6%	4%
Neither agree nor disagree	15%	13%	16%	18%
Somewhat agree	34%	36%	38%	28%
Strongly agree	43%	43%	37%	48%
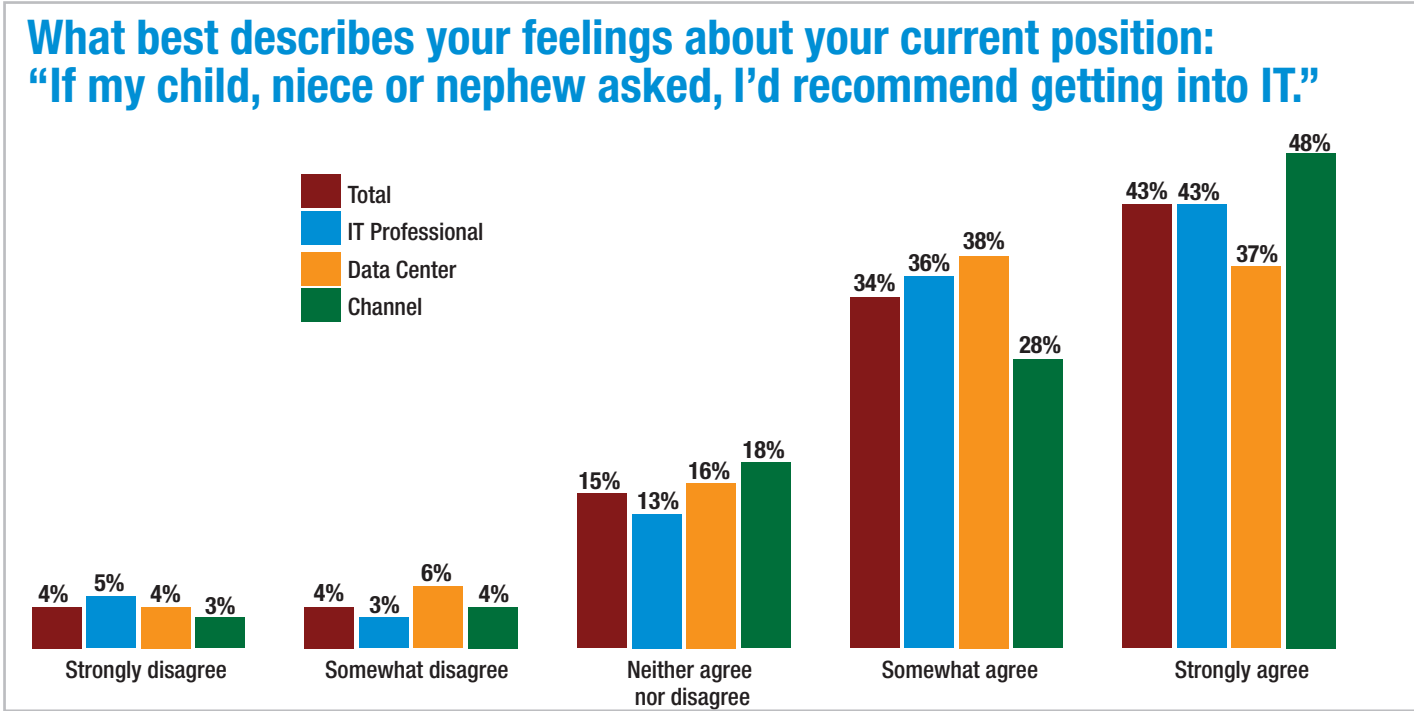
Base: All respondents; 533 (total), 215 (IT professionals), 158 (data center), 160 (channel)

FIGURE 27

Have you completed or renewed any certifications within the past 12 months?

Legend:
- Total
- IT Professional
- Data Center
- Channel

Yes, completed only: Total 14%, IT Professional 12%, Data Center 18%, Channel 14%

Yes, renewed only: Total 10%, IT Professional 6%, Data Center 10%, Channel 15%

Yes, renewed and completed: Total 11%, IT Professional 12%, Data Center 10%, Channel 9%

