Starfleet MEDIA

Starfleet RESEARCH

2027 BENCHMARK REPORT SPONSORSHIP

# Procurement Intake and Approval

## Put independent market research to work for your brand.

**What you get:** a branded edition of a valuable, high-performing content asset, perpetual content licensing rights and an optional managed lead generation program.

**Research audience:** procurement, finance, purchasing operations and shared services leaders.

**Celebrating a decade of success with Benchmark Reports**

**Explore Benchmark Reports Program**




Planned 2027 cover

**Launching in Q1 2027**

## What your sponsorship delivers

### Your licensed edition

Only your company logo on the cover and only your company profile in the appendix.

### Perpetual licensing

Use your branded edition in your own marketing and sales campaigns, with perpetual content licensing rights.

### Optional qualified leads

Add a managed Velocity campaign with agreed target accounts, industries, company sizes, regions and roles.

## Optional lead generation program

Starfleet VELOCITY

Starfleet Velocity, our AI-powered campaign orchestration engine, utilizes industry-leading publications, proprietary contact databases, email outreach, digital advertising and search marketing.

Reach relevant decision makers and influencers with your licensed report. Turn report engagement into qualified leads matched to your target prospect criteria.

Lead volume, qualification criteria, reporting and timing are agreed before launch.

Optional program, scoped and priced separately.

**Explore Velocity**

## Choose the license that fits your program

**Exclusive:** one solution provider.
**Shared:** a maximum of five licensed versions, each branded for one solution provider.

# Research and content development underway

**Content focus:** benchmarking best practices in purchase request intake, approval routing, compliance and spending controls, and understanding how top-performing organizations achieve optimal results.

**These questions preview just some of the insights our research will uncover:**

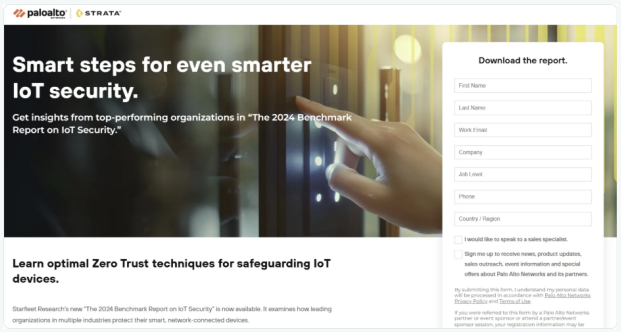
- Which intake and approval practices distinguish top-performing procurement teams?
- How do leading teams coordinate purchasing, finance, legal and security reviews?
- How do they measure approval speed, compliance and control of unmanaged spending?

**View Research Survey**

## Example: Palo Alto Networks

A global leader in cybersecurity, Palo Alto Networks exclusively licensed the IoT Security Benchmark Report for consecutive years. Its gated landing page continues to generate high-value leads.

**View Palo Alto's landing page**




## Put your licensed edition to work

| | |
|---|---|
| **Thought leadership** | Build authority with technology buyers through multichannel content syndication, including social media, blog posts and webinars. |
| **Lead generation** | Offer your edition on a gated landing page. Targeted promotion drives ongoing downloads and adds prospects to your marketing and sales funnel. |
| **Sales enablement** | Equip sales teams with independent, research-based insights for outreach, nurture emails and event follow-up. |

## Participation and lead qualification

Starfleet Media manages market research (minimum 300 qualified survey respondents) and production of the content asset. An optional managed lead generation program adds promotion and campaign execution. Your team provides feedback and suggestions during draft reviews and defines target prospect criteria for the optional lead generation program. We verify and validate qualified leads and confirm their willingness to hear from your company. Records include buying authority and stated purchase intent and timing. Note: Survey responses are confidential and separate from campaign registrations.

Program details | Research methodology | 2027 titles | Research survey

**Request report and lead generation options**

**Discuss licensing, target buyers, lead volume, timing and pricing.**

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