

FOUNDRY

Customer Engagement Study

12th annual survey

Insight into the content types and vendor engagement preferences of IT decision-makers as organizations advance their use of technology to improve customer experiences and streamline processes.



Purpose and methodology

Survey goal

To gain deeper insights into the types and volume of content consumed throughout the purchase process for major technology products and services. The survey also explores IT decision-makers' engagement preferences with technology vendors, including follow-ups and relationship dynamics, and preferred event formats and interactions.

Total respondents 676

Collection method Online questionnaire

Number of questions 30

Region

North America 35%

EMEA 22%

APAC 42%

Audience base CIO, Computerworld, CSO, InfoWorld, and Network World email invitations to audience base.

Average company size 14,449

Age groups represented

1946-1964 (Baby Boomers) 17%

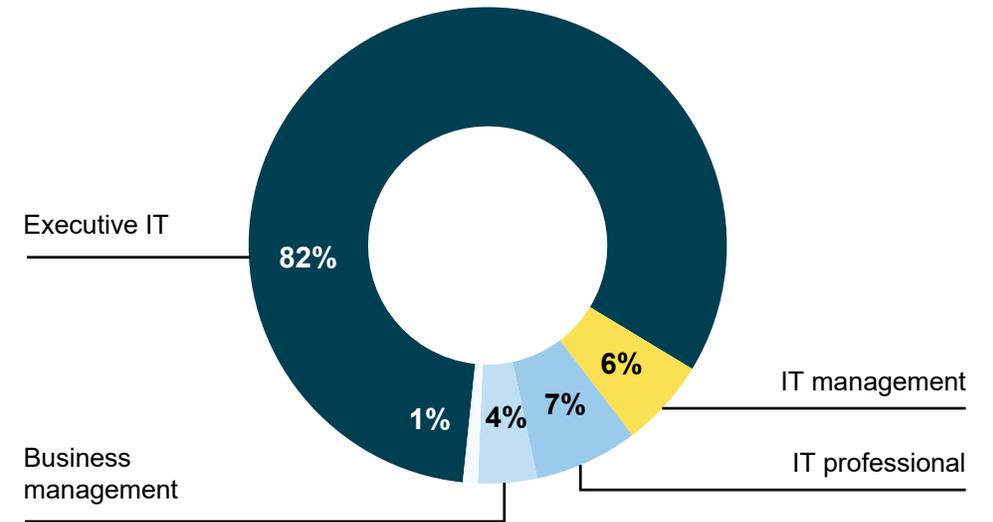
1965-1980 (Gen X) 34%

1981-1996 (Millennials) 38%

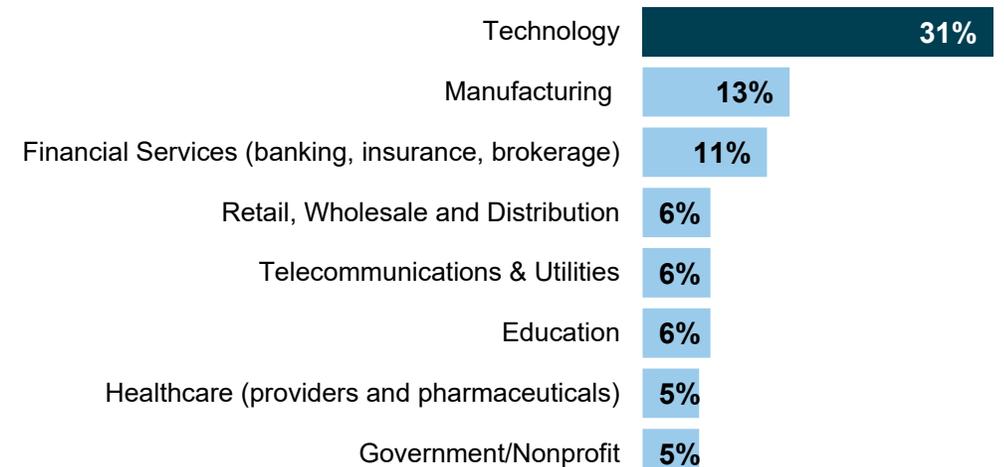
1997-2002 (Gen Z) 11%

IT leadership All survey respondents are involved in the purchase process for major IT or security products and services.

