

UBTech²⁰¹⁶

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UBTech Attendees Spend More than \$1.5 Billion Annually on Technology

UBTech Attendee Spending by Technology Category

I found products at UBTech that were of extreme interest to me and my university, and was able to gain information that has influenced my buying decision.

—James Buyea, CIO, SUNY Jefferson

	% of Attendees with 2016-17 Expenditures	Average Expenditure Per Institution	Total Spend by UBTech Attendees (in millions)
Admissions, recruitment & retention solutions	95.0	\$104,579	\$32.8M
AV systems and equipment/automation and control solutions	100.0	\$409,714	\$135.2M
Campus cards/campus stores/eCommerce/tuition payment	89.5	\$147,853	\$43.7M
Classroom technologies/active learning spaces/learning environments/assistive learning technologies	98.1	\$408,394	\$132.2M
Cloud computing/storage solutions	90.0	\$300,083	\$89.1M
Digital signage/digital displays	90.2	\$65,216	\$19.4M
Furniture/furnishings/equipment/cabling	96.2	\$327,720	\$104M
IT solutions, services, and planning	94.7	\$293,722	\$91.8M
Laptops/desktops/computing hardware	100.0	\$285,177	\$94.1M
Learning management systems	95.2	\$287,350	\$90.3M
Lecture capture/class capture/collaboration & interaction tools	88.9	\$136,953	\$40.2M
LMS/distance learning/online learning	100.0	\$301,155	\$99.4M
Media centers/libraries/digital commons	100.0	\$174,375	\$57.5M
Network management, products & technologies	95.5	\$522,619	\$164.7M
Projectors & presentation products	95.5	\$129,083	\$40.7M
Print management/printers/3D printers/copiers/document solutions/scanners	94.4	\$51,618	\$16.1M
Security/cyber security/data security/privacy solutions	100.0	\$125,471	\$41.4M
SIS/student lifecycle management/CRM/analytics/assessment	86.7	\$921,577	\$263.7M

Source: UBTech: 2015 Survey of Buying Power; Martin Akel & Associates

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