

The background of the slide is a photograph of a business meeting. Five people are seated around a table in a modern office setting, looking at documents and laptops. The entire image is overlaid with a blue tint. The main title is centered over the image in large, white, bold, sans-serif capital letters.

2017 ROLE & INFLUENCE OF THE TECHNOLOGY DECISION-MAKER

Understanding technology decision-makers' roles and engaging them through the right channels

Purpose and Methodology



SURVEY GOAL

To provide in-depth information about the evolving role and influence of IT decision-makers in today's corporations; IT models at use in organizations today and how that effects organizational outlook; the role of technology decision-makers in the IT purchase process, and who they partner with; and primary influences and information sources used in today's IT purchase process.

TOTAL RESPONDENTS

752 



COLLECTION METHOD
Online questionnaire

NUMBER OF QUESTIONS **28**

AUDIENCE BASE

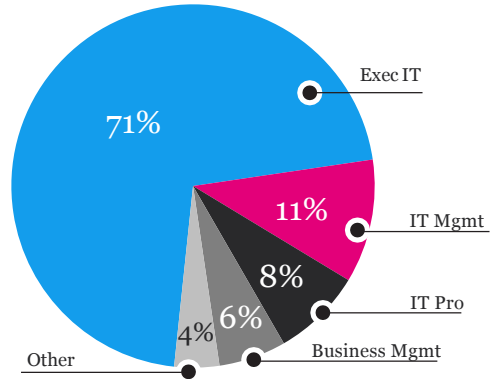
CIO, Computerworld, Greenbot, InfoWorld, ITworld, Macworld, Network World, PCWorld and TechHive site visitors, LinkedIn Forums and email invitations to audience base.

IT LEADERSHIP

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



JOB TITLES



AVERAGE COMPANY SIZE
10,385
EMPLOYEES



TOP REPRESENTED INDUSTRIES	Percentage
Manufacturing	15%
Technology	14%
Services (legal, consulting, real estate)	13%
Government/Nonprofit	10%
Healthcare	10%
Financial Service	9%
Education	8%
Retail, Wholesale & Distribution	6%

EVERY BUSINESS IS TRANSFORMING

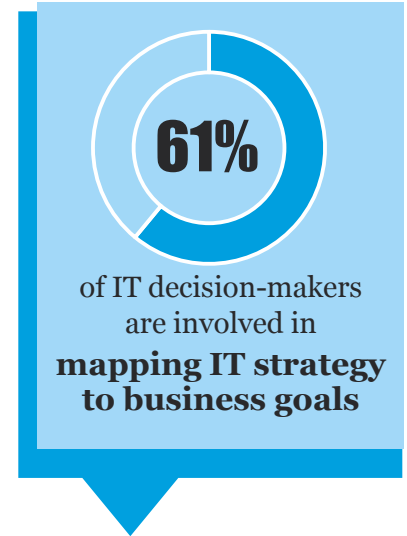
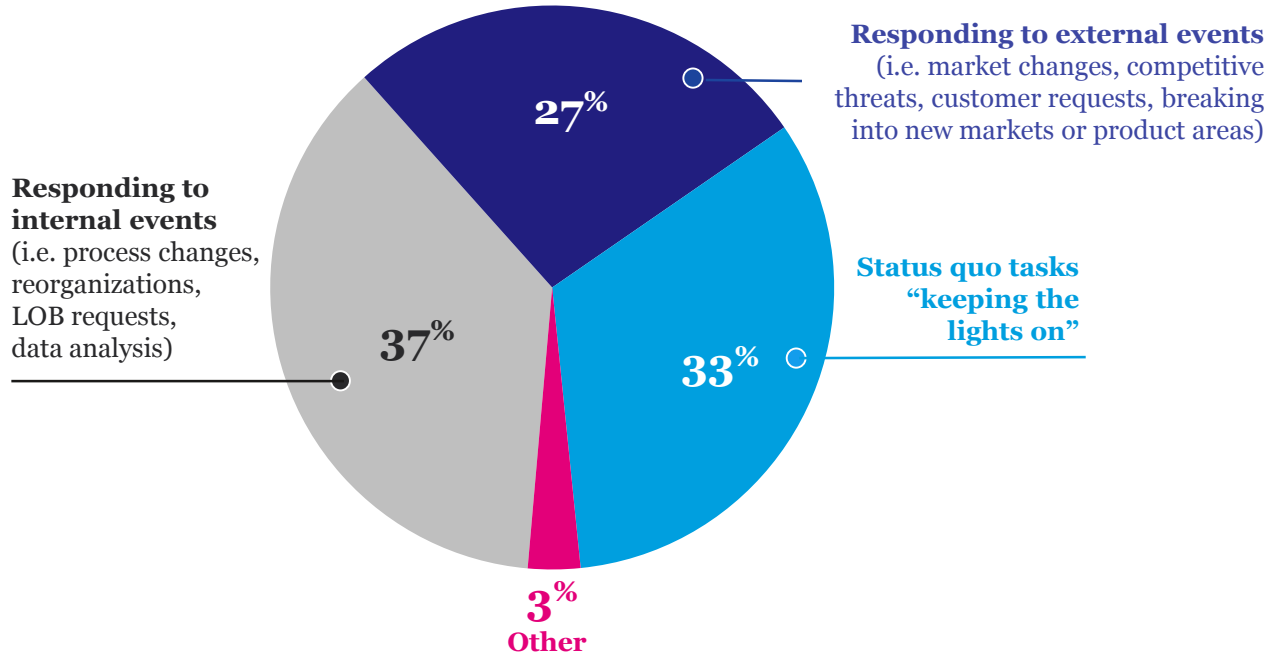
93% have plans to pursue digital business transformation