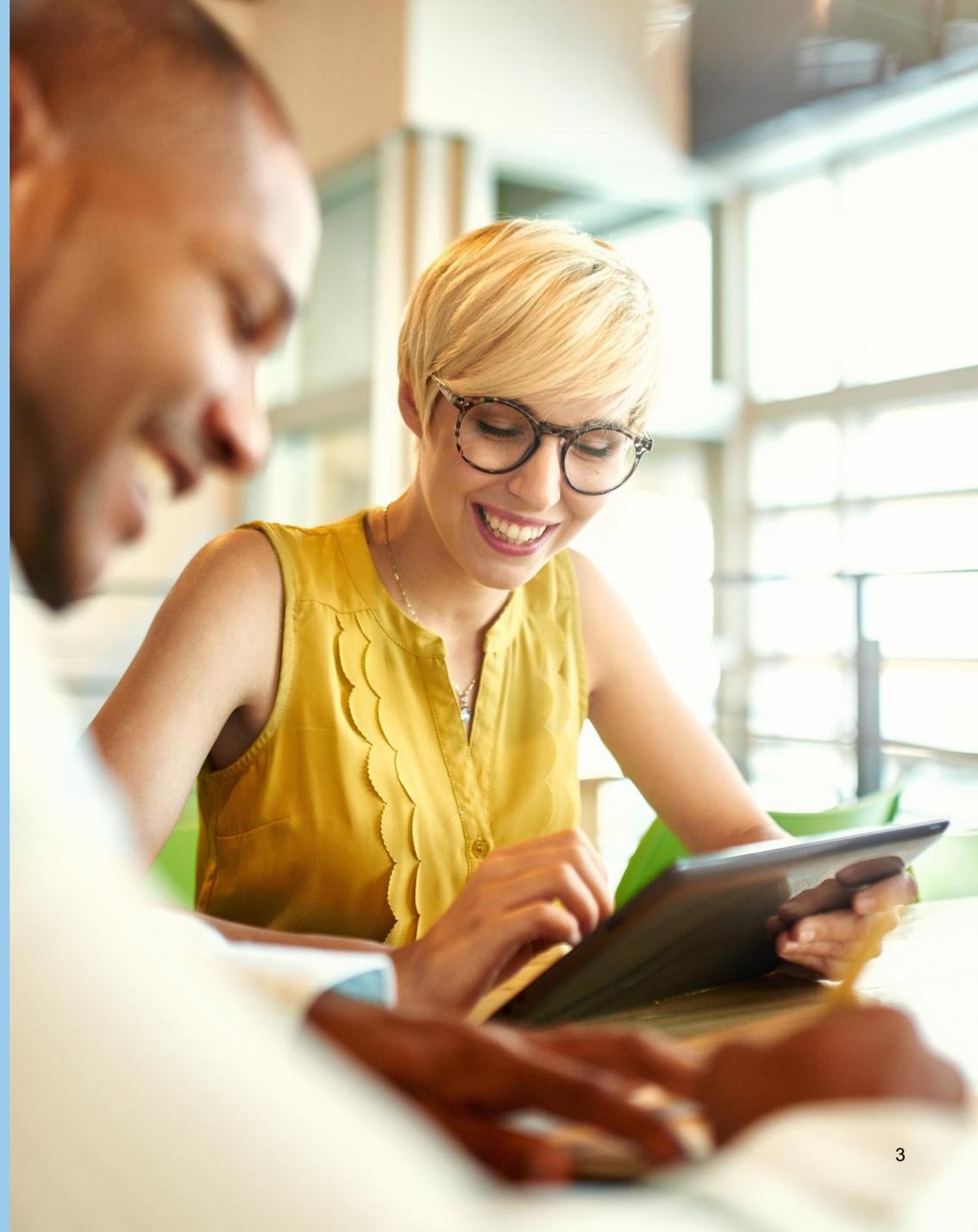
Job titles



Top represented industries



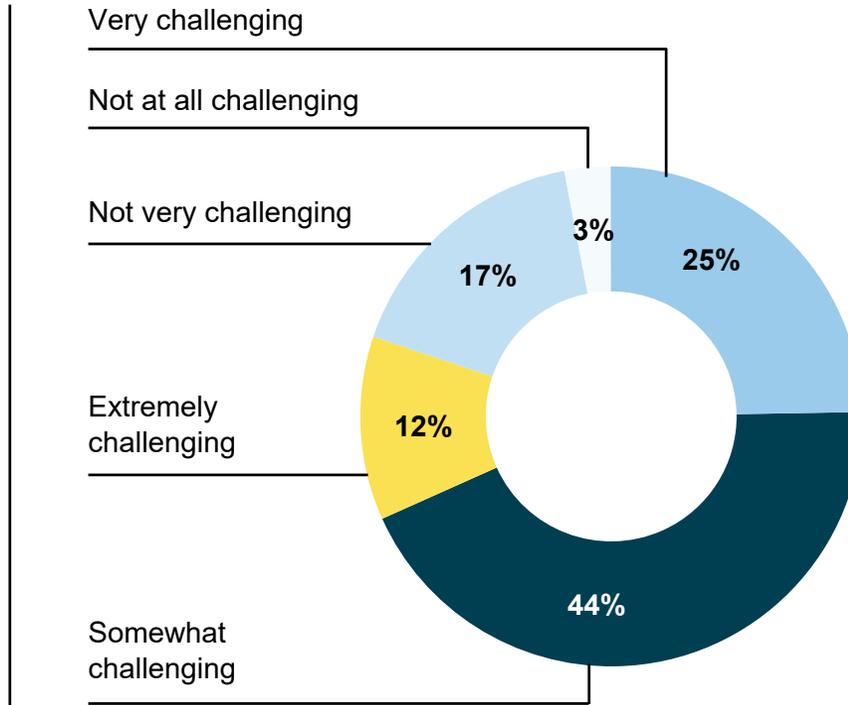
Content needed for tech purchase decisions



High-quality content can be hard to find

81%

say it is **challenging to find high-quality content**



The challenge

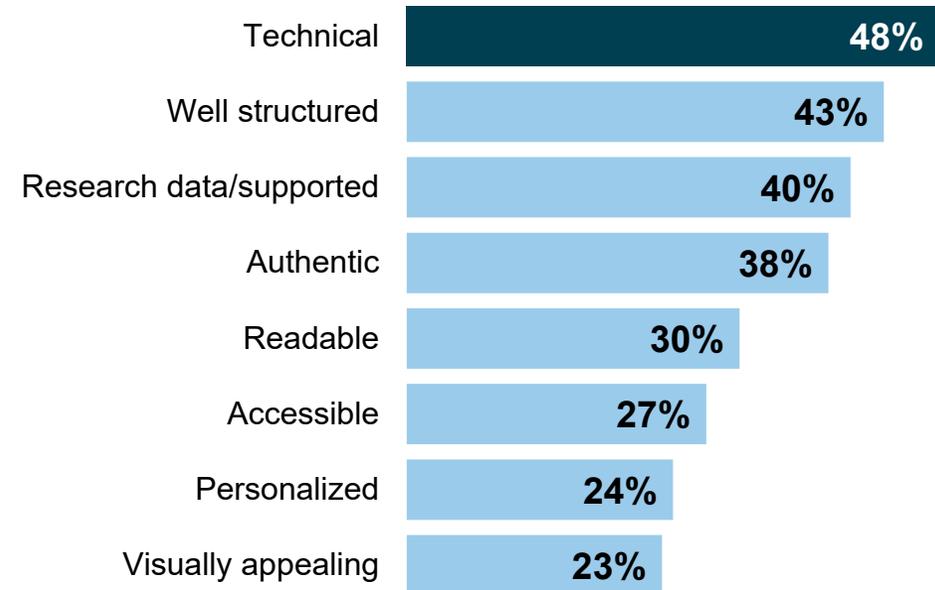
31%	Too much marketing hype/empty buzzwords
25%	Lack of unbiased information
24%	Information is too general/not technical enough
24%	Lack of relevant information
22%	Incomplete or inconsistent technical info
22%	Content overload
21%	Overwhelming volume of results from searches
19%	Uncertainty whether content is AI generated
14%	Too many assets are gated
13%	Search doesn't surface relevant content
11%	No visibility into the sources used to create the information
11%	Not enough content in my preferred format
10%	Content isn't in my local language

