



Brand Keys®

2015's Most Innovative B2B Tech Brands

IBM, Cisco, Intel and Siemens High on B2B List

B2B Consumers' View of Where Innovation is Found Isn't Business As Usual

NEW YORK, NY July 22, 2014– The second annual [Brand Keys' Inc.](http://www.brandkeys.com) survey of consumer perceptions of innovative tech brands, conducted by the New York-based brand loyalty and engagement research consultancy (www.brandkeys.com), found B2B consumers' identification of innovative tech brands includes many traditional consumer brands as well.

“On the basis of the 2015 results, it appears that the line between what have traditionally been thought of as ‘business’ brands, and what have been considered ‘consumer’ brands is being erased or getting very blurry,” noted Robert Passikoff, Brand Keys founder and president.

“B2B consumers seek technological solutions to business and marketing issues in a complex marketplace from brands that are able to not only provide products and services, but that are seen to better meet customer expectations when it comes to technology. Those are the brands that become preferred providers, no matter how one chooses to classify them.”

For 2015 970 B2B respondents were asked to name companies and brands highest on their lists of technological innovators, with the following top 20 results:

1. Apple
2. Google
3. IBM
4. Amazon
5. Samsung
6. Facebook
7. Cisco
8. Intel
9. Siemens
10. SAP
11. LinkedIn
12. GE
13. Uber
14. YouTube
15. HP
16. Square
17. Slack
18. Tesla
19. Dell

20. Kickstarter

“It’s important to remember that while these are B2B consumers, “ said Passikoff, “and the B2B brands that made the top 20 were not unexpected, respondents are regular consumers as well. We believe that’s why nearly 60% of their list reflects the same brands that appeared on [Brand Keys B2C consumers’ list](#).

Six brands that can be classified as “business” brands did appear on the B2B consumer’s list of most innovative tech brands including: Cisco (#7), Siemens (#9), SAP (#10), GE (#12), HP (#15), and Dell (#19). Three other traditional “business” brands on the B2B list also appeared on the B2C list. Those were Microsoft, IBM, and Intel.

“The list is additional evidence that category delineations are not static and that for consumers – B2B *or* B2B – when it comes to meeting their expectations met à la innovation, don’t care which brand it is as long as they deliver. This is more-and-more true when it comes to meeting expectations for emotional values.

“The transition of values and the constant inflation of customer expectations has resulted in brand perceptions that are quite Darwinian, It is not the strongest of the species that survives. It’s the one that is most adaptable to change,” noted Passikoff. “That sounds a lot like innovation to me.”

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