

FOUNDRY

Role and Influence of the Technology Decision-Maker 2024

How the role of the IT decision-maker
continues to evolve as technology's
responsibility in business increases



Purpose and methodology

Survey goal

To provide in-depth information about the evolving role and influence of IT decision-makers in today's corporations, especially as technology's role in business continues to increase. The research looks at who's involved in the tech purchase process, the amount of content they consume/download, and their top relied upon information sources.

Total respondents 938

Collection method

Online questionnaire

Number of questions 30

IT leadership

All survey respondents are involved in the purchase process for major IT or security products and services

Audience base

CIO, Computerworld, CSO, InfoWorld, and Network World email invitations to audience.

Geographic locations

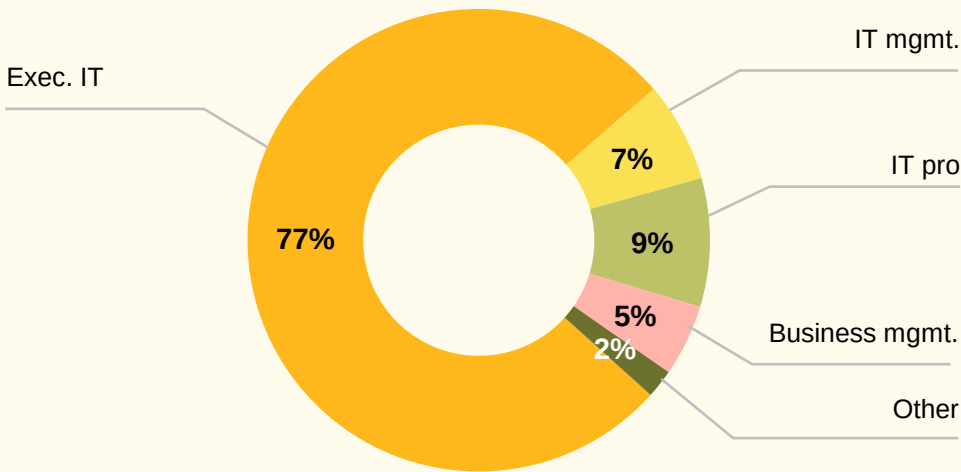
The respondents represent a global perspective with 47% in North America, 15% in EMEA, and 36% in APAC

Average company size 17,252 employees

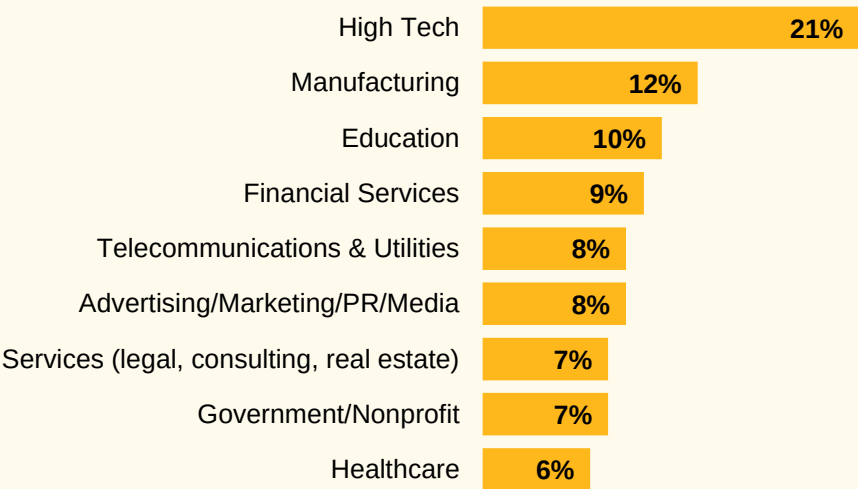
Generations

Baby Boomers: 16%
Gen X: 29%
Millennials: 22%
Gen Z: 23%

Job titles



Top represented industries



Purchase process complexity continues to manifest

65%

of IT decision-makers agree that the purchase process for technology products and services is becoming increasingly complex

Up from 61% in 2023

Why is it more complex?

Because more people are involved as business and IT leaders present and explore new technologies to efficiently run their companies.

The good news

To support these initiatives, tech budgets are increasing. 87% of ITDMs say their tech budgets will either increase or remain the same over the next 12 months.

