The Top IT and AV Rental Trends in Australia: Survey Results

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Introduction

Customers are our main priority here at Hire Intelligence. With that in mind, we conducted a survey to identify the top IT and AV trends in Australia.The aim was to analyse business habits and opinions when it came to renting IT and AV equipment.

We uncovered some interesting statistics,including the average amount of IT and AV equipment that businesses hire and the most common hire period.Read on to find out more insightful facts that Hire Intelligence has discovered about the industry.

Please credit Hire Intelligence – http://www.hire-intelligence.com.au/ – if you wish to publish the results included within this report.

The survey was conducted between November and December 2015.

About Our Respondents

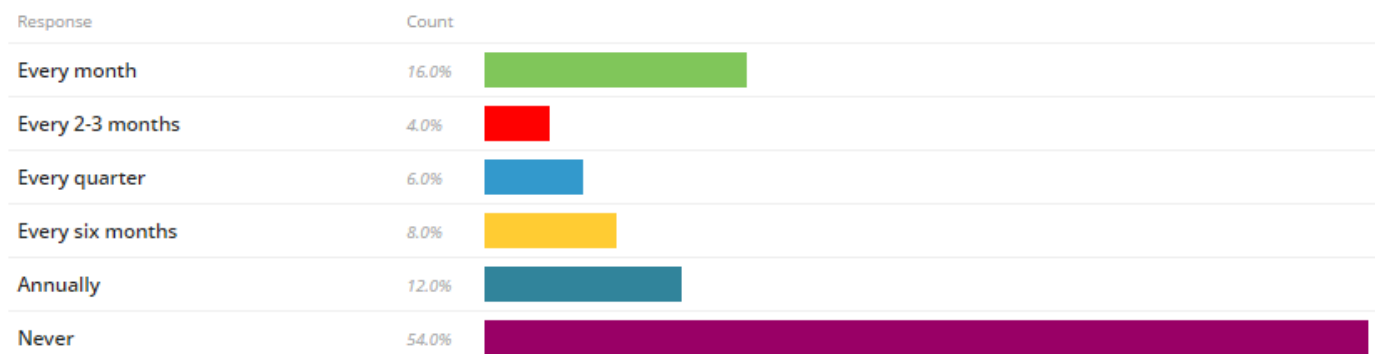- 50.08% of our respondents were male; 49.2% were female.

- The majority of our respondents were aged between 25 and 33 (25.4%).

- The most common industries that the respondents worked in included:
- Retail (15.2%)
- IT (13.6%)
- Financial services (5.6%)
- Healthcare (5.6%)
- Government (4.8%)
- Entertainment/leisure (4.0%)

- Industries featured in the 'Other' category include construction, education and sales.

Hire Frequency and Length

When we asked how often businesses hire their IT and AV equipment, we gained the following responses:
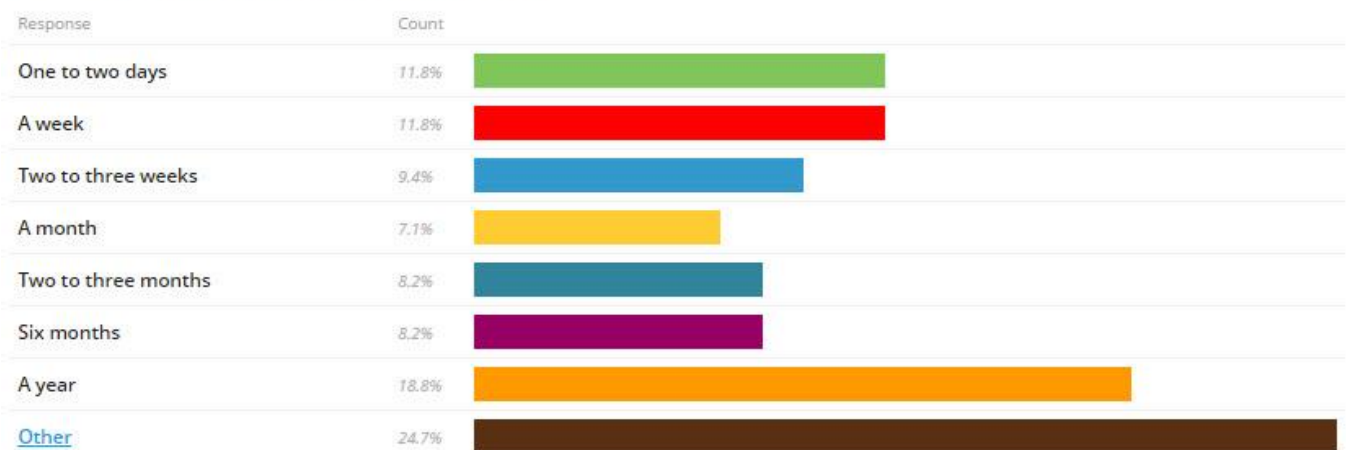
How often do you hire IT and AV equipment for your business?

