



# **Survey Results: Business Trends in IT Hire**



# Contents

Introduction .....Page 2

About the Respondents .....Page 3

Benefits of Renting .....Page 3

Most Popular Items Hired .....Page 4

Which Events do Businesses Rent Equipment for? .....Page 5

How Often is Equipment Hired? .....Page 6

How Long is Equipment Borrowed for? .....Page 6

Number of Items Hired .....Page 7

The Value of Rented Equipment.....Page 7

Business Perceptions of Renting .....Page 8

Key Takeaways .....Page 8

Contact Us.....Page 9



## Introduction

This survey, conducted by Hire Intelligence, was conducted to analyse businesses' experiences, opinions and habits regarding the rental of IT, AV and electronic equipment.

Areas covered include the benefits and purpose of renting, which IT items are most popular, the value of equipment hired by businesses and much more. The survey was published between December 2014 and January 2015.

*Please credit Hire Intelligence - [www.hire-intelligence.co.uk](http://www.hire-intelligence.co.uk) - if you publish material contained within this document on your blog or website.*



## About the Respondents

- 57% of the respondents were male, 43% were female.
- 25-33 year olds provided the most responses (31.1%) while those aged 66+ provided the fewest (1.6%).
- The most common industries that respondents work in include:
  - Healthcare (11.2%)
  - Government (9.5%)
  - Consultancy (8.6%)
  - Retail (7.8%)
  - Marketing (6.9%)
  - Entertainment/Leisure (5.2%)
- Industries that featured in the 'Other' category include construction, education, sales and linguistics.

## Benefits of Renting

Respondents who rent equipment state that the following benefits (in order of priority) are enjoyed by businesses that hire IT, AV and electronic equipment:

- To save money and reduce expenditure (26.3%)
- To avoid IT maintenance and technical issues (21.1%)
- To borrow equipment on a short-term basis (21.1%)
- To hire equipment solely when it's needed (18.4%)
- To use the latest up-to-date technology (13.2%)

The results highlight that saving money and reducing expenditure is the number one priority for businesses that rent IT equipment. This implies that they are ultimately looking to be more efficient with their finances.



Businesses can hire equipment when it suits their individual needs. Renting means businesses don't have to pay out for multiple IT devices in one go, nor do they have to worry about equipment breaking or technical issues arising, since they don't own the items.

Buying equipment outright has a number of additional costs associated with it, such as servicing, warehousing and stocktaking.

All of the above responses – with the exception of using up-to-date technology – imply that reducing costs is one of the main factors that businesses take into account when deciding whether or not to rent.

## Most Popular Items Hired

Respondents were asked to select the top three most popular items they rent\*.

The most common responses are as follows:

- Desktop PCs (42.1%)
- Laptop PCs (31.6%)
- iPads (28.9%)
- Plasma/LED screens (21.1%)
- iPhones (15.8%)
- Projectors (15.8%)
- Servers (15.8%)
- Photocopiers (15.8%)
- Apple Macs (13.2%)
- Printers (13.2%)
- Interactive boards (10.5%)
- Projector screens (10.5%)
- PA sound systems (10.5%)
- Tablets (7.9%)
- Scanners (5.3%)
- Camcorders (2.6%)
- Touch screens (2.6%)

*\* Please note that respondents were able to select multiple options, meaning that the data count is over 100%.*



The data above shows the extensive range of products that businesses are able to hire.

Interestingly, desktop PCs are top of the list by a significant percentage. As many businesses require this piece of office equipment within the workplace, this could be one of the reasons for their dominant popularity.

All of the above IT and AV items, regardless of their popularity, can be used for a range of business scenarios.

## Which Events do Businesses Rent Equipment for?

Businesses stated that they rent IT, AV and electronic equipment for a number of scenarios, such as\*:

- Conferences (34.2%)
- In-house training (34.2%)
- Internal projects (34.2%)
- Exhibitions (26.3%)
- Trade shows (26.3%)
- Staff presentations (21.1%)
- Disaster recovery (10.5%)
- Moving offices (5.3%)
- Networking (2.6%)

*\* Please note that respondents were able to select multiple options, meaning that the data count is over 100%.*

The data above reveals that a business can hire IT equipment for both internal events, such as training, as well as external scenarios, including trade shows, exhibitions and conferences.

This ultimately means that hiring is flexible, as items can be rented on a short-term or long-term basis, depending on the upcoming events that businesses need equipment for and their individual requirements.



## How Often is Equipment Hired?

When asked how often businesses hire IT equipment, the following responses were provided:

- Once a year (9.6%)
- Once or a few times a month (9.6%)
- Once every two or three months (8.8%)
- Once a quarter (8.8%)
- Once every six months (5.3%)

Monthly and yearly rentals are the preferred options, which indicate that one-off hires are equally as efficient as consistent rentals.

There are no restrictions when renting, as single items can be hired for a short-term event, or alternatively multiple devices can be hired for longer, ongoing scenarios.