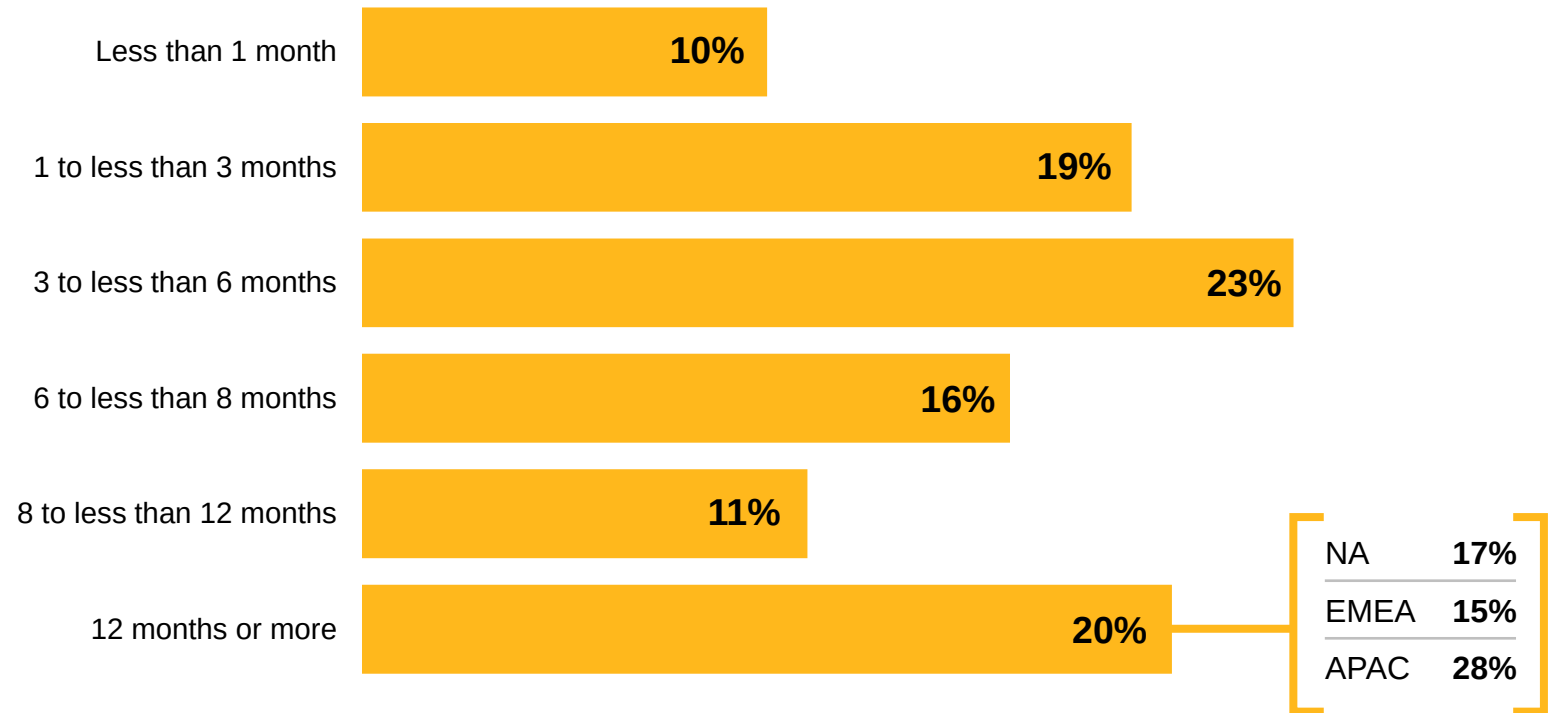
Question: Please rate your level of agreement with the following statements: AND How do you expect your IT budget to change over the next 12 months compared to the past 12 months?

The length of the entire buying cycle takes at least half a year

6.1 months

is the average length of the tech purchase process

NA	5.9 months
EMEA	5.2 months
APAC	7 months



Q: On average, what do you anticipate will be the length of the buying cycle for each purchase?