Response	Count	
Every month	16.0%	
Every 2-3 months	4.0%	
Every quarter	6.0%	
Every six months	8.0%	
Annually	12.0%	
Never	54.0%	

For those that stated that they hire IT and AV equipment on a regular basis, the most popular hire frequency was every month (16%), followed by annually (12%).

We then asked what the average hire period length is at these businesses.

How long do you normally hire IT and AV equipment for?

Response	Count	
One to two days	11.8%	
A week	11.8%	
Two to three weeks	9.4%	
A month	7.1%	
Two to three months	8.2%	
Six months	8.2%	
A year	18.8%	
Other	24.7%	

The majority of businesses hire their IT and AV equipment for a year (18.8%). Those who selected the 'Other' option stated that the hire period depends on the purpose of the equipment and the project involved in addition to the procedural and lifecycle requirements.
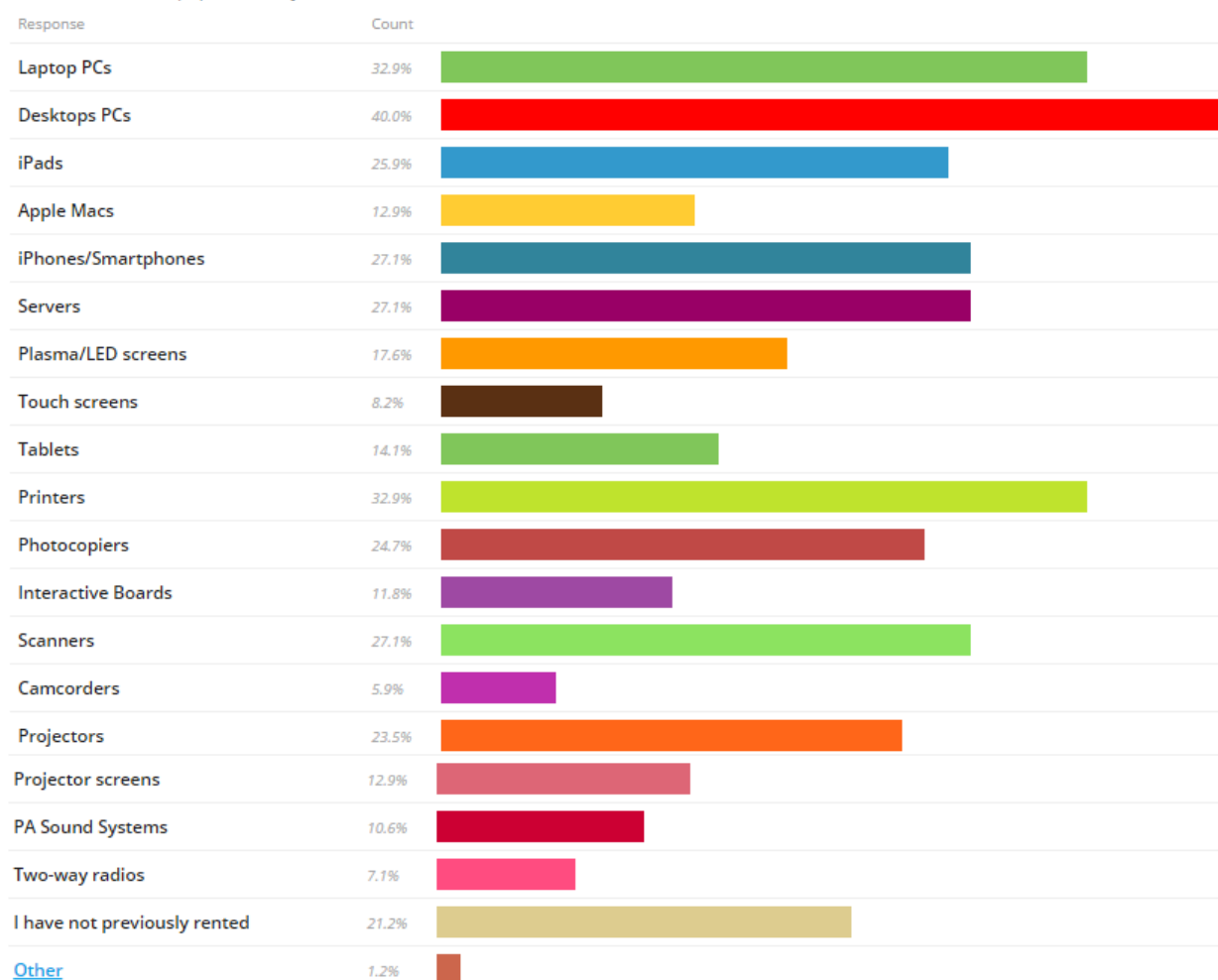
Most Popular Hire Equipment