No: Total 65%, IT Professional 69%, Data Center 61%, Channel 62%
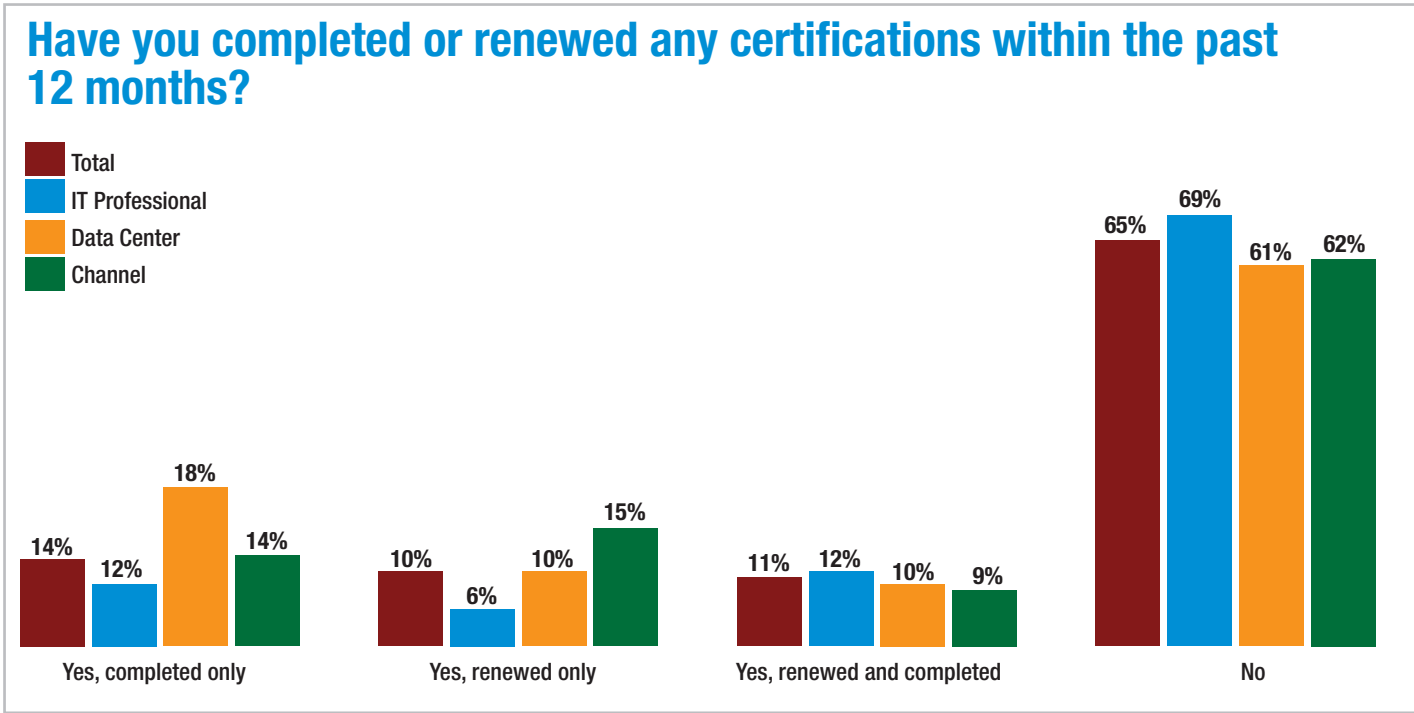
Base: All respondents; 546 (total), 217 (IT professionals), 162 (data center), 167 (channel)

FIGURE 28

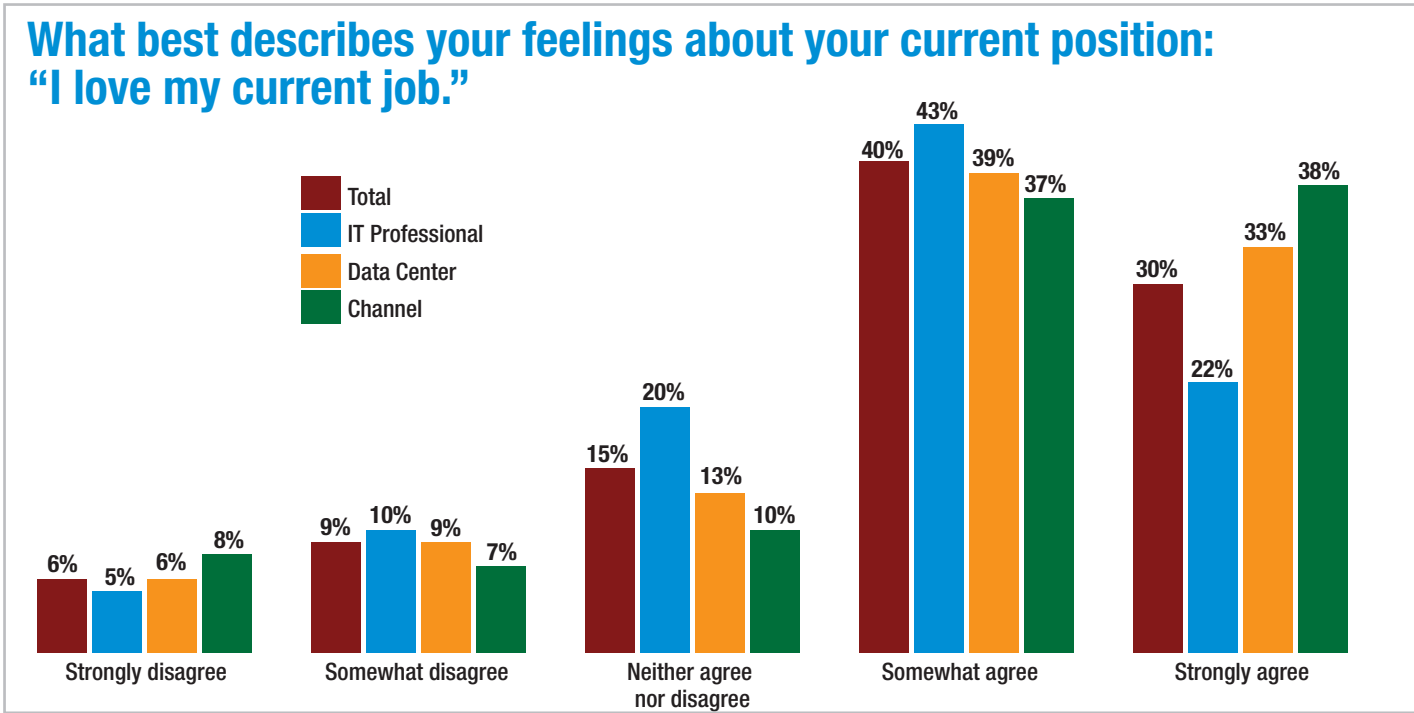## How have those certifications positively impacted effectiveness in your current role?

