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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.
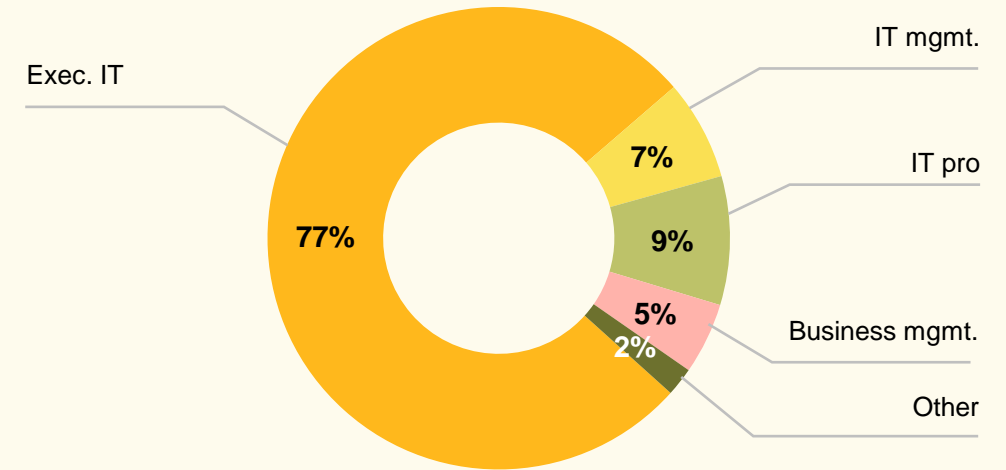
Geographic locations

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

- Exec. IT 77%
- IT mgmt. 7%
- IT pro 9%
- Business mgmt. 5%
- Other 2%

Top represented industries

Industry	%
High Tech	21%
Manufacturing	12%
Education	10%
Financial Services	9%
Telecommunications & Utilities	8%
Advertising/Marketing/PR/Media	8%
Services (legal, consulting, real estate)	7%
Government/Nonprofit	7%
Healthcare	6%
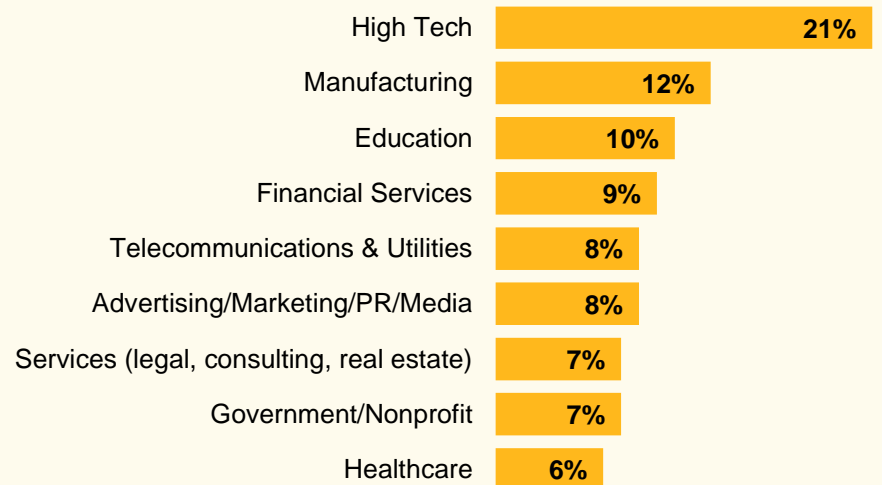
Purchase process complexity continues to manifest