More voices continue to be added to the buying team

28

average number
of influencers

2023 average: 25

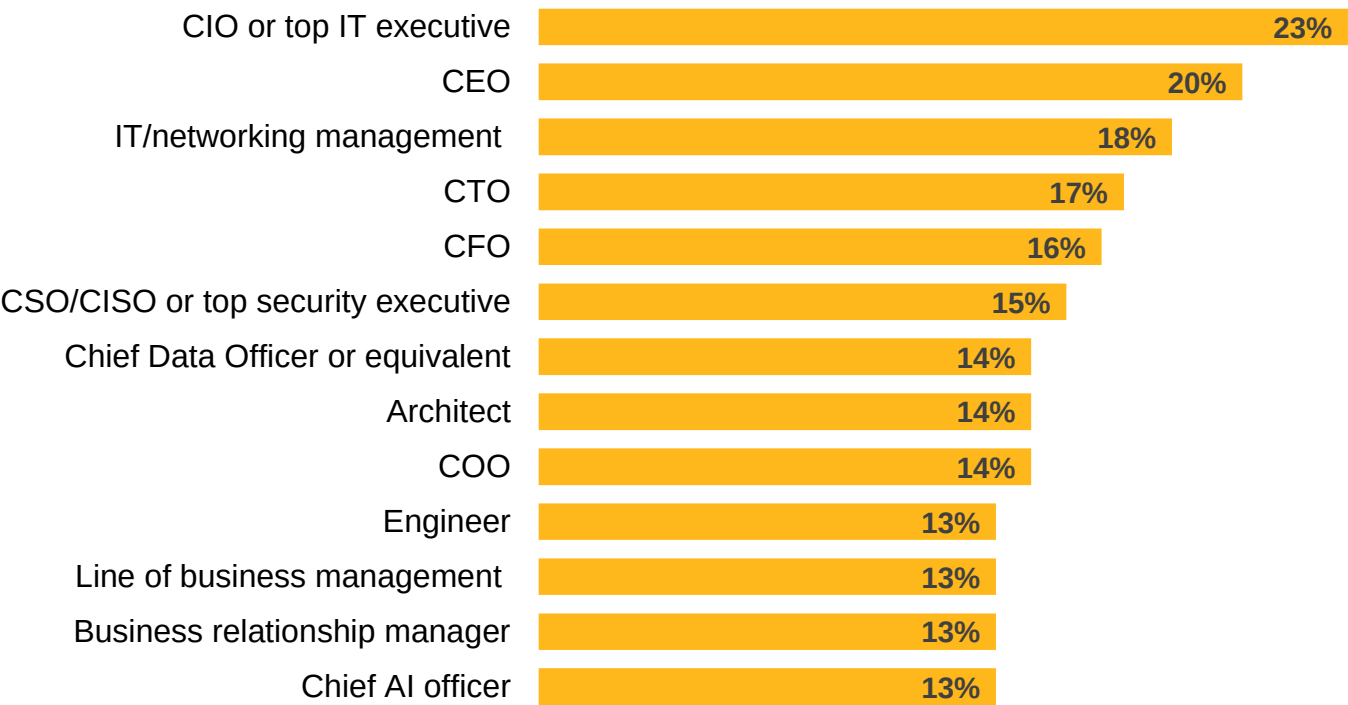
2022 average: 20

	IT average	LOB average
Overall	15	13
NA	13	12
EMEA	14	14
APAC	17	14
1,000+	17	15
<1,000	12	10

Q: Please estimate the total number of people (including yourself), on average, involved in influencing enterprise technology purchases within your organization:

	IT	LOB	Total
Edge computing & services	22	17	39
IT services	17	15	32
Enterprise software/applications	16	14	30
Internet of Things	17	13	30
Data & analytics	15	14	29
Cloud Computing	15	13	28
Security	15	13	28
Telecommunications	16	12	28
Artificial Intelligence	15	12	27
Networking	15	12	27
Management tools	15	12	27
Mobile applications	14	13	27
Cloud database	13	13	26
Servers/storage	13	11	24
Web applications	13	11	24
Collaboration tools	12	11	23
Desktops/laptops	11	10	21