but the majority find themselves in the **exploratory stage.**



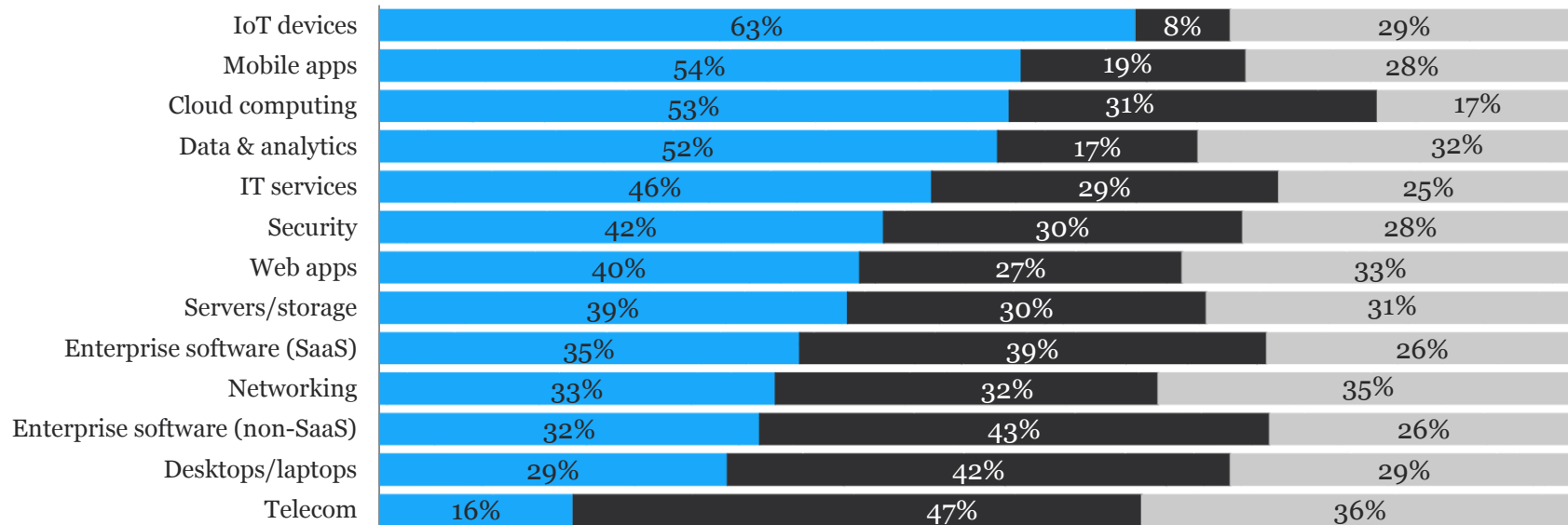
What's Driving IT Strategy?