Legend:
- Total
- IT Professional
- Data Center
- Channel

No impact
- Total: 10%
- IT Professional: 13%
- Data Center: 5%
- Channel: 10%

Minimal impact
- Total: 23%
- IT Professional: 25%
- Data Center: 21%
- Channel: 23%

Moderate impact
- Total: 30%
- IT Professional: 27%
- Data Center: 34%
- Channel: 28%

Significant impact
- Total: 30%
- IT Professional: 27%
- Data Center: 34%
- Channel: 28%
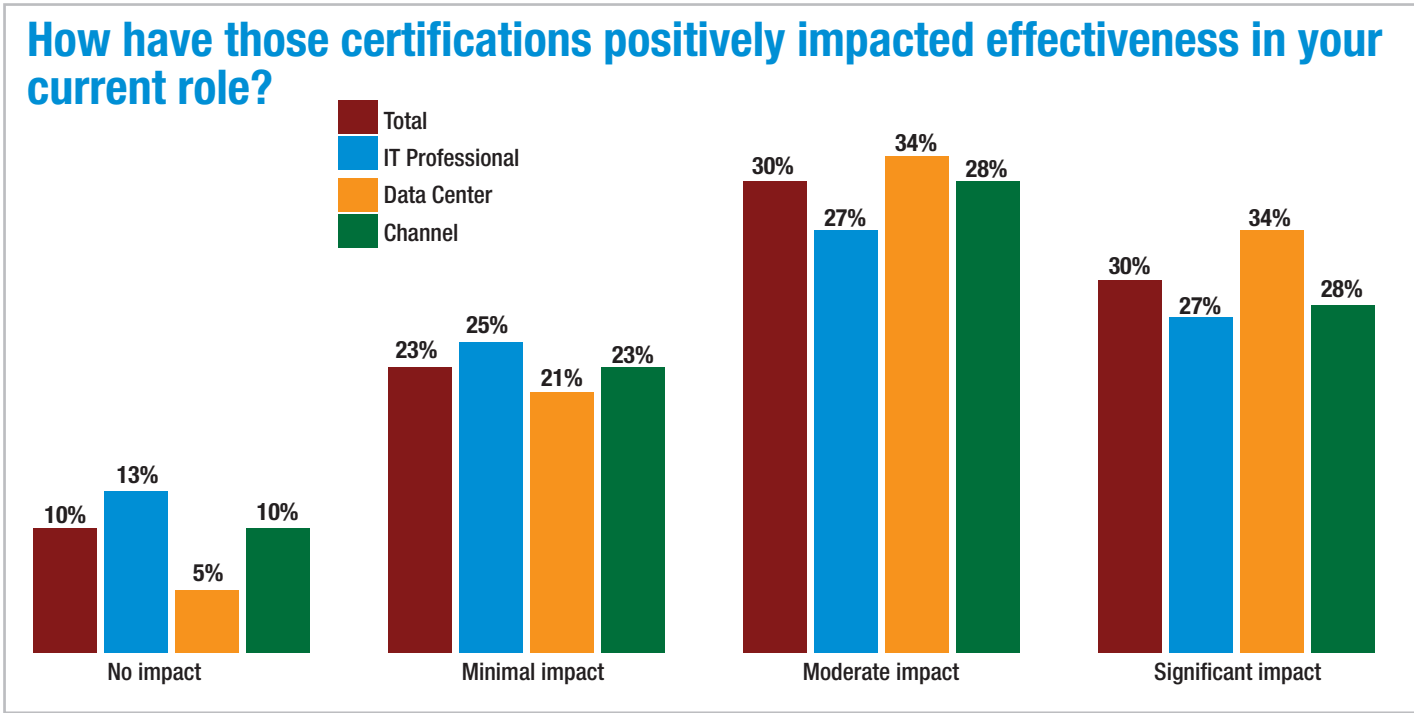
Base: Those who have completed or renewed certifications in the past 12 months; 189 (total), 67 (IT professionals), 62 (data center), 60 (channel)

FIGURE 29

How have those certifications positively impacted opportunity for advancement within your organization?

Legend:
- Total
- IT Professional
- Data Center
- Channel

No impact
- Total: 25%
- IT Professional: 34%
- Data Center: 19%
- Channel: 19%

Minimal impact
- Total: 30%
- IT Professional: 28%
- Data Center: 23%
- Channel: 41%

Moderate impact
- Total: 25%
- IT Professional: 18%
- Data Center: 40%
- Channel: 17%

Significant impact
- Total: 20%
- IT Professional: 19%
- Data Center: 18%
- Channel: 22%

Base: Those who have completed or renewed certifications in the past 12 months; 187 (total), 67 (IT professionals), 62 (data center), 58 (channel)

FIGURE 30

How have those certifications positively impacted the opportunity for advancement outside your organization?