Executive leadership is becoming more involved



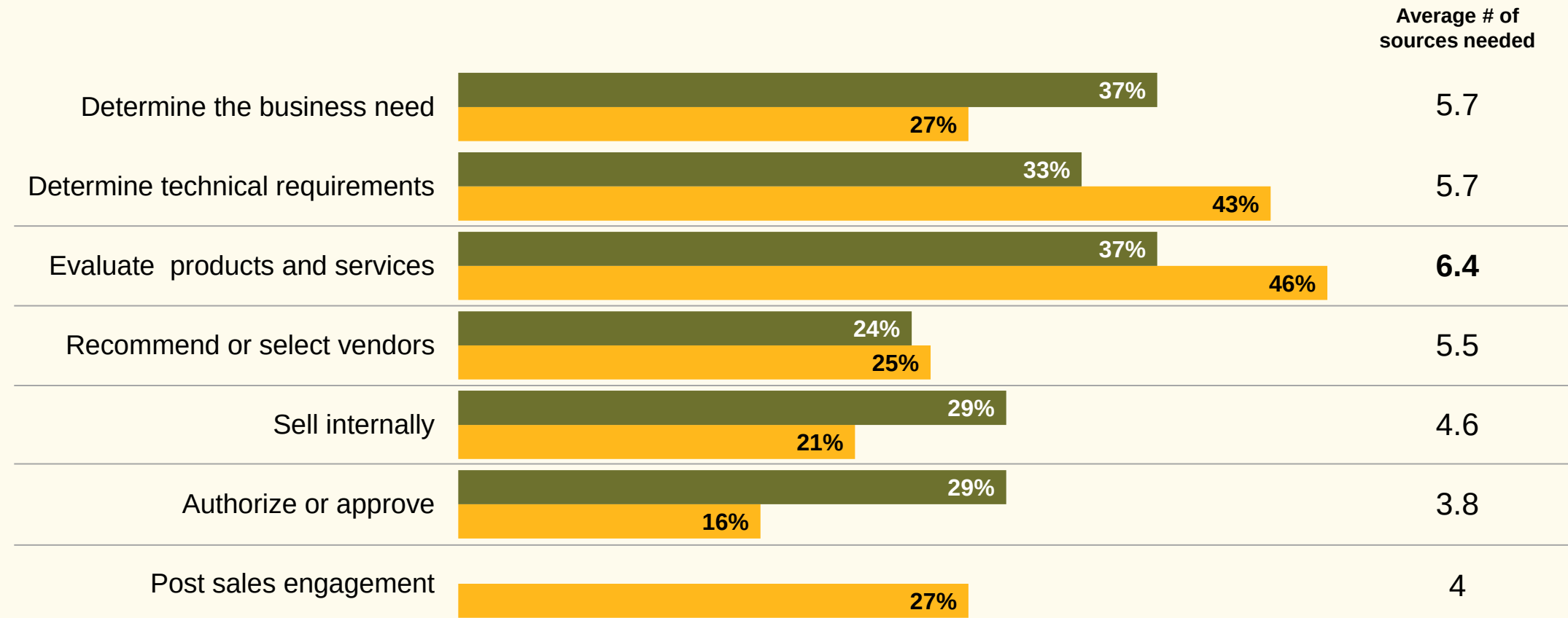
52%

of IT decision-makers say that their organization is adding AI specific roles who are increasingly involved in technology purchase decisions

Q: Of the individuals you selected who are involved in the technology purchase process, which have become more involved in the past 12 months? AND Please rate your level of agreement with the following statements: < Our organization is adding AI specific roles who are increasingly involved in technology purchase decisions >

