

# Understanding the security purchase process

**43%**

of IT decision-makers expect their overall security budget to increase in the next 12 months, 55% expect no change

**69%**

agree that understanding which security tools and solutions fit best within their company is becoming more complex

## Decision-making within the security purchase process

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

Stage	Role	Percentage
1 Determine the business need	CIO	41%
	CEO	34%
	CISO or top security exec	27%
2 Determine technical requirements	IT/networking management	37%
	CIO or top IT executive	36%
	Engineer	35%
3 Evaluate products and services	IT/networking staff	39%
	IT/networking management	38%
	Security staff	35%
	Engineer	35%
4 Recommend or select vendors for purchase	CIO or top IT exec	32%
	CISO or top security exec	27%
	IT/networking management	27%
	IT/networking staff	27%
5 Sell internally	CIO or top IT exec	29%
	CISO or top security exec	19%
	IT/networking management	18%
6 Authorize or approve purchase of products and services	CIO or top IT exec	39%
	CEO	38%
	CFO	36%
7 Post sales engagement	CIO or top IT exec	23%
	IT/networking staff	21%
	CISO or top security exec	16%
	Security staff	16%
	Engineer	16%

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

**23** IT **12** LOB

**59%**

say their engagement with the Board of Directors helps improve cybersecurity/security initiatives

Security purchase types in the next 6-12 months

New adoption	36%
Upgrade	35%
Replacement	29%

**43%**

of ITDMs will seek a new vendor when purchasing security solutions

49% said this is because the vendor/product is more innovative or feature rich

What's the average security buying cycle?

**6.2 months**



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

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

**43%**

of security-specific downloaded content has provided value to ITDMs in the past 6-12 months

### Most relied-upon pieces of content

- Product testing/reviews/opinions
- Technology news
- Case studies
- Product demo/product literature
- Vendor presentations

### Top sources of information

- Tech content sites
- Tech vendors (via phone, email, video conference)
- 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

**72%**

of security-focused ITDMs say that they are more likely to engage with a variety of content if it's presented in an organized experience

When do security buyers need additional resources throughout the purchase process?

Determining the business need	26%
Determining technical requirements	43%
Evaluating products/services	48%
Recommending or selecting vendors	27%
Sell internally	17%
Authorize/approve	16%
Post sales engagement	32%