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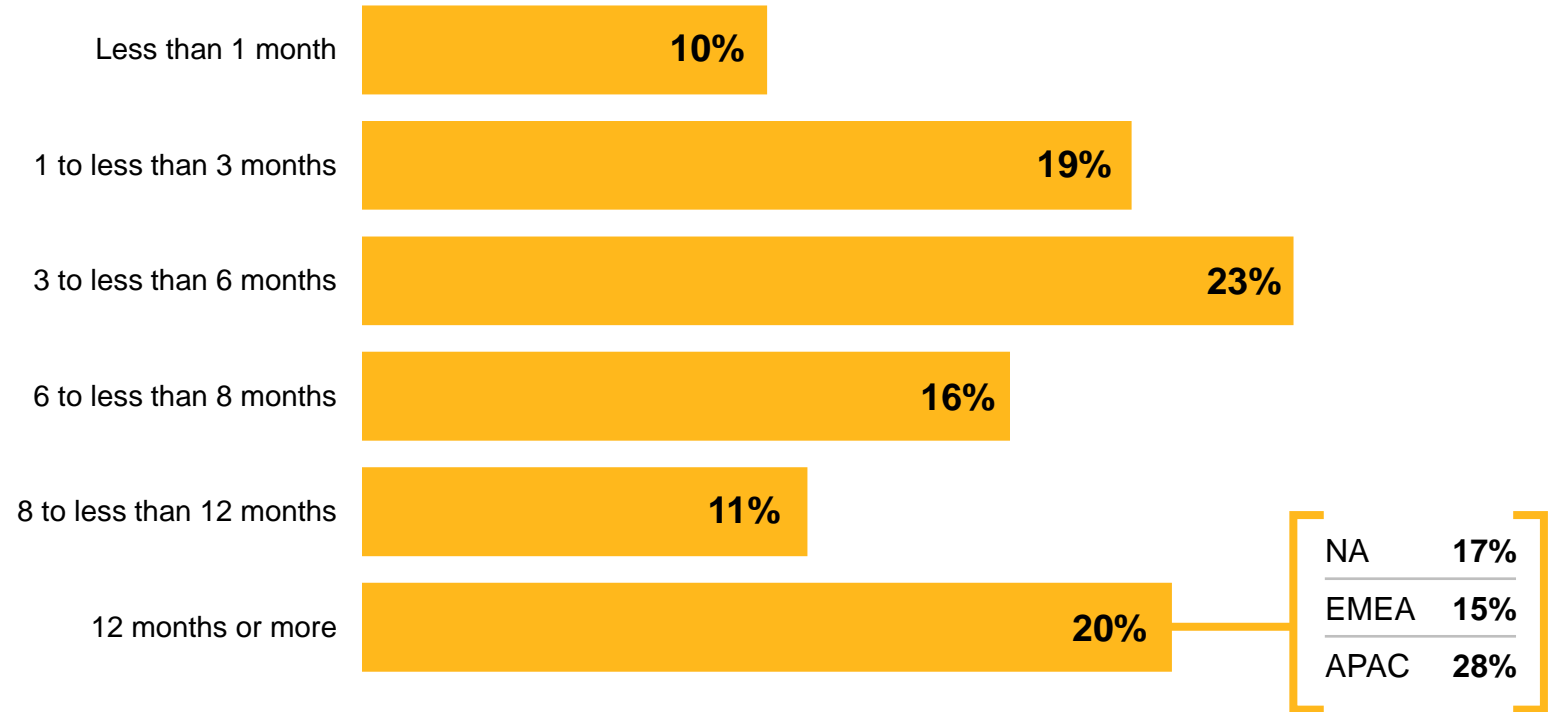
Question: Please rate your level of agreement with the following statements: AND How do you expect your IT budget to change over the next 12 months compared to the past 12 months?