Respondents were asked to select the top three pieces of IT and AV equipment that they hire. The results show that the most popular pieces of IT equipment are:*

- Desktops PCs (40%)

- Laptop PCS (32.9%)

- Printers (32.9%)

Which IT and AV equipment do you hire? (Select all relevant answers)

| Response	Count	
Laptop PCs	32.9%	
Desktops PCs	40.0%	
iPads	25.9%	
Apple Macs	12.9%	
iPhones/Smartphones	27.1%	
Servers	27.1%	
Plasma/LED screens	17.6%	
Touch screens	8.2%	
Tablets	14.1%	
Printers	32.9%	
Photocopiers	24.7%	
Interactive Boards	11.8%	
Scanners	27.1%	
Camcorders	5.9%	
Projectors	23.5%	
Projector screens	12.9%	
PA Sound Systems	10.6%	
Two-way radios	7.1%	
I have not previously rented	21.2%	
Other	1.2%	

Respondents were allowed to select multiple options, making the overall data count more than 100%.

Investing in Technology

The statistics below show how many pieces of IT and AV equipment the respondents bought throughout 2015.

How many pieces of IT and AV equipment have you bought this year?
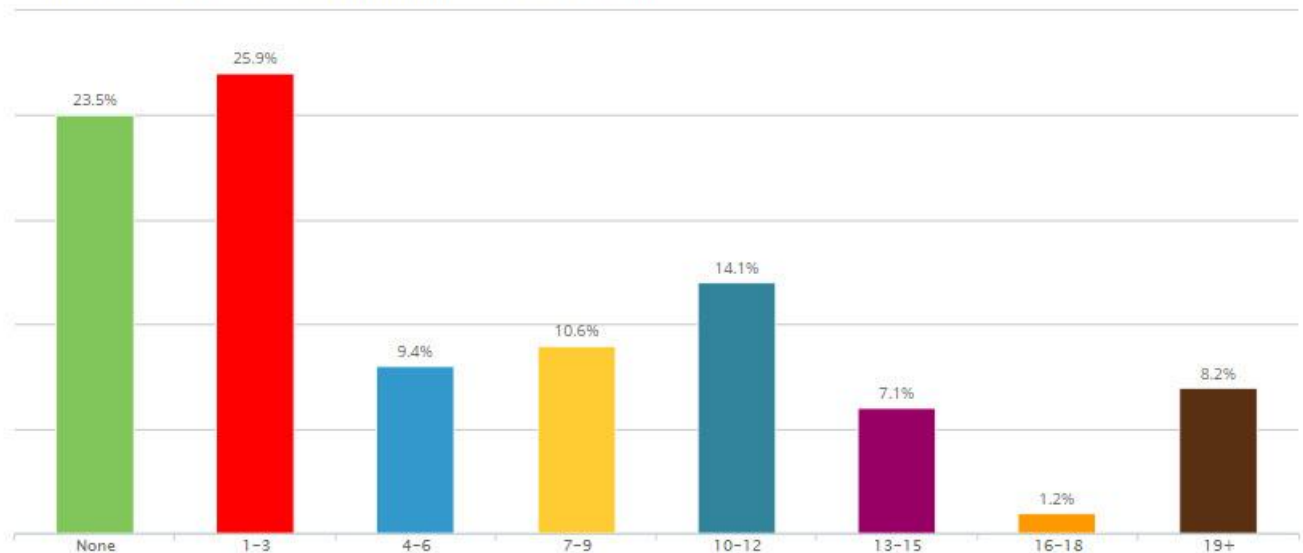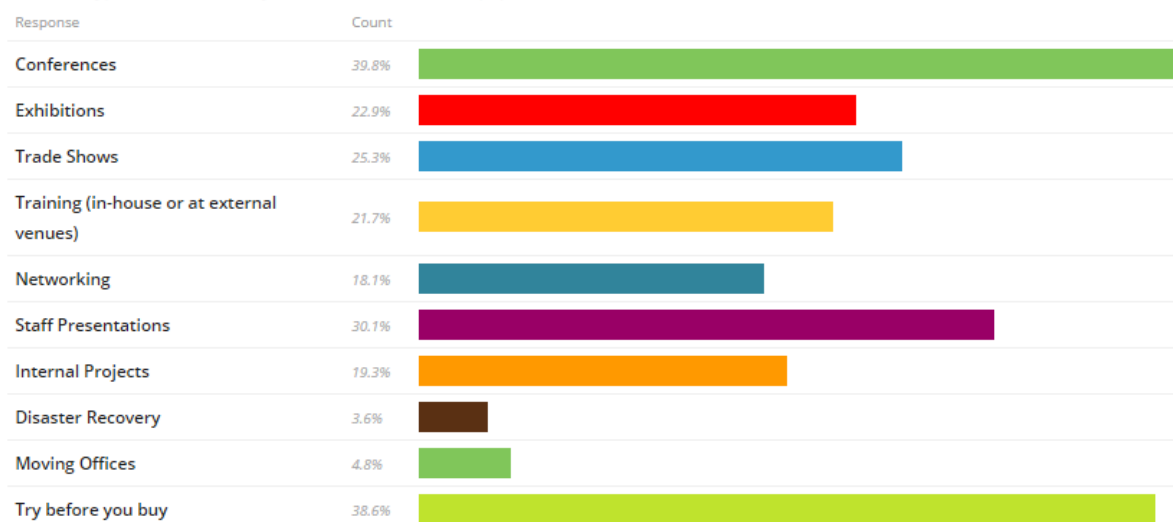