Question: How challenging is it to find trustworthy information from vendors on major enterprise IT products and services?

51%

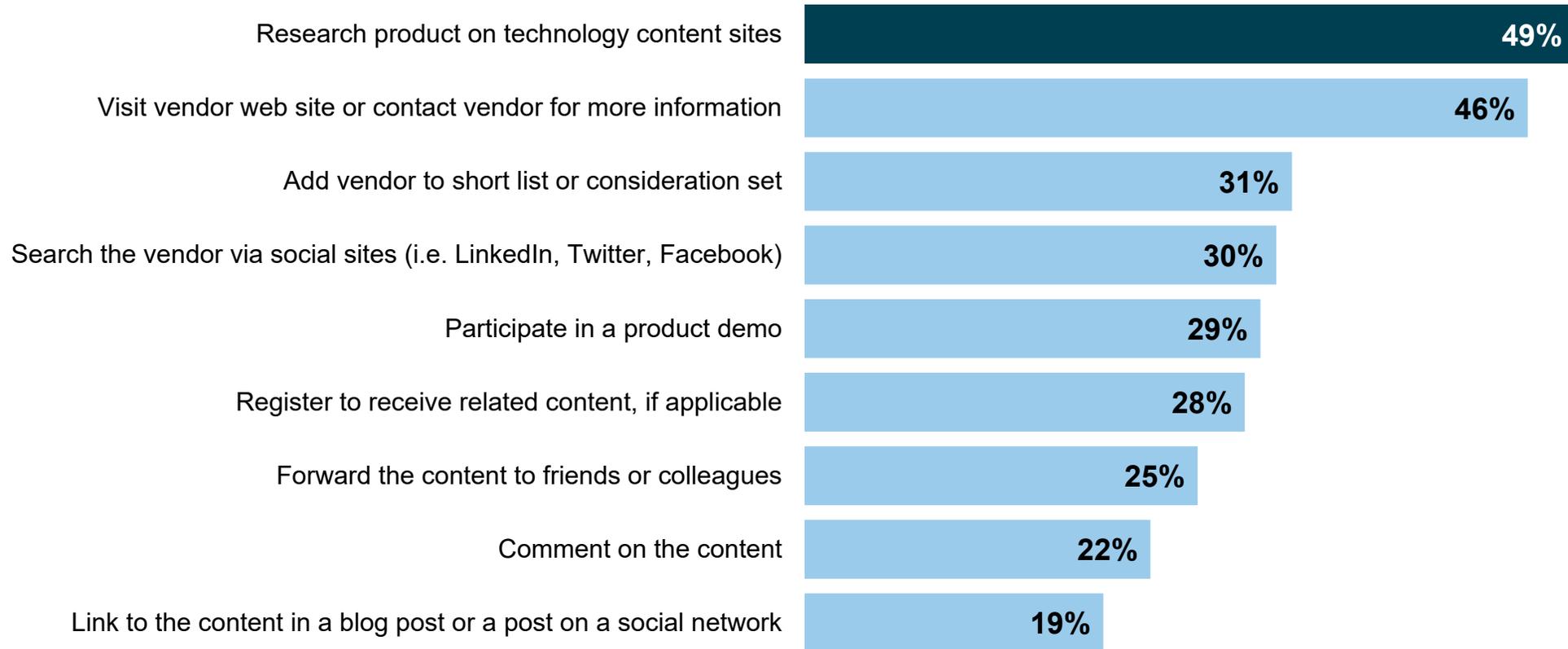
of downloaded work-related content provided ITDMs with actionable information over the past 6-12 months