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

Less than 1 month	10%
1 to less than 3 months	19%
3 to less than 6 months	23%
6 to less than 8 months	16%
8 to less than 12 months	11%
12 months or more	20%

NA	17%
EMEA	15%
APAC	28%

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
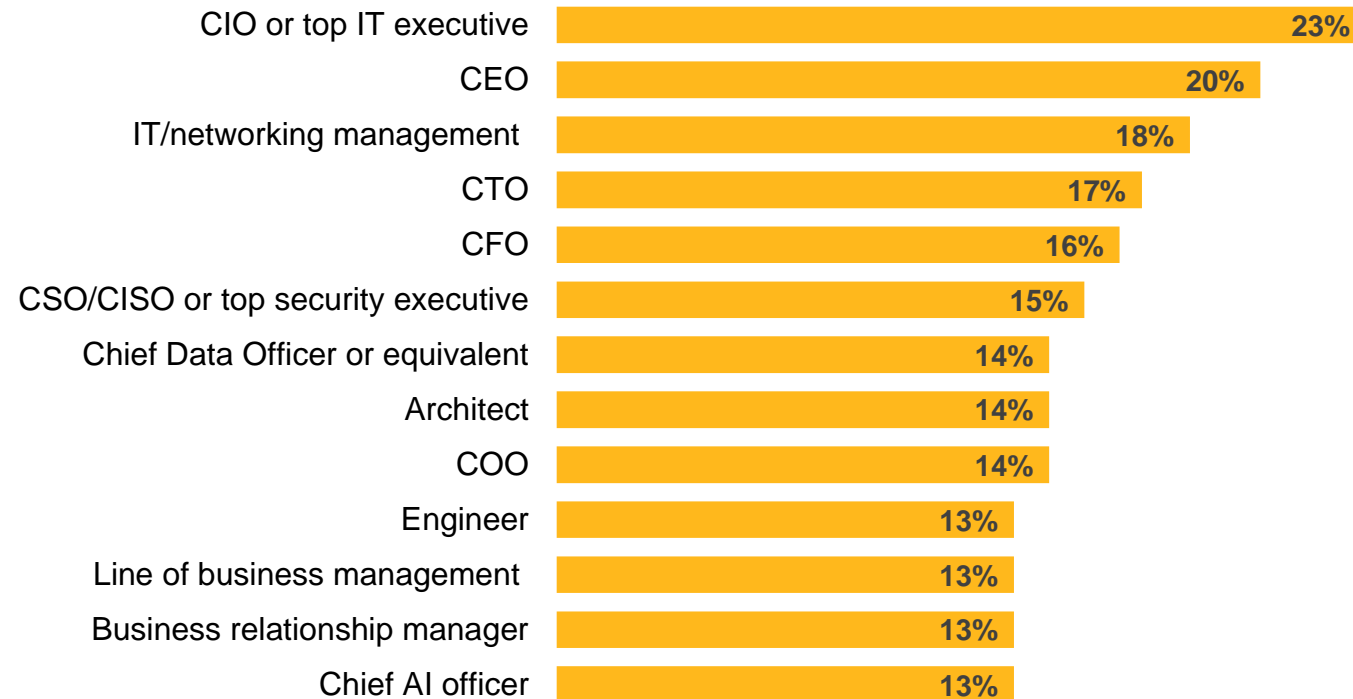
2023 average: **25**
2022 average: **20**

	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:

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	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