The most common response was between one and three pieces, which highlights that many businesses rely on hire companies for their essential equipment.

Reasons for Hiring

The results of the survey showed that businesses need IT and AV equipment for a whole host of events. The flexibility that hire equipment provides works perfectly for them.

The chart below shows that most businesses hire their equipment for conferences (39.8%).*

For what type(s) of events do you hire hire IT and AV equipment?

Response	Count	
Conferences	39.8%	
Exhibitions	22.9%	
Trade Shows	25.3%	
Training (in-house or at external venues)	21.7%	
Networking	18.1%	
Staff Presentations	30.1%	
Internal Projects	19.3%	
Disaster Recovery	3.6%	
Moving Offices	4.8%	
Try before you buy	38.6%	

The majority of respondents (27.7%) stated that their main reason for hiring IT and AV equipment is to save money and reduce expenditure. This highlights how cost-effective renting is.

What is the main reason you hire IT and AV equipment?

27.7%	15.7%	18.1%	12.0%	15.7%	10.8%
To save money/reduce expenditure	To borrow equipment on a short-term basis	To avoid IT maintenance or technical issues	To use the latest up-to-date technology	To hire equipment solely when it's needed	Flexibility & convenience
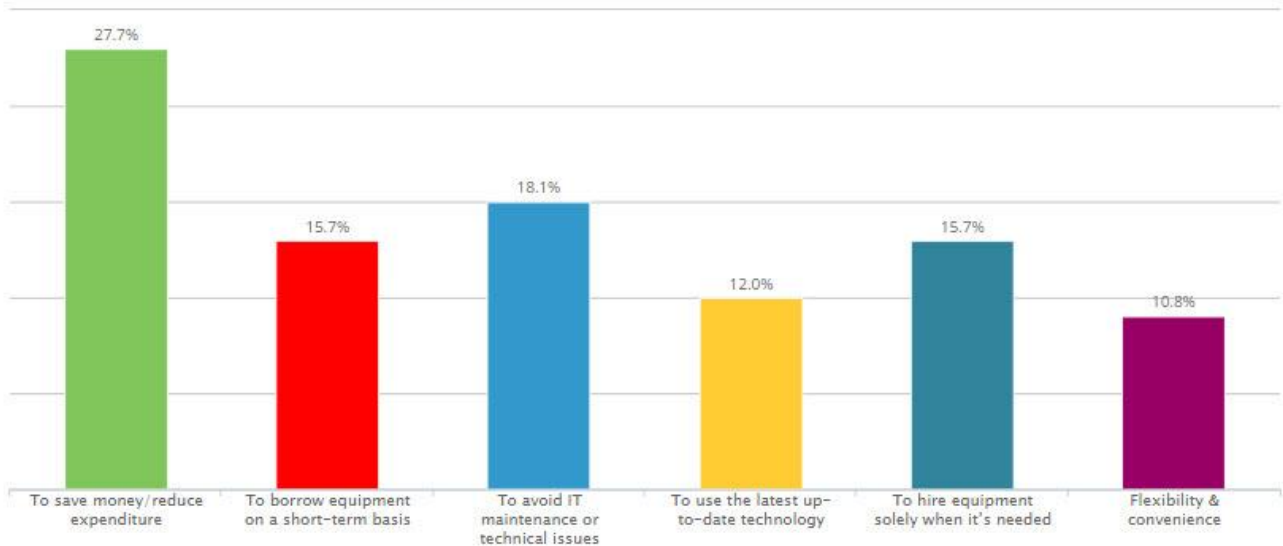
Benefits of Hiring