- Total
- IT Professional
- Data Center
- Channel

	No impact	Minimal impact	Moderate impact	Significant impact
Total	14%	20%	40%	26%
IT Professional	19%	19%	33%	28%
Data Center	10%	17%	52%	22%
Channel	12%	24%	36%	29%

Base: Those who have completed or renewed certifications in the past 12 months; 186 (total), 67 (IT professionals), 60 (data center), 59 (channel)

FIGURE 31

What has deterred you from participating in certification-based training in the past 12 months?

Legend:
- Total
- IT Professional
- Data Center
- Channel

Category	Total	IT Professional	Data Center	Channel
Lack of training budget	31%	36%	34%	22%
No training is available that relates to my job role	10%	9%	10%	11%
Work demands do not permit time out of office	30%	34%	24%	30%
I'm unable to travel for training	7%	8%	10%	2%
My position does not require additional training	23%	15%	20%	38%
Our training plan does not include annual training	15%	17%	16%	11%
Management does not see a tangible benefit from training	15%	17%	16%	11%
Other	12%	14%	13%	8%

Base: Those who have not completed or renewed certifications in the past 12 months; 348 (total), 148 (IT professionals), 98 (data center), 102 (channel)
Percentages may reflect multiple answers
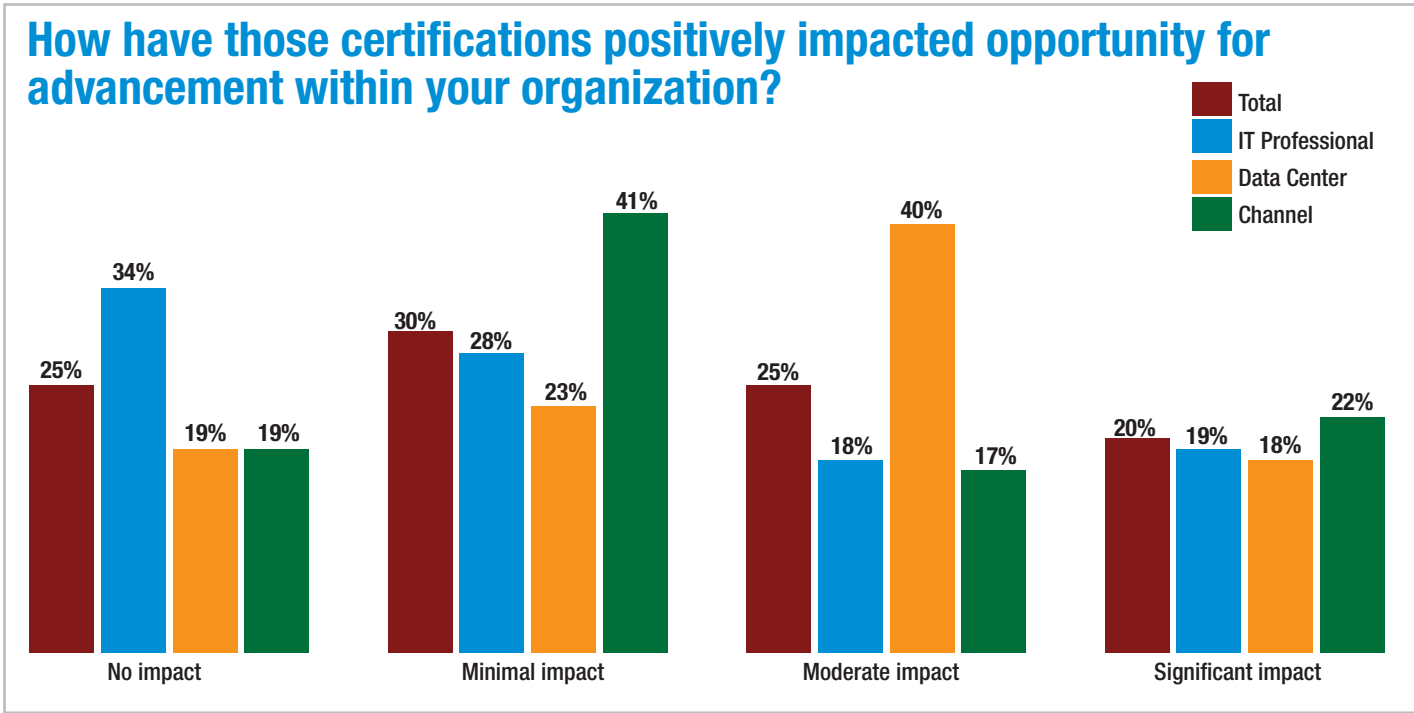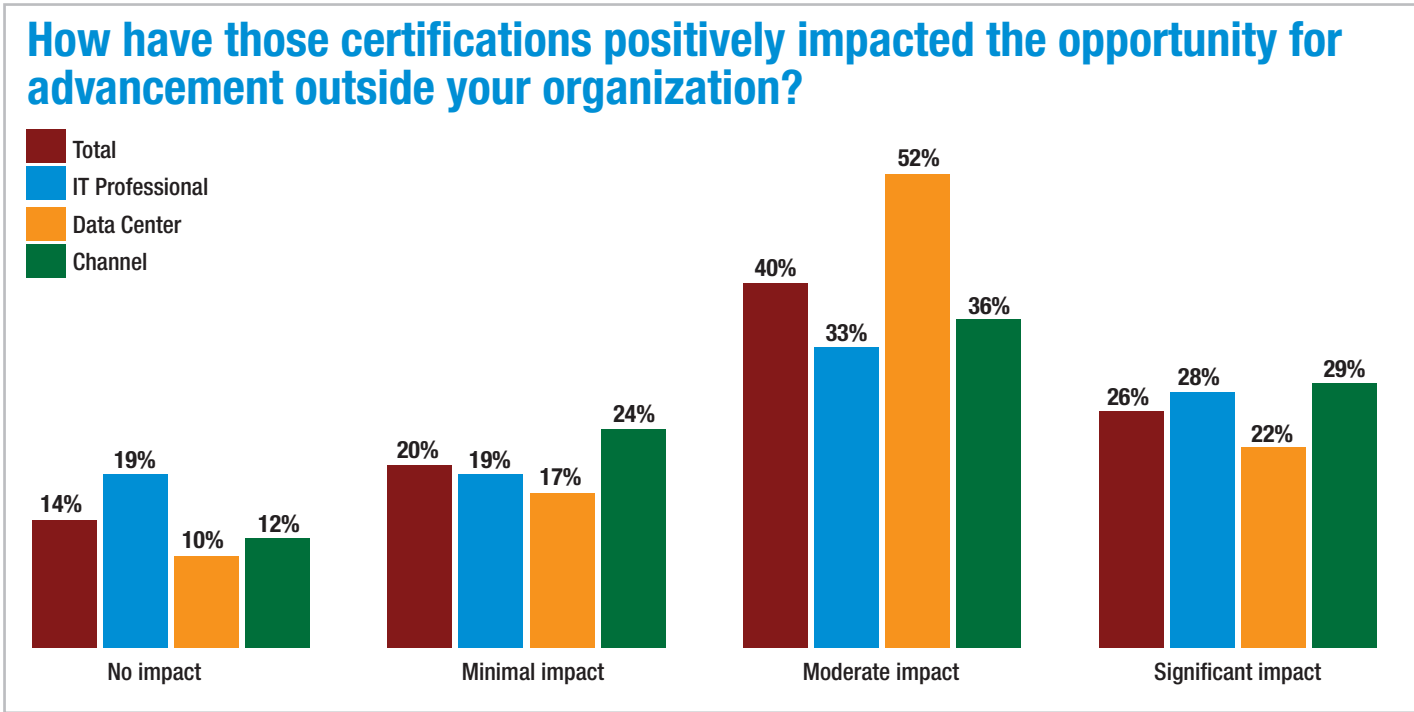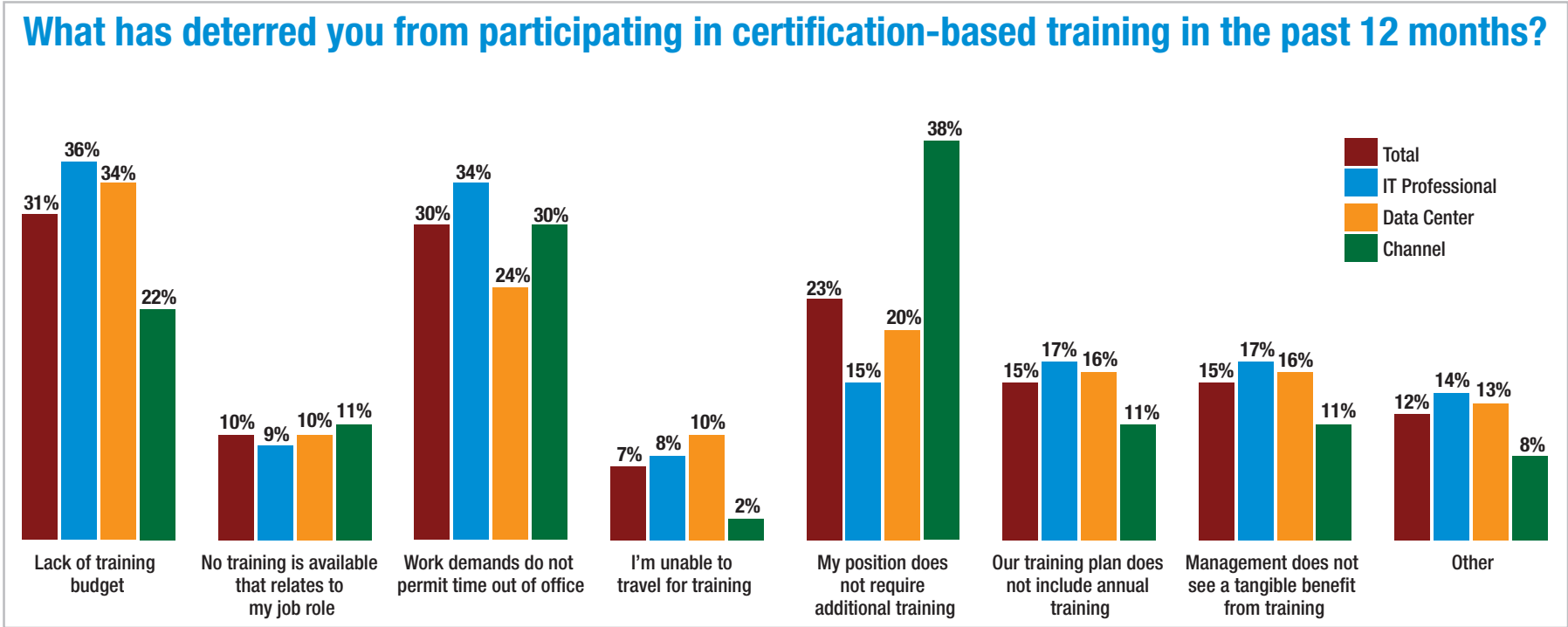
FIGURE 32