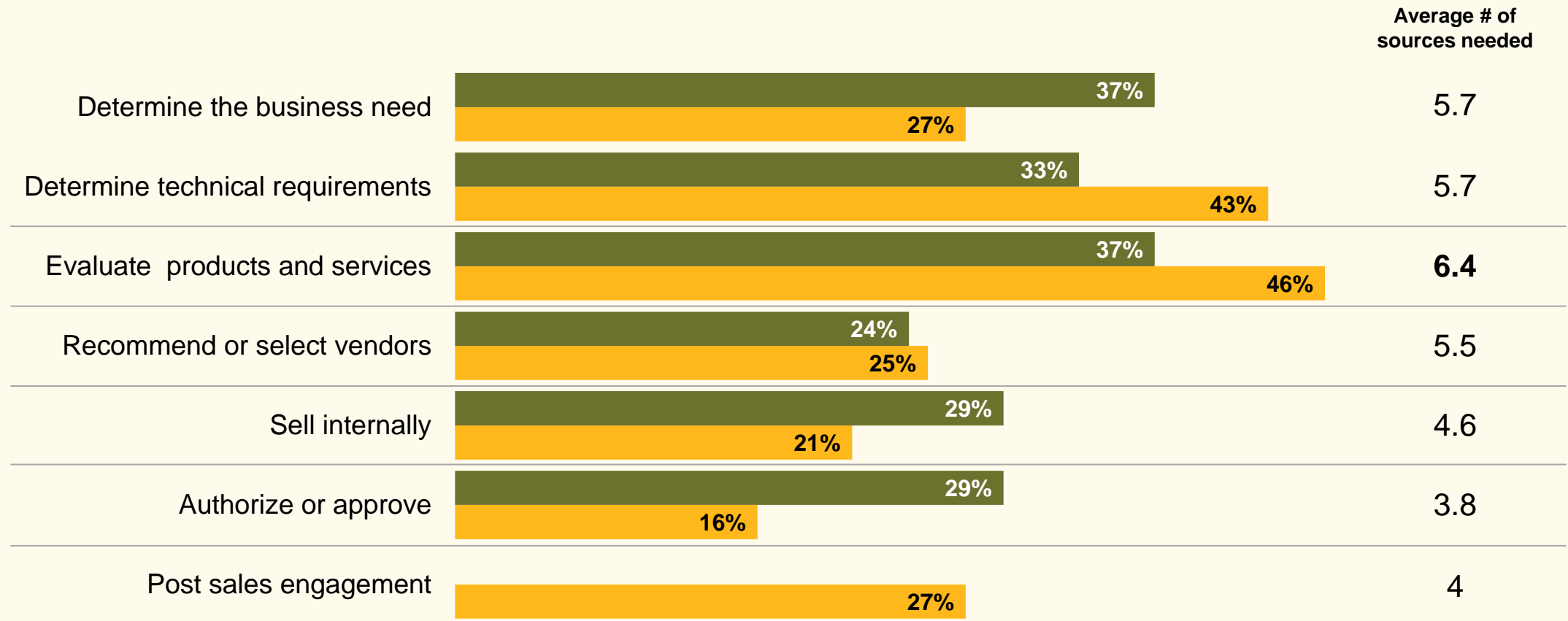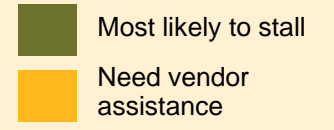| Role	%
CIO or top IT executive	23%
CEO	20%
IT/networking management	18%
CTO	17%
CFO	16%
CSO/CISO or top security executive	15%
Chief Data Officer or equivalent	14%
Architect	14%
COO	14%
Engineer	13%
Line of business management	13%
Business relationship manager	13%
Chief AI officer	13%