The results below show the main benefits participants reported gaining from hiring their IT and AV equipment. These are shown in descending order of the frequency of each response.

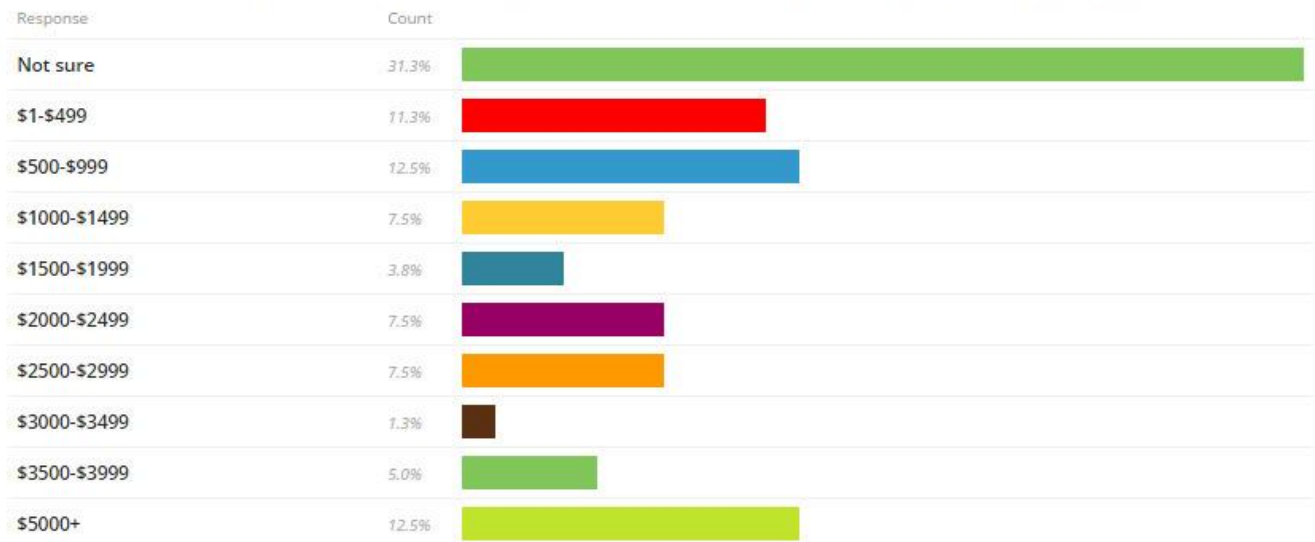What would you say is the main benefit of hiring IT and AV equipment?

Response	Count	
Maintenance-free	24.1%	
Saves you time	18.1%	
Make events run smoother	18.1%	
Reduced company expenditure	16.9%	
Provide reliable and high-quality technology	16.9%	
Flexible rental periods	6.0%	

This data shows that reducing IT maintenance is the main benefit which businesses gain by hiring.

Value of Equipment Hired

We asked businesses the overall value of the equipment they hired throughout the year. The below data shows that, of those who knew the total spend on hire equipment, 12.5% valued their hire equipment at $5,000+.

What is the overall value of the equipment that you hire per year? Please indicate the price of the products rather than the hire value.

Response	Count
Not sure	31.3%
$1-$499	11.3%
$500-$999	12.5%
$1000-$1499	7.5%
$1500-$1999	3.8%
$2000-$2499	7.5%
$2500-$2999	7.5%
$3000-$3499	1.3%
$3500-$3999	5.0%
$5000+	12.5%

Meanwhile, 82.5% of businesses stated that hiring IT and AV equipment offers good value for money. This shows that the majority of businesses view renting as a cost-effective solution as opposed to buying their tech outright.