The content that did provide value was:



Question: Thinking of the work-related content that you have downloaded in the past 6-12 months, how much has ultimately provided you with actionable information?
AND Thinking of the content that provided value to you, please select the top three qualities:

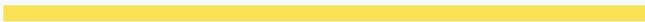
Next steps after finding valuable content



Question: Which of the following actions have you taken in the last three months as a result of finding content from a vendor that is valuable/helpful?

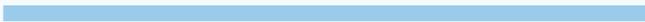
Relevant and consistent education is essential

75%



are more likely to consider an IT vendor who educates them through each stage of the decision process.

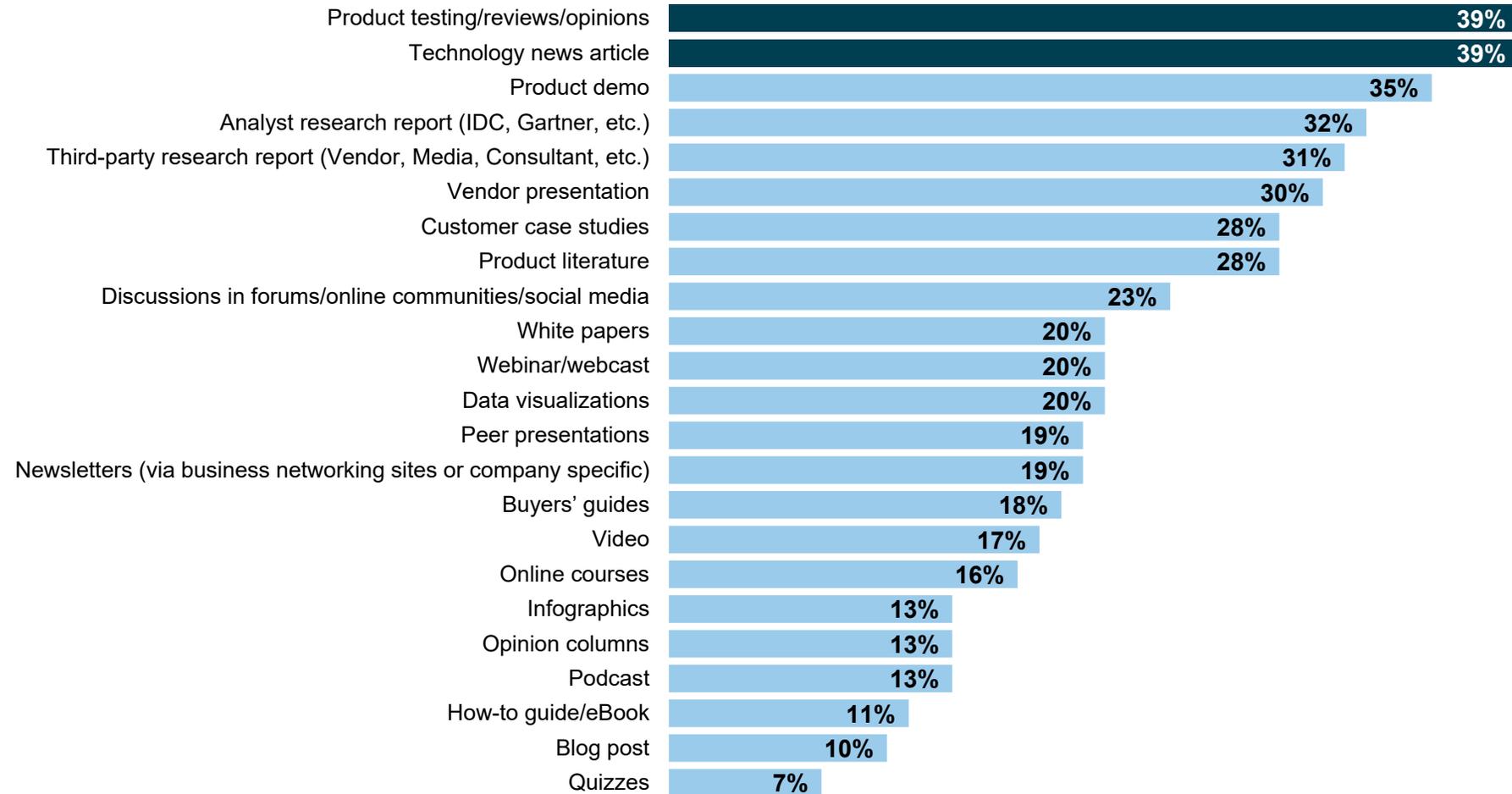
64%



say that educating non-technical functions within their organization requires more educational resources from vendors.

Question: Thinking about your recent tech purchases, please rate your level of agreement with the following statements.

Content types relied on throughout purchase process



Question: Which of the following types of content do you rely on most throughout the purchase process for IT products and services?

Content types relied on at each stage

Top content types relied upon	Determine the business need	Determine technical requirements	Evaluate products and services	Recommend and select vendors	Sell internally	Approve and authorize purchase	Post-sales engagement
<ul style="list-style-type: none"> • Product testing/reviews/opinions • Technology news articles • Product demos • Analyst research reports • Third-party research reports 	<ul style="list-style-type: none"> • Technology news articles • Analyst research reports • Product testing/reviews/opinions • Case studies • Third-party research reports 	<ul style="list-style-type: none"> • Technology news articles • Product testing/reviews/opinions • Product demos • Third-party research reports • Analyst