

Understanding the cloud computing purchase process

66%

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

31%

of total IT budget will be allocated to cloud computing over the next 12 months

Decision-making within the cloud 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	Sell internally	
	CIO or top IT Executive	33%
	CTO	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?

28 IT **15**
LOB **13**

65%

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

Cloud purchase types in the next 6-12 months

Additional purchase	43%
Upgrade	33%
Replacement	24%

43%

of ITDMs will seek a new vendor when purchasing cloud solutions

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

What's the average cloud buying cycle?

6.2 months



The content that's educating cloud decision-makers

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

52%

of cloud-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
- Vendor presentations

Top sources of information

- Technology content sites
- White papers
- Webcasts/webinars
- Technology vendors (via phone, email, video conference)
- Technology vendors (via vendor web site)

6 pieces of content

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

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

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%