52%

of IT decision-makers say that their organization is adding AI specific roles who are increasingly involved in technology purchase decisions
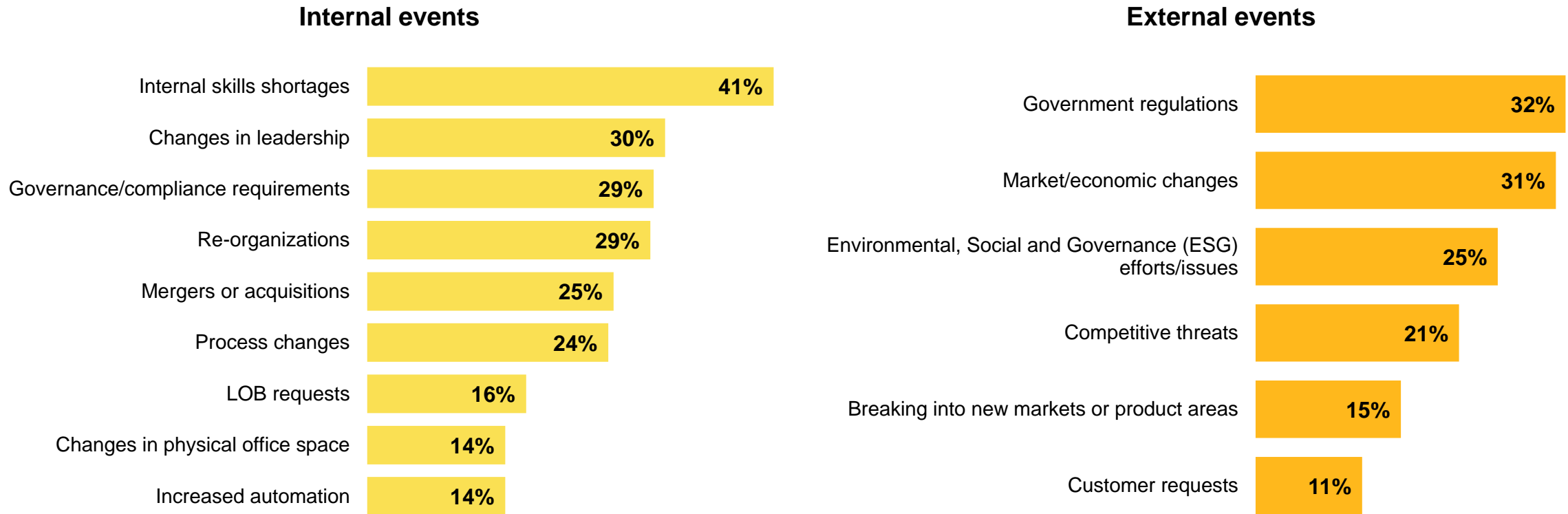
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Source: Foundry Role & Influence of the Technology Decision-Maker Survey, 2024

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

Legend: Most likely to stall (green) | Need vendor assistance (orange)

Average # of sources needed

Stage	Most likely to stall	Need vendor assistance	Average # of sources needed
Determine the business need	37%	27%	5.7
Determine technical requirements	33%	43%	5.7
Evaluate products and services	37%	46%	**6.4**
Recommend or select vendors	24%	25%	5.5
Sell internally	29%	21%	4.6
Authorize or approve	29%	16%	3.8
Post sales engagement		27%	4

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?

Source: Foundry Role & Influence of the Technology Decision-Maker Survey, 2024

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

Internal events

Internal skills shortages	**41%**
Changes in leadership	**30%**
Governance/compliance requirements	**29%**
Re-organizations	**29%**
Mergers or acquisitions	**25%**
Process changes	**24%**
LOB requests	**16%**
Changes in physical office space	**14%**
Increased automation	**14%**

External events

|	
Government regulations	**32%**
Market/economic changes	**31%**
Environmental, Social and Governance (ESG) efforts/issues	**25%**
Competitive threats	**21%**
Breaking into new markets or product areas	**15%**
Customer requests	**11%**

