What are the top reasons you chose an Innovative product?

Continue long-term relationship with Innovative	80%
Technical quality of current products	32%
Commitment to supporting current products	24%
Great services, training, and support	15%
Active investment in developing new products	12%
Breadth of partnerships with publishers and content providers	11%
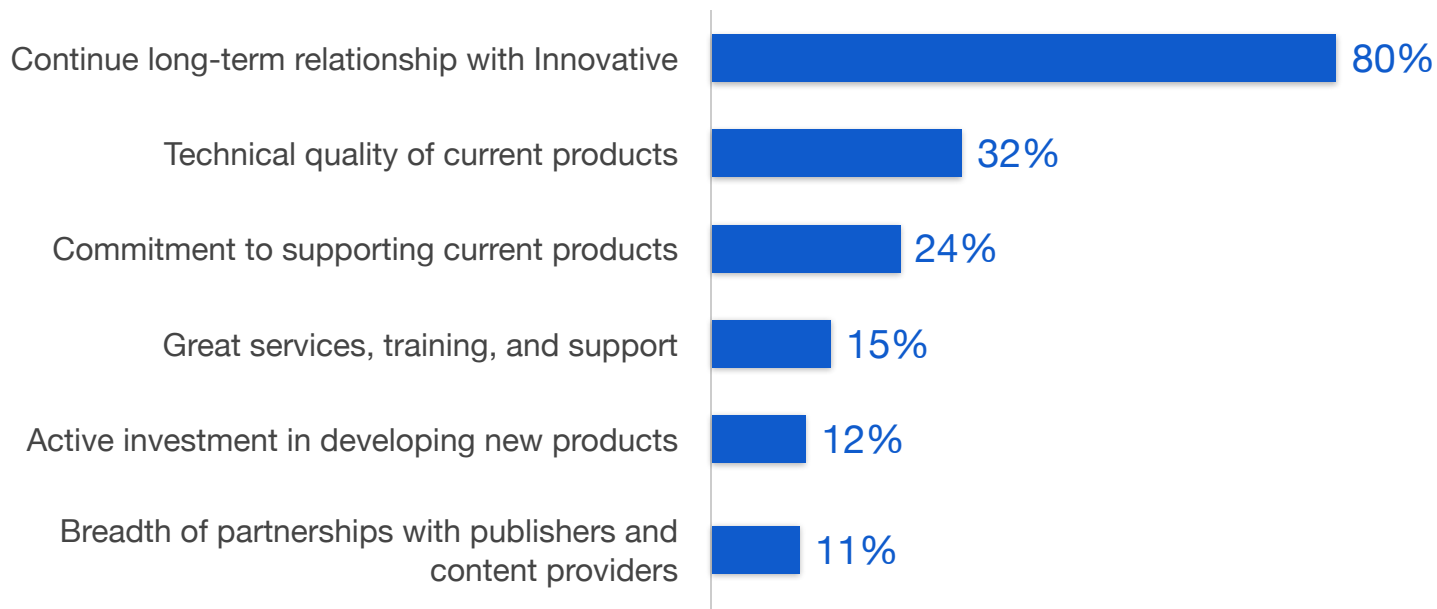
Source: TechValidate survey of 686 users of Sierra

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TechValidate
by SurveyMonkey