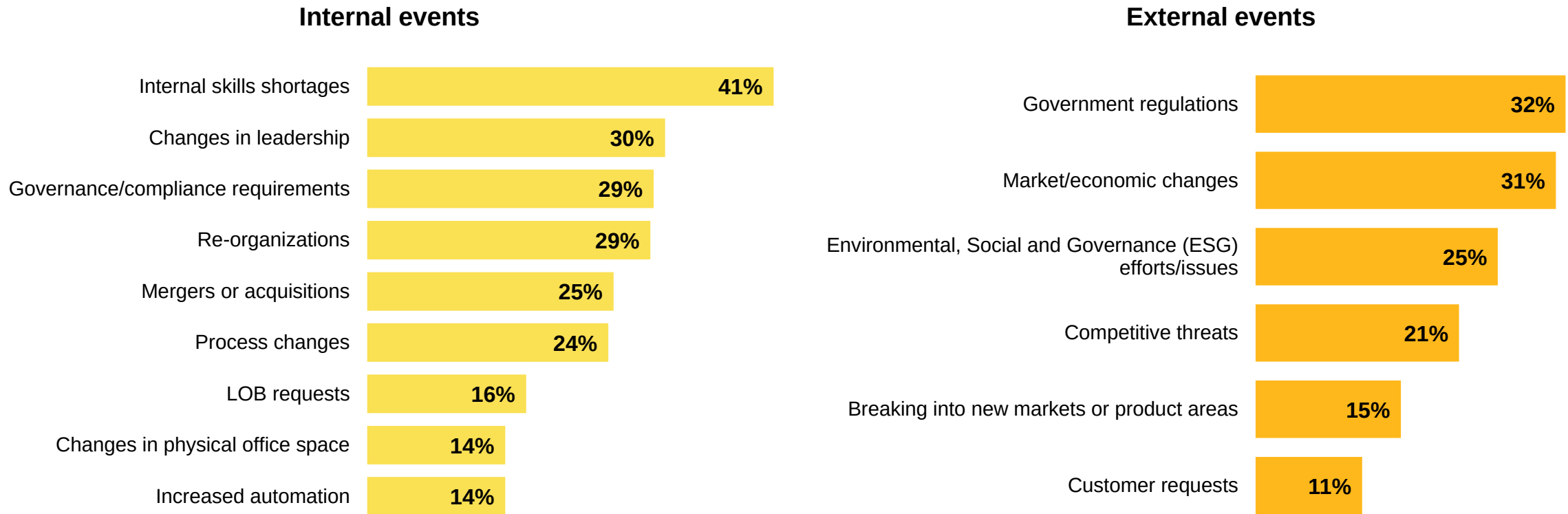
Early purchase process stages most likely to stall and require vendor assistance

Most likely to stall
Need vendor assistance



Question: Considering major enterprise IT purchases, which of the following information sources are used at each stage of the purchase process in which you are involved? **Question:** During which stage(s) of the process are technology purchases most likely to stall at your organization? **Question:** During which stage(s) of the process are you most likely to need additional resources or assistance from a vendor?

Skills shortages, along with internal and external changes contributing to stalling