Q. Approximately, what percent of your organization's IT strategy/roadmap is typically driven by the following? AND

Q. Are you involved in any of the following activities at your organization?

Digital Transformation Fueling Adoption of New Technologies



■ Addition (not replacing existing technology)
 ■ Replacement of existing of existing technology
 ■ Upgrade of existing technology

Q. Thinking about each purchase, please indicate whether this was an additional technology (not at replacement), a full replacement of an existing technology, or an upgrade of an existing technology.

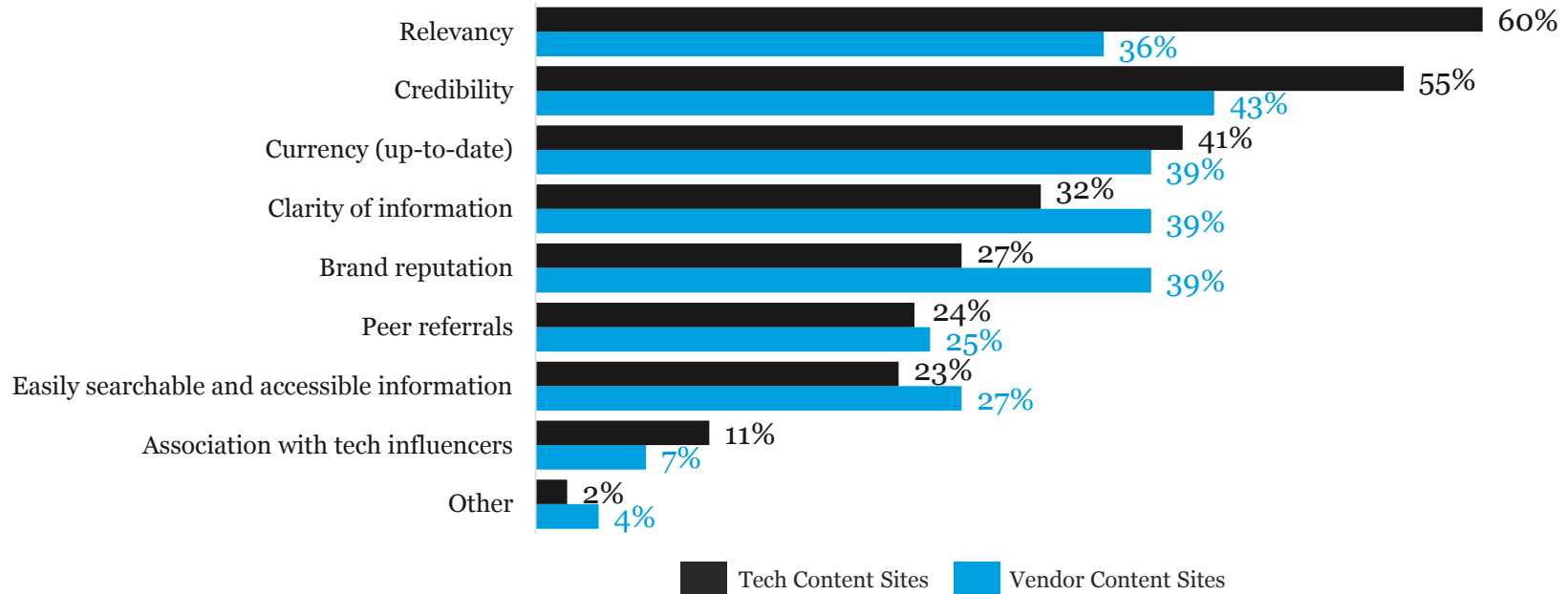
Leadership Shifts with Purchasing Stage



	Determine the Business Need	Determine Technical Requirements	Evaluate	Recommend & Select Vendors	Sell Internally	Authorize & Approve	Post Sales Engagement
CIO or top IT Executive	44% ¹	40% ²	39% ²	42% ¹	48% ¹	49% ¹	36% ²
CEO	30% ²	9%	12%	9%	10%	45% ²	8%
IT/networking management	27% ³	38% ³	39% ²	33% ²	26% ²	18%	36% ²
LOB management	25%	11%	19%	14%	20% ³	12%	14%
IT/networking staff	22%	42% ¹	44% ¹	27% ³	18%	6%	40% ¹
COO	18%	7%	10%	7%	11%	18%	6%
CFO	17%	4%	10%	8%	10%	39% ³	7%
Business relationship mgr.	16%	9%	13%	11%	14%	5%	11%
CTO	16%	20%	17%	16%	16%	15%	14%
Architect	15%	30%	28%	21%	12%	5%	14%
Engineer	13%	30%	30%	19%	11%	4%	24%
CSO/CISO or top security	12%	19%	20%	12%	11%	9%	12%
Security management	12%	18%	18%	12%	10%	7%	14%
Security staff	11%	22%	23%	12%	9%	4%	19%