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

25 or more	6%
20-24	2%
15-19	5%
10-14	9%
7-9	12%
5-6	17%
3-4	19%
1-2	16%
None	13%
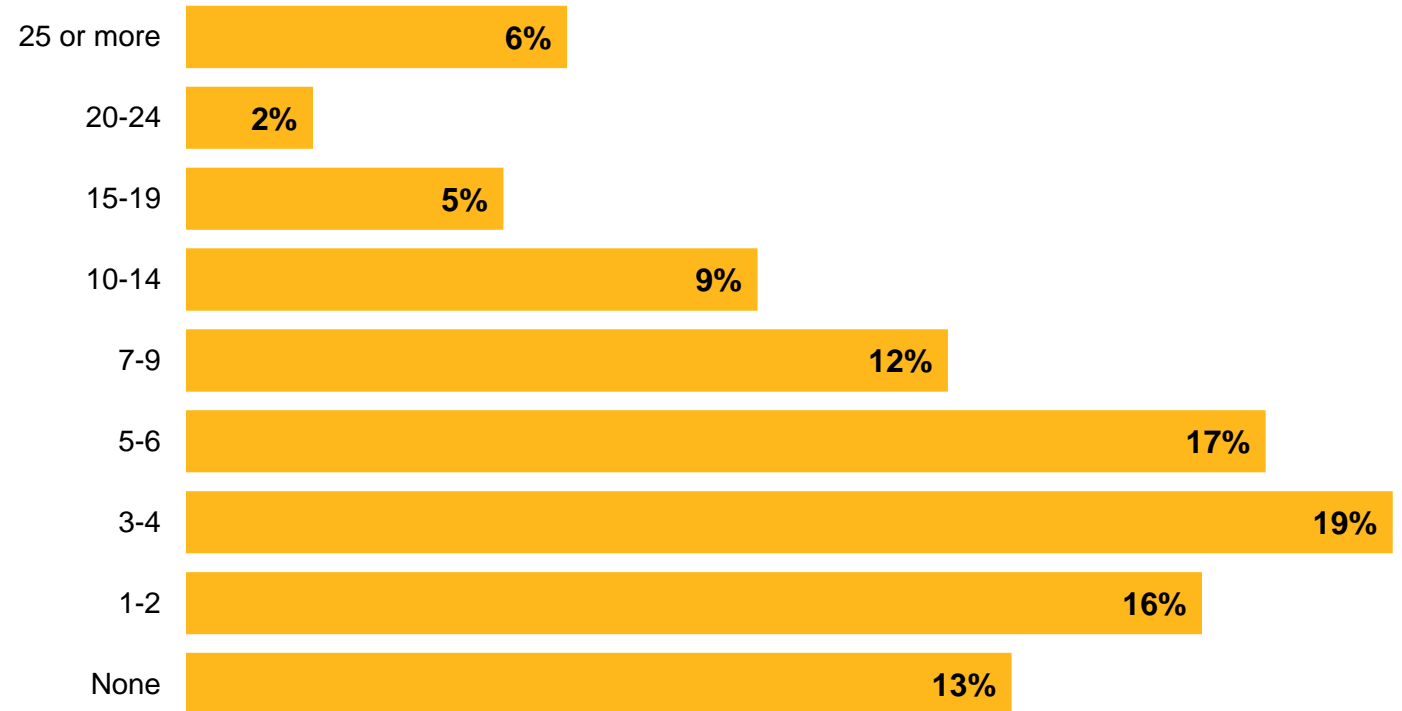
Question: Approximately, how many pieces of information (i.e., white papers, research reports, project briefs) did you download to aid you in the purchase process?

Source: Foundry Role & Influence of the Technology Decision-Maker Survey, 2024

ITDMs rely on social channels to be effective in their roles

		Boomers	Gen X	Millennials	Gen Z
YouTube	72%	76%	69%	**69%**	**80%**
LinkedIn	58%	**80%**	**83%**	42%	45%
Instagram	51%	28%	29%	51%	71%
Facebook	46%	44%	38%	51%	54%
X, formerly Twitter	42%	28%	40%	39%	50%
TikTok	35%	16%	7%	38%	56%
Reddit	26%	28%	28%	21%	30%
Threads	21%	20%	12%	15%	30%

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%**

Industry research/tech analyst reports — **44%**

In-depth product reviews — **43%**

Interviews with industry experts — **38%**

Technology news reports/ Live coverage of news events (e.g., product announcements, event coverage) — **36%**

How-to videos — **33%**

Webcasts/Web shows (live or prerecorded video series) — **32%**

Interactive video (e.g., chalkboard, diagrams, infographics, technology primers) — **25%**

First-look product overviews (e.g., unboxing videos) — **24%**

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?