

# Understanding the cloud computing purchase process

# 51%

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

# 28%

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	<b>Determine the business need</b>	
	CEO	46%
	CIO or top IT Executive	39%
	IT/networking management	32%
	LOB management	32%

2	<b>Determine technical requirements</b>	
	CIO or top IT Executive	42%
	IT/networking management	37%
	IT/networking staff	33%
	Engineer	33%

3	<b>Evaluate products and services</b>	
	CIO or top IT Executive	38%
	IT/networking staff	32%
	IT/networking management	31%

4	<b>Recommend or select vendors for purchase</b>	
	CIO or top IT Executive	39%
	IT/networking management	31%
	CSO/CISO	29%

5	<b>Sell internally</b>	
	CIO or top IT Executive	32%
	IT/networking management	23%
	CTO	23%

6	<b>Authorize or approve purchase of products and services</b>	
	CIO or top IT Executive	43%
	CFO	37%
	CEO	36%

7	<b>Post sales engagement</b>	
	CIO or top IT Executive	32%
	IT/networking management	25%
	LOB management	23%

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

28 IT 14 LOB 14

# 70%

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

**Cloud spending is expected to change over the next 12 months**

Increase	61%
Decrease	7%
Remain the same	32%

# 97%

of cloud buyers seek **vendor assistance during the purchase process.**

**45%** said this is when determining technical requirements.

**The length of the cloud computing purchase process:**

Less than 12 months	44%
12 months or more	38%
Don't know	10%
Have never purchased this product/service	8%

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

When searching for tech-related information...

# 37%

of cloud buyers say **credibility and clarity matter most** in content provided by technology content sources.

**Most effective vendor engagements**

- Meetings via phone, email, video conference
- In-person meetings
- Vendor websites

**Top sources of information**

- Research
- Technology content sites
- Vendors
- Analyst firms
- Peers
- Business content sites
- Social media platforms
- Events



# 7 pieces of content

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

# 76%

of cloud buyers agree they are **more likely to consume content from trusted brands** because they're confident their time will be well spent.

**The average number of information sources cloud buyers use at each stage of the purchase process:**

Evaluate products/services	4.0
Determine the business need	3.8
Determine technical requirements	3.8
Recommend or select vendors for purchase	3.7