CMO	11%	5%	8%	6%	9%	4%	5%
Chief Digital Officer	8%	9%	9%	6%	6%	4%	6%

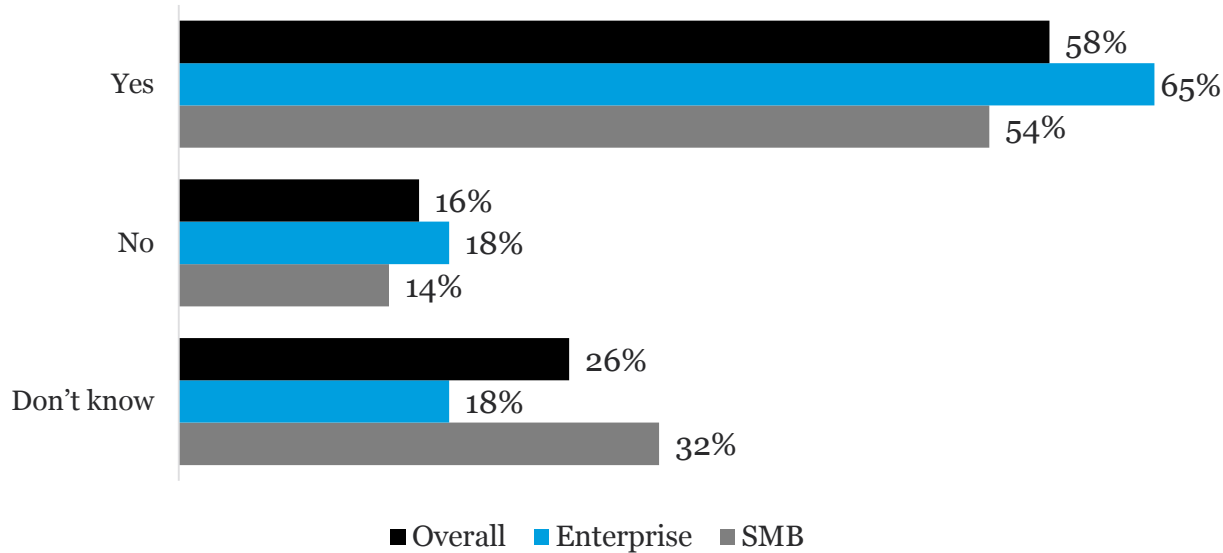
Q. Including yourself, which of the following groups are involved in each stage of IT purchase process at your organization?

Relevancy & Credibility Expected for Tech Content Sites



Q. When searching for tech-related information, how do you measure the value of the following content sites?

Partner Alliances Considered to be Strategic Vendors



64%
value
customer
service/
response time
when considering vendors
as strategic partners

Q. In your opinion, could a partner alliance be considered a strategic vendor?



Continue the Conversation



To receive a briefing on the full results from this study, or for more information, please contact your IDG sales executive or [contact us](#).

For more information on content marketing and lead nurture, explore our resources on this site under [marketing tools](#), or [contact us](#). We have additional primary research, blogs and white papers to make you smarter about tech decision makers, and targeted products and programs to help you reach them!

ADDITIONAL WAYS TO STAY ON TOP OF INFORMATION FROM IDG :



To get results from IDG research when it happens, or any other news, follow us on Twitter: **@IDGWorld**



Sign up to receive our monthly marketing newsletter at **www.idg.com/newsletter**



Visit us on LinkedIn here:
<https://www.linkedin.com/company-beta/3731/>