Which of the following areas have you sought to improve skills in (via training or otherwise) within the past 12 months?

	Total	IT Professional	Data Center	Channel
Security	21%	27%	12%	22%
Cloud	18%	19%	19%	17%
Leadership and professional skills	18%	18%	11%	23%
Project management	12%	9%	12%	14%
Network management	11%	14%	6%	12%
IT management, general	11%	11%	12%	10%
Business intelligence/data science	8%	8%	9%	8%
Machine learning	7%	7%	10%	6%
DevOps/software development	7%	10%	7%	4%
Artificial intelligence	7%	5%	7%	10%
Applications management	7%	7%	4%	10%
Operating systems, Windows	7%	9%	4%	7%
Systems management	6%	10%	5%	4%
Operating systems, other	6%	6%	6%	5%
Compliance/privacy	6%	7%	4%	5%
General data center	5%	2%	14%	1%
General business (finance, strategy, HR, diversity, etc.)	5%	3%	6%	7%
Databases	5%	9%	4%	-
Disaster recovery	5%	6%	4%	4%
IoT	5%	2%	7%	6%
Storage	4%	5%	6%	2%
Blockchain	4%	4%	4%	5%
Business process improvement (Six Sigma, etc.)	4%	4%	4%	5%
Product management	4%	2%	2%	9%
Hyperconvergence	4%	3%	6%	3%
ITIL	4%	4%	2%	5%
Containers	3%	5%	1%	2%
Collaboration	3%	3%	2%	4%
Engineering, hardware	3%	1%	4%	4%
Facility management (AC, electrical, fire suppression)	3%	0%	6%	2%
Energy efficiency or related facilities	2%	0%	7%	1%
Telecom	2%	2%	1%	4%
Augmented reality/virtual reality	2%	3%	2%	1%
Desktop/mobile	2%	2%	1%	2%
Help desk	1%	2%	2%	1%
Edge computing	1%	0%	4%	-
Other	3%	2%	4%	4%
None	6%	6%	6%	7%

Base: All respondents; 543 (total), 215 (IT professionals), 162 (data center), 166 (channel)
Percentages may reflect multiple answers

FIGURE 33

Which of the following areas occupy most of your time?

	Total	IT Professional	Data Center	Channel
IT management, general	24%	29%	16%	24%
Project management	21%	19%	21%	22%
Network management	16%	18%	13%	14%
Systems management	15%	25%	10%	8%
Security	13%	18%	6%	14%
Leadership and professional skills	12%	7%	12%	19%
Operating systems, Windows	12%	17%	12%	5%
Applications management	11%	14%	7%	11%
Cloud	10%	9%	10%	13%
Help desk	9%	13%	5%	9%
Databases	9%	13%	9%	4%
General data center	8%	5%	20%	2%
DevOps/software development	8%	11%	9%	3%
General business (finance, strategy, HR, diversity, etc.)	7%	4%	10%	9%
Operating systems, other	6%	5%	7%	7%
Collaboration	5%	3%	2%	10%
Business intelligence/data science	4%	6%	3%	4%
Business process improvement (Six Sigma, etc.)	4%	3%	6%	5%
Engineering, hardware	4%	3%	8%	3%
Telecom	4%	1%	3%	10%
Desktop/mobile	4%	5%	2%	5%
Product management	4%	2%	3%	8%
Disaster recovery	4%	4%	4%	4%
Storage	3%	3%	6%	1%
Compliance/privacy	3%	4%	4%	2%
Facility management (AC, electrical, fire suppression)	3%	0%	6%	2%
Energy efficiency or related facilities	3%	0%	7%	1%
Machine learning	2%	1%	3%	2%
ITIL	2%	1%	1%	4%
Artificial intelligence	2%	1%	2%	2%
Hyperconvergence	1%	1%	2%	1%
IoT	1%	0%	2%	1%
Blockchain	1%	0%	2%	1%
Edge computing	1%	0%	1%	1%
Containers	1%	0%	1%	-
Augmented reality/virtual reality	0%	-	-	1%
Other	7%	4%	6%	12%
None	1%	-	2%	2%

Base: All respondents; 548 (total), 218 (IT professionals), 162 (data center), 168 (channel)
Percentages may reflect multiple answers

FIGURE 34

What is your gender?