## How Long is Equipment Borrowed for?

On average businesses rent equipment for a period of:

- A week (23.1%)
- A year (17.9%)
- A month (15.4%)
- One or a few days (15.4%)
- Two to three weeks (10.3%)
- Two to three months (7.7%)
- Six months (7.7%)
- A third of a year (2.6%)

Interestingly, the statistics show that whilst businesses favour hiring on both a monthly or yearly basis, the majority borrow equipment for a week or a whole year too.

Again, this indicates that businesses require IT equipment for both short- and long-term scenarios.



## Number of Items Hired

Businesses hire both single and multiple devices. The statistics below reflect how many items of equipment companies hire over the course of a year:

- 1-3 items (42.1%)
- 4-6 items (18.4%)
- 10-12 items (18.4%)
- 7-9 items (15.8%)
- 13-15 items (2.6%)
- 19+ items (2.6%)

Whilst 1-3 items is the most common response, the percentage is lower for all other categories, in particular for the hire of more than 13 items per year.

The data reflects that hiring equipment can be tailored to business needs. For example, some companies may only need a few devices over the course of a year, whilst others may require multiple devices for a number of events.

The higher figures are likely to reflect the needs of larger organisations or businesses which rely heavily on technology.

## The Value of Rented Equipment

The overall value of equipment that respondents rent per year equates to\*:

- £501-£1,000 (15.8%)
- £1,501-£2,000 (15.8%)
- £1-£500 (13.2%)
- £2,001-£2,500 (13.2%)
- £1,101-£1,500 (7.9%)
- £5,001 plus (7.9%)
- £2,501-£3,000 (2.6%)
- £3,001-£3,500 (2.6%)
- £3,501-£4,000 (2.6%)

*\*This question relates to the price of equipment combined, as opposed to the costs to actually hire items.*

15.8% of respondents rent equipment worth £501-£1,000. The same percentage also stated that they rent equipment worth £1,501-£2,000.





The percentage decreases significantly from £2,501-£4,000, but increases again thereafter, with 7.9% of businesses stating that they rent equipment worth £5,001 plus.

This suggests that over the course of a year, businesses either hire a small number of IT and AV items (those within the £501-£2,000 bracket) or multiple items (those spending £5,001 plus).

These figures are likely to correlate with the size of businesses and the higher figure (£5,001 plus) represents companies with greater technological demands.

## Business Perceptions of Renting

The majority of respondents (81.1%) think the cost of hiring IT and AV equipment represents good value.

This highlights that a broad majority of businesses view renting as a sufficient, cost-effective, and sustainable option, which is capable of meeting their demands.

## Key Takeaways

After conducting this research, Hire Intelligence has put together the following key statistics and takeaways:

- Saving money and reducing expenditure (26.3%), avoiding IT maintenance or technical issues (21.1%) and borrowing equipment on a short-term basis (21.1%) are the primary benefits of hiring IT, AV and electronic equipment. Since buying outright costs more initially, businesses can save money, avoid technical issues and hire equipment when they need it, which makes renting a cost-effective, feasible and sufficient option.
- A vast range of IT and AV devices are available for businesses to hire and the most common rented items include desktop PCs (42.1%), laptop PCs (31.6%), iPads (28.9%) and plasma/LED screens (21.1%). These devices, amongst other rented items, can be used for a wide and varied range of business events and scenarios.



- Businesses rent IT and AV equipment for a number of internal and external scenarios, the most popular stated as conferences (34.2%), in-house training (34.2%), internal projects (34.2%), exhibitions (26.3%) and trade shows (26.3%). This highlights that renting is a flexible option for both short and long-term events, depending on the individual needs of businesses.
- Businesses favour renting on a yearly (9.6%) or monthly (9.6%) basis, which indicates that one-off and regular rentals are equally as efficient.
- On average, businesses borrow equipment for a period of one week (23.1%) or one year (17.9%). Year-long rentals highlight that renting can be a long-term and cost-efficient solution compared to buying equipment outright. Week-long rentals imply that companies also rent for short-term and last-minute upcoming events, as and when items are needed.
- 42.1% of companies rent 1-3 items of IT, AV and electronic equipment over the course of a year, whilst 2.6% rent 19 items or more. This shows that renting is an efficient solution for companies with both low and high technological demands and that the majority of businesses prefer to rent only a few select items throughout the year.
- 15.8% of companies rent equipment worth £501-£1,000 over the course of a year. The same percentage rent equipment worth £1,501-£2,000, whilst 7.9% hire items worth £5,001 plus or more. These figures are likely to correlate with the size of businesses and show that companies are hiring both single and multiple devices, depending on their technological demands.
- A large percentage of businesses (81.1%) think the cost of renting represents good value, highlighting that the majority view renting as a cost-efficient solution compared to buying equipment outright.

## Contact Us

If you would like a media statement, quote, or further information regarding this survey and the data collected, please [contact Hire Intelligence](#).

[www.hire-intelligence.co.uk](http://www.hire-intelligence.co.uk)