Do you think hiring IT and AV equipment offers good value for money?

No 17.5%

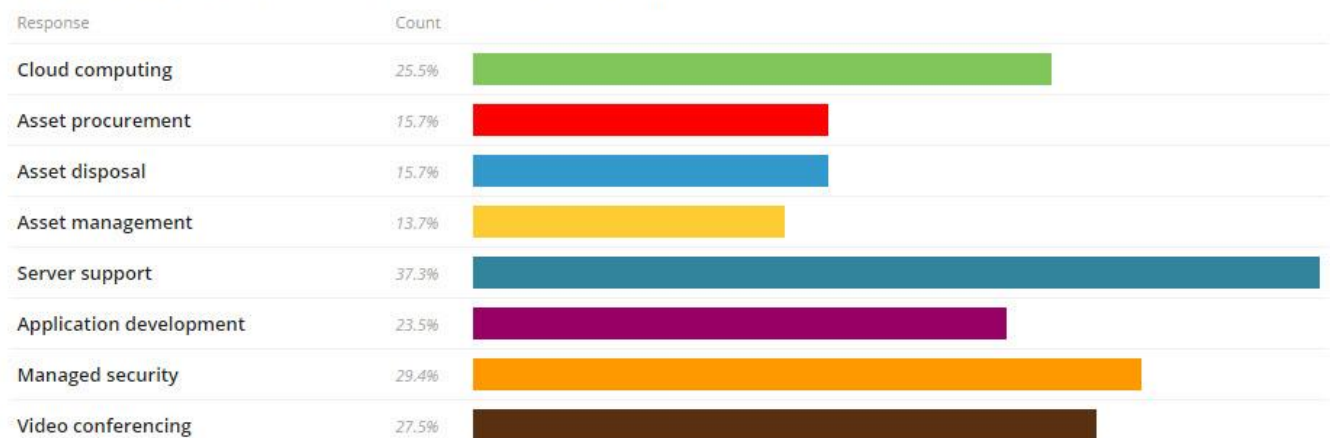Yes 82.5%
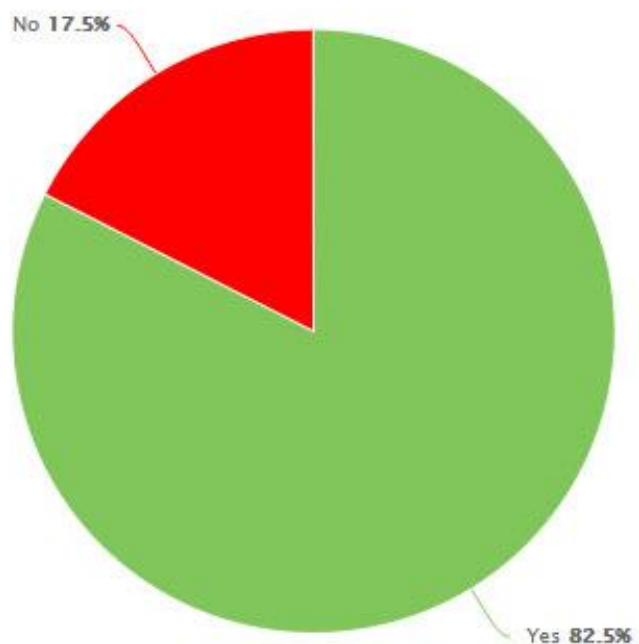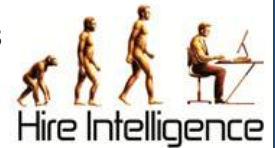
Outsourcing IT and AV Services

52% of respondents told us that they manage their IT and AV services on-site, whereas 48% currently outsource this responsibility.

Are your IT and AV equipment services managed on-site?

No **48.0%**

Yes **52.0%**

When asked which IT and AV services were outsourced, the following responses were provided*:

Which IT and AV services do you outsource? Please select all that apply.

Response	Count	
Cloud computing	25.5%	
Asset procurement	15.7%	
Asset disposal	15.7%	
Asset management	13.7%	
Server support	37.3%	
Application development	23.5%	
Managed security	29.4%	
Video conferencing	27.5%	

The results identify the popularity of outsourcing server support, managed security, video conferencing and cloud computing.

Respondents were allowed to select multiple options, making the overall data count more than 100%.

Get in Touch

For more information on the survey and its results, please contact Hire Intelligence.

You can also visit http://www.hire-intelligence.com.au/to check out the wide range of IT, AV and electronic equipment on offer.