Legend:
- Total
- IT Professional
- Data Center
- Channel

Male
- 86%
- 85%
- 90%
- 83%

Female
- 14%
- 15%
- 10%
- 17%
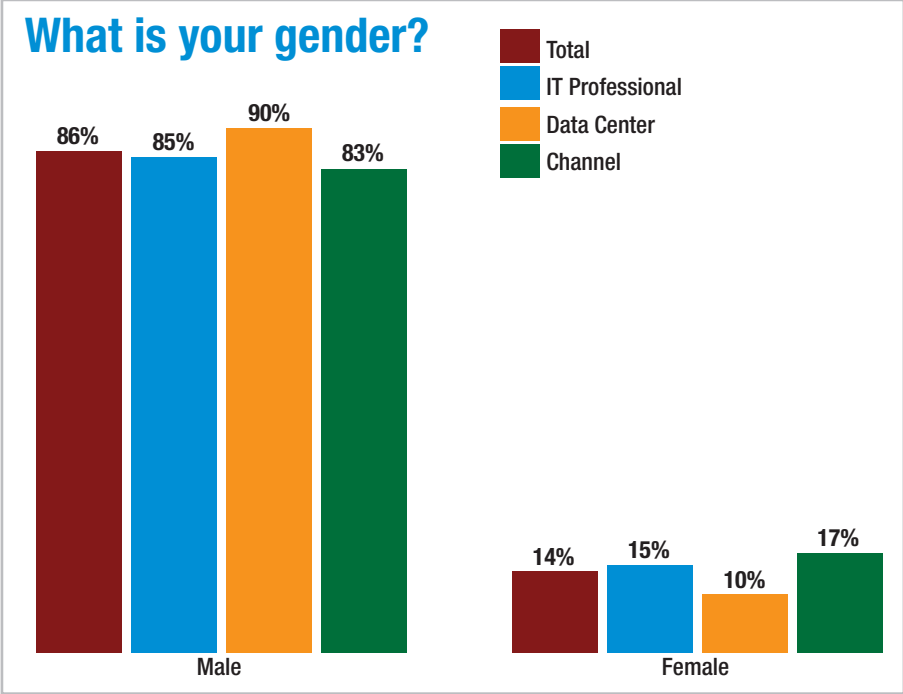
Base: All respondents; 622 (total), 235 (IT professionals), 195 (data center), 192 (channel)

FIGURE 35

What is your age?

- Total
- IT Professional
- Data Center
- Channel

18-24
- Total: 1%
- IT Professional: 1%
- Data Center: 2%
- Channel: 1%

25-34
- Total: 11%
- IT Professional: 12%
- Data Center: 9%
- Channel: 12%

35-44
- Total: 22%
- IT Professional: 22%
- Data Center: 21%
- Channel: 24%

45-54
- Total: 31%
- IT Professional: 32%
- Data Center: 27%
- Channel: 33%

55-64
- Total: 12%
- IT Professional: 8%
- Data Center: 14%
- Channel: 14%

65 or older
- Total: 11%
- IT Professional: 15%
- Data Center: 17%
- Channel: 16%

Base: All respondents; 633 (total), 235 (IT professionals), 202 (data center), 196 (channel)

FIGURE 36

What is the highest level of education you have completed?

