

# Understanding the security purchase process

## 52%

of IT decision-makers expect their **security budget to increase** in the next 12 months

Current average security budget (all products, systems, services, and staff)

## \$65M

## Decision-making within the security purchase process

Who's involved at each stage of the purchase process?

**1 Determine the business need**

CIO or top IT executive	53%
CEO	52%
COO	31%

**2 Determine technical requirements**

CIO or top IT executive	49%
IT/networking staff	43%
IT/networking management	42%

**3 Evaluate products and services**

IT/networking management	45%
IT/networking staff	44%
CIO or top IT executive	43%

**4 Recommend or select vendors for purchase**

CIO or top IT executive	48%
IT/networking management	42%
IT/networking staff	36%

**5 Sell internally**

CIO or top IT executive	46%
IT/networking management	35%
CSO/CISO or top security executive	27%

**6 Authorize or approve purchase of products and services**

CEO	46%
CIO or top IT executive	41%
CFO	35%

**7 Post sales engagement**

IT/networking management	35%
CIO or top IT exec	33%
IT/networking staff	29%

What's the average number of people involved in the security purchase process?

**19** IT **10**  
LOB **9**

## 65%

of ITDMs agree that when a new CIO or IT leader comes on board, they often see an influx of spending to bring on new tools

Security purchase types in the next 6-12 months

Upgrade	48%
Additional purchase	29%
Replacement	23%

## 51%

of ITDMs will seek a new vendor when purchasing security solutions

41% said this is because their current product or service no longer meets their business need

What's the average security buying cycle?

## 5.9 months

## The content that's educating security decision-makers

Tech marketers have a little more work to do...

## 59%

of security-specific downloaded content has provided value to ITDMs in the past 12 months

Most relied-upon pieces of content

- Technology news
- Product testing/reviews/opinions
- Product demo/product literature

Top sources of information

- Tech content sites
- White papers
- Tech vendors (via vendor website)

## 6 pieces of content

is the average number that security-focused decision-makers download to aid them throughout the purchase process

## 78%

of ITDMs agree they spend more time reading content from known and trusted brands because they're confident their time will be well spent

Security buyers prefer custom tailored content

Based on industry	56%
Based on technology platform(s) already installed at their organization	48%
Based on company size	40%