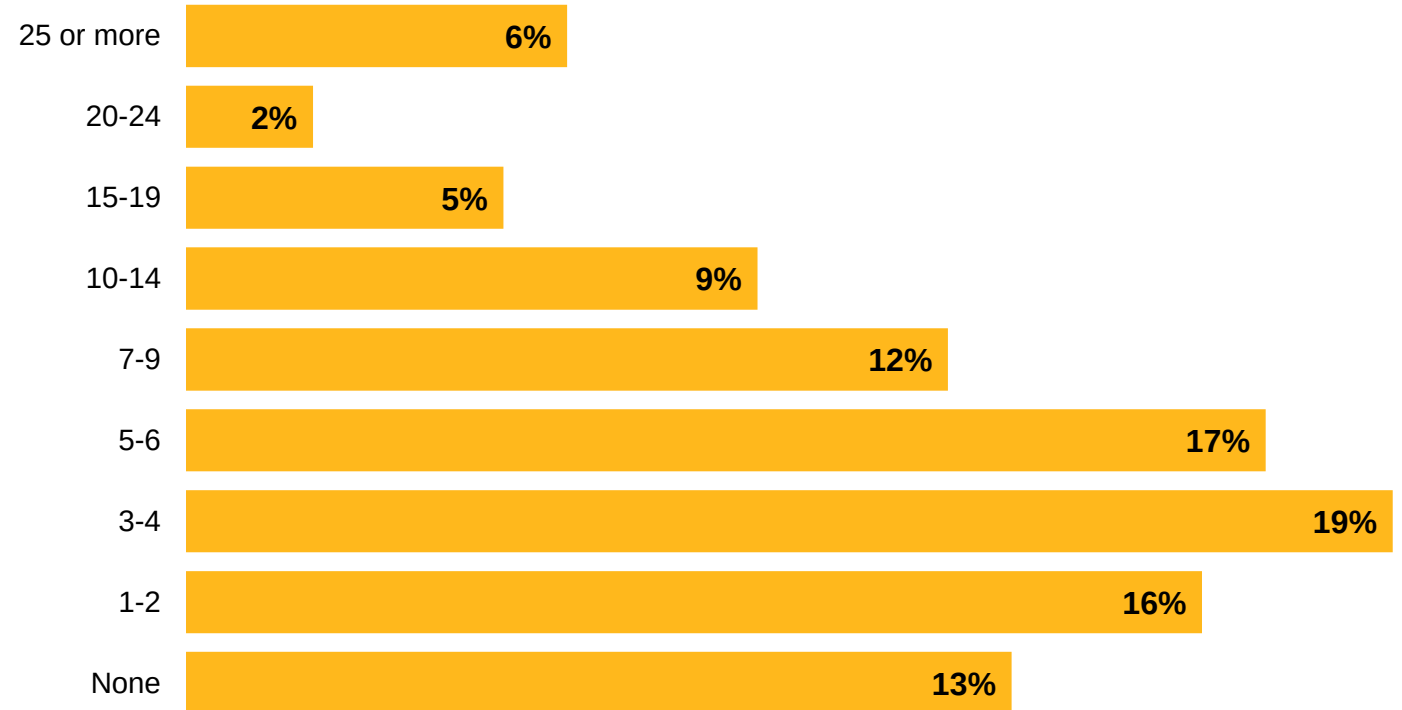


Q: How will the following internal and external events influence technology purchase decisions over the next 12 months, if at all: <Summary of Barrier >

ITDMs download white papers, reports, briefs, etc. to aid them in the purchase process

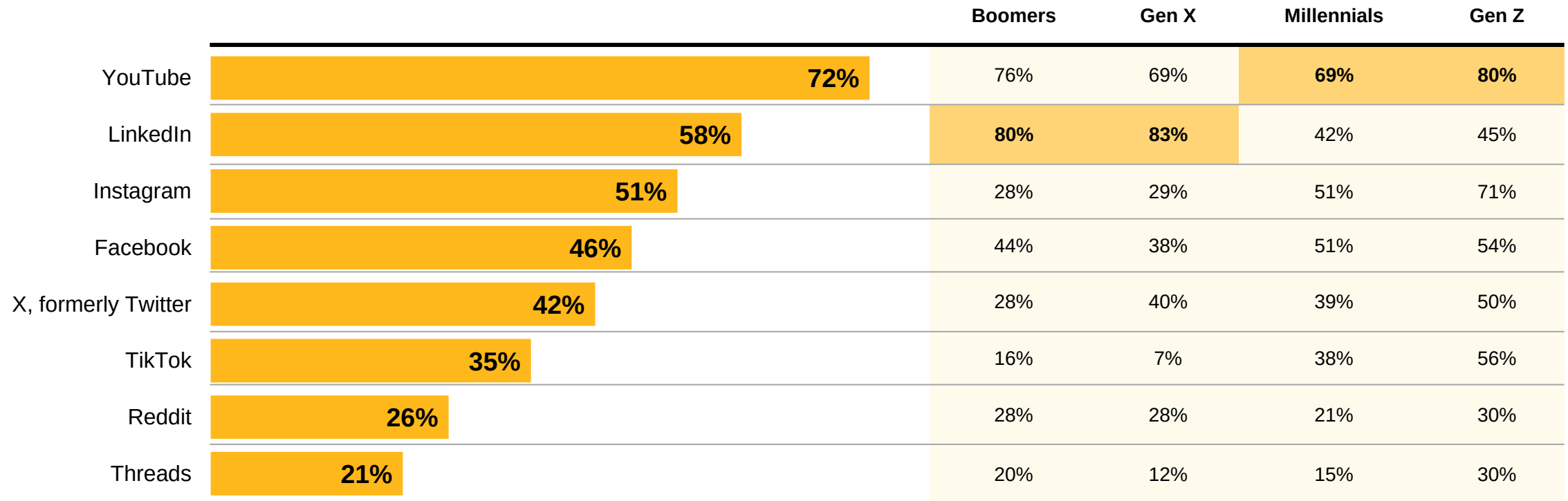
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pieces of content is
the average amount
downloaded during the
purchase process



Question: Approximately, how many pieces of information (i.e., white papers, research reports, project briefs) did you download to aid you in the purchase process?

ITDMs rely on social channels to be effective in their roles



Q: Which social media channels do you rely on to be effective in your role?

Video content is a powerful way to reach all buyers

95%

of ITDMs watch
technology-related videos
for business purposes

Boomers	92%
Gen X	96%
Millennials	99%
Gen Z	98%



Q: Have you listened to a business-related podcast in the past 12 months? Q: What were your top 2 reasons for listening to a business-related podcast?