Understanding the cloud computing purchase process

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

1. Determine the business need
   - CEO 39%
   - CIO or top IT Executive 37%
   - Line of business mgmt 27%
   - CTO 27%

2. Determine technical requirements
   - IT/networking management 41%
   - Engineer 41%
   - CIO or top IT Executive 39%
   - Architect 39%

3. Evaluate products and services
   - Architect 42%
   - Security staff 41%
   - IT/networking management 40%

4. Recommend or select vendors for purchase
   - CIO or top IT Executive 38%
   - IT/networking management 31%
   - Architect 31%

5. Self internally
   - CIO or top IT Executive 33%
   - CEO 25%
   - Business relationship manager 23%

6. Authorize or approve purchase of products and services
   - CIO or top IT Executive 48%
   - CFO 43%
   - CEO 39%

7. Post sales engagement
   - Engineer 24%
   - IT/networking management 24%
   - Security staff 23%

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

6 people

What's the average number of content that cloud-focused decision-makers download to aid them throughout the purchase process?

6 pieces

Most relied upon pieces of content:
- Technology news
- Product testing/reviews/opinions
- Vendor presentations

What's the average number of total IT budget that will be allocated to cloud computing over the next 12 months?

31%

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

66% of IT decision-makers expect their cloud spending to increase in the next 12 months

43% of ITDMs will seek a new vendor when purchasing cloud solutions

52% of cloud-specific downloaded content has provided value to ITDMs in the past 10 months

31% of cloud buyers prefer custom tailored content

67% of ITDMs agree they spend more time reading content from known and trusted brands because they're confident their time will be well spent

6.2 months

Cloud purchase types in the next 6-12 months
- Additional purchase 43%
- Upgrade 33%
- Replacement 24%

65% of ITDMs agree that their organization is defaulting to cloud-based services when upgrading or purchases new technical capabilities.

48% said this is because the new vendor/product is more innovative or product-rich

43% of ITDMs agree they spend more time reading content from known and trusted brands because they're confident their time will be well spent

6.2 months

Cloud buyers prefer custom tailored content
- Based on industry 61%
- Based on technology platform(s) already installed at their organization 48%
- Based on responsibilities 29%

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

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To learn more about the cloud purchase process and how Foundry can help you identify content steps to help you better engage with your audience, contact your Foundry sales representative.

Sources: Foundry Customer Engagement Study 2022; Foundry Role & Influence of the Technology Decision Maker Study, 2023; Foundry Cloud Computing Study, 2023