research reports 	<ul style="list-style-type: none"> • Product testing/reviews/opinions • Product demos • Technology news articles • Third-party research reports • Vendor presentations 	<ul style="list-style-type: none"> • Product demos • Product testing/reviews/opinions • Third-party research reports • Vendor presentations • Analyst research reports 	<ul style="list-style-type: none"> • Technology news articles • Product testing/reviews/opinions • Product demos • Analyst research reports • Third-party research reports 	<ul style="list-style-type: none"> • Product testing/reviews/opinions • Analyst research reports • Product demos • Technology news articles • Third-party research reports 	<ul style="list-style-type: none"> • Product testing/reviews/opinions • Third-party research reports • Technology news articles • Product demos • Product literature

Question: Considering major enterprise IT purchases, which of the following content types do you rely on at each stage of the purchase process in which you are involved?

Information topics of most interest during purchase process

	Determine the business need	Determine technical requirements	Evaluate products or services	Recommend and select vendors	Sell internally	Authorize and approve
Skills/roles information needed to deploy and support the technology	35%	39%	34%	31%	27%	24%
Security capabilities and features	36%	38%	37%	31%	25%	29%
Business value	43%	26%	33%	29%	29%	35%
AI capabilities and features	35%	33%	34%	28%	24%	23%
Customer case studies	33%	26%	33%	31%	23%	23%
Pain points addressed	28%	23%	28%	24%	25%	24%
Total cost of ownership	32%	25%	33%	31%	26%	39%
Implementing new tech vs. outsourcing	28%	33%	32%	24%	24%	23%
Migration and integration insights	29%	34%	32%	27%	22%	23%
ROI estimates	30%	21%	27%	26%	28%	31%
Purchase options (Subscription vs. CAPEX)	24%	20%	26%	26%	21%	30%

Question: What information topics are of most interest during each stage of the technology purchase process?