Legend:
- Total
- IT Professional
- Data Center
- Channel

Category	Total	IT Professional	Data Center	Channel
No degree/diploma	2%	1%	3%	2%
High School Degree or Equivalent	7%	8%	9%	4%
Some College (including Associates Degree)	24%	21%	24%	26%
College Graduate (4-year Degree)	41%	46%	35%	42%
Post Graduate Degree (Master's Degree)	23%	21%	23%	24%
Doctorate (Ph.D., J.D. or equivalent)	3%	3%	5%	3%
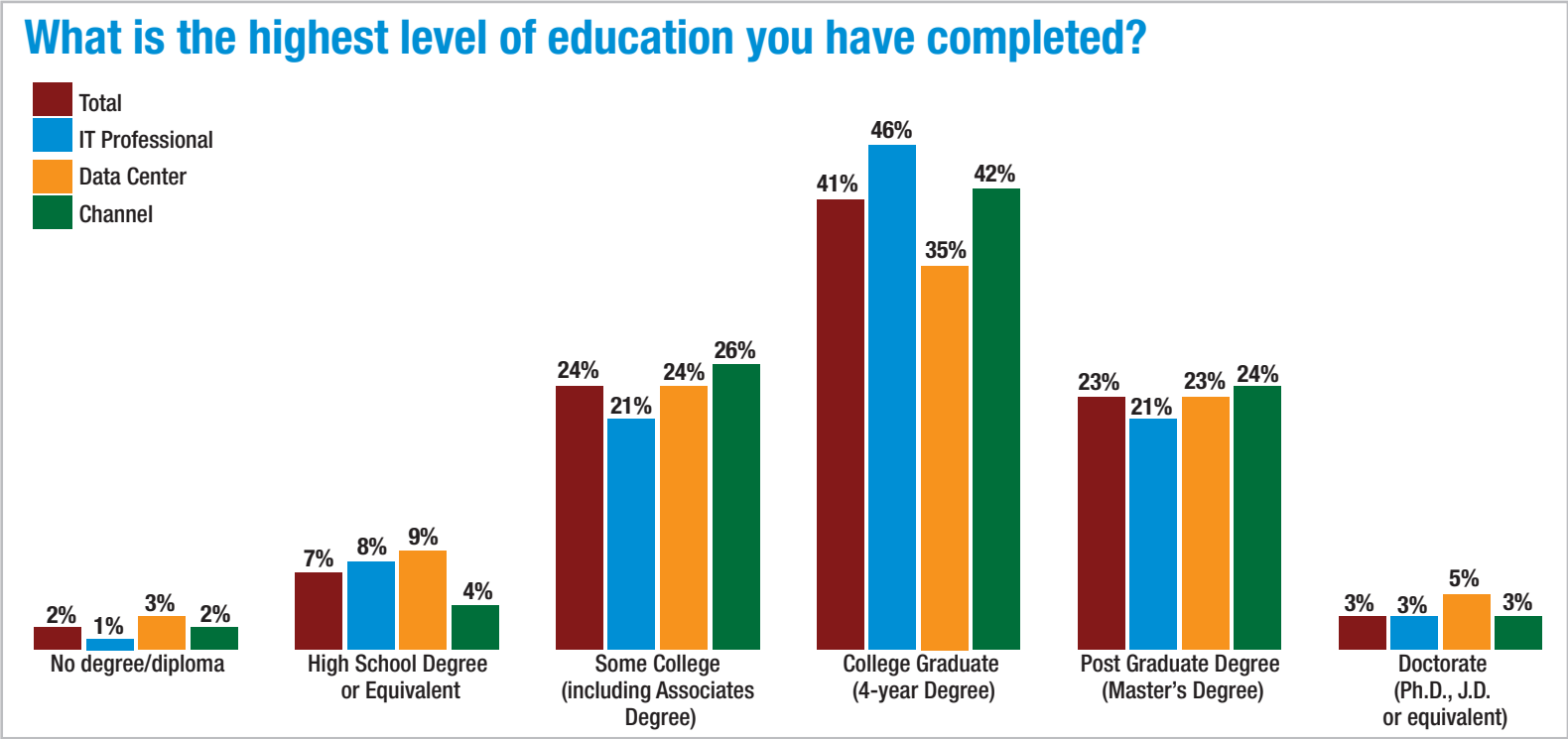
Base: All respondents; 637 (total), 238 (IT professionals), 203 (data center), 196 (channel)

FIGURE 37

How many people are employed by your organization (at all locations)?

Legend:
- Total
- IT Professional
- Data Center
- Channel

Fewer than 50
- Total: 24%
- IT Professional: 18%
- Data Center: 22%
- Channel: 33%

50-99
- Total: 9%
- IT Professional: 10%
- Data Center: 8%
- Channel: 10%

100-499
- Total: 21%
- IT Professional: 24%
- Data Center: 19%
- Channel: 20%

500-999
- Total: 7%
- IT Professional: 10%
- Data Center: 6%
- Channel: 5%

1,000-4,999
- Total: 15%
- IT Professional: 13%
- Data Center: 15%
- Channel: 17%

5,000 or more
- Total: 23%
- IT Professional: 25%
- Data Center: 30%
- Channel: 15%

Base: All respondents; 549 (total), 219 (IT professionals), 162 (data center), 168 (channel)

FIGURE 38

Channel Pros Current Role

CXO/President/Owner/General Manager	11%
EVP/SVP/VP	2%
Director	6%
Manager	5%
Business Analyst/Business Intelligence	-
Project Manager/Analyst	2%
Other Business Management	-
CMO/SVP/VP/Director/Manager Marketing	7%
Business Development Management	4%
Sales/Account Management	9%
CIO/CISO/CSO/CDO	2%
EVP/SVP/VP	1%
IT Director	5%
IT Manager	11%
IT Operations	4%
Data Center Operations	-
IT Infrastructure	2%
Data Center Infrastructure	1%
DevOps/Development/Applications	-
Solutions/Technology Architect	3%
Engineering	3%
Consultant	2%
Other Technical Management	2%
Business/Corporate Staff	1%
Sales and Marketing Staff	5%
Technical Staff	8%
Other	4%
CTO	2%

Base: 169 channel professionals

FIGURE 39

IT Pros Current Role

Applications management	5%
Business intelligence/data science	3%
Cloud	0%
Compliance/privacy	1%
Database	5%
Data center infrastructure	3%
Data center operations	1%
Desktop/mobile	1%
DevOps/software development	9%
Engineering, hardware	3%
Help desk	4%
IT management, general	33%
Network management	5%
Product management	2%
Project management	2%
Security	5%
Storage	-
Systems management	10%
Telecom	0%
Non-IT marketing technology	1%
Non-IT line-of-business technology	0%
Line of business, Other	1%
Other	5%

Base: 219 IT professionals