

FOUNDRY

Role and Influence of the Technology Decision-Maker

How the role of the IT decision-maker continues to evolve
as technology's responsibility in business increases

The 17th annual survey



Purpose and methodology

Survey goal

To provide in-depth information about the evolving role and influence of IT decision-makers in today's corporations, especially as technology's role in business continues to increase. The research looks at who's involved in the tech purchase process, the amount of content they consume/download, and their top relied upon information sources.

Total respondents 721

Collection method

Online questionnaire

Number of questions 31

IT leadership

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

Audience base

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

Geographic locations

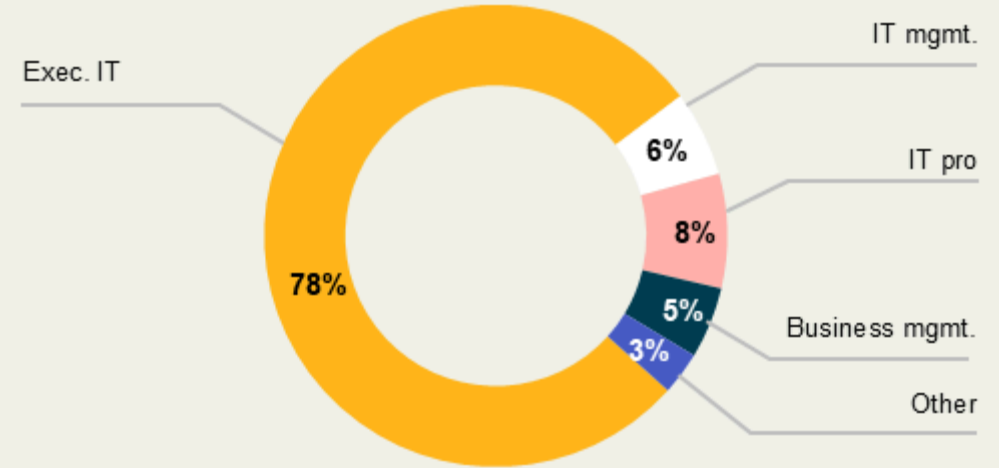
The respondents represent a global perspective with 52% in North America, 17% in EMEA, and 30% in APAC

Average company size 18,390 employees

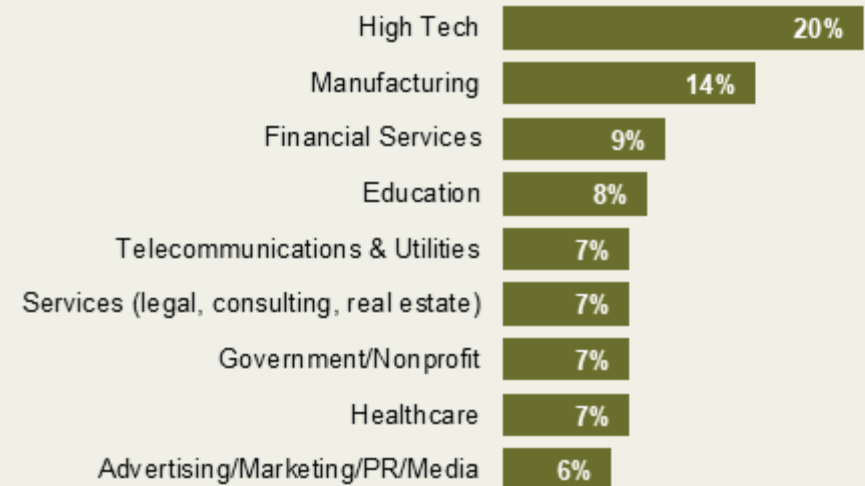
Generations

Baby Boomers: 14%
Gen X: 37%
Millennials: 24%
Gen Z: 15%

Job titles



Top represented industries



Landscape of the technology buying process



The complexity of tech buying shows no signs of slowing

66%

of IT decision-makers agree that the **purchase process** for technology products and services is becoming **increasingly complex**.

Up from 61% in 2023 and 65% in 2024.

Why is it more complex?

Because more people are involved as business and IT leaders present and explore new technologies to efficiently run their companies.

The good news

To support these initiatives, tech budgets are increasing. 84% of ITDMs say their tech budgets will either increase or remain the same over the next 12 months.

Question: Please rate your level of agreement with the following statements: AND How do you expect your IT budget to change over the next 12 months compared to the past 12 months?

The buying team size

26

average number
of influencers

	IT average	LOB average
Overall	13	13
NA	13	13
EMEA	13	12
APAC	12	12
1,000+	16	14
<1,000	9	10

Question: Please estimate the total number of people (including yourself), on average, involved in influencing enterprise technology purchases within your organization.

	IT	LOB	Total
Artificial intelligence	13	12	25
Cloud computing	14	13	27
Cloud database	15	14	29
Collaboration tools	10	13	23
Data + analytics	15	13	28
Desktop / laptops	8	10	18
Edge computing and services	16	16	32
Enterprise software / applications	13	13	26
IT services	14	14	28
Management tools	13	14	27
Networking	13	13	26
Security	12	13	25
Servers / storage	12	10	22
Telecommunications	11	10	21
Web applications	12	10	22

Who's involved in each stage of the IT purchase process?

Key 1 2 3

	Determine the business need	Determine technical requirements	Evaluate products or services	Recommend / select vendors	Sell internally	Authorize / approve	Post-sales engagement
CEO	42%	17%	18%	17%	20%	36%	16%
CIO or top IT executive	39%	39%	35%	37%	31%	38%	33%
IT / networking management	34%	37%	32%	31%	25%	24%	28%
CSO / CISO or top security executive	24%	27%	27%	27%	19%	24%	19%
Line of business management	31%	20%	26%	24%	24%	22%	25%
Business relationship manager	17%	7%	12%	10%	11%	7%	12%
CFO	21%	14%	13%	14%	12%	33%	11%
CTO	22%	27%	23%	22%	20%	18%	19%
COO	22%	16%	19%	15%	15%	26%	14%
Chief Data Officer or equivalent	19%	21%	20%	17%	16%	16%	16%
CMO or top marketing executive	15%	10%	13%	12%	12%	14%	11%
Chief Digital Officer or equivalent	20%	24%	22%	19%	20%	18%	16%
IT / networking staff	20%	33%	31%	20%	18%	12%	23%
Security management	26%	30%	27%	23%	20%	19%	20%
Engineer	20%	32%	30%	21%	16%	13%	19%
Architect	21%	27%	24%	19%	16%	12%	14%
Software engineer / developer	21%	30%	28%	22%	13%	13%	21%
Data scientist	11%	16%	16%	9%	7%	5%	11%
Chief AI officer	26%	21%	19%	17%	15%	17%	16%
Security staff	12%	20%	20%	12%	10%	9%	14%

Question: Including yourself, which of the following groups will be involved in each stage of the IT purchase process at your organization over the next 12 months?

Looking back at 2024 involvement ...

Key 1 2 3

	Determine the business need	Determine technical requirements	Evaluate products or services	Recommend / select vendors	Sell internally	Authorize / approve	Post-sales engagement
CEO	37%	15%	16%	16%	17%	36%	14%
CIO or top IT executive	34%	33%	32%	36%	32%	37%	28%
IT / networking management	28%	34%	32%	29%	23%	23%	24%
CSO / CISO or top security executive	23%	22%	22%	19%	16%	20%	14%
Line of business management	22%	17%	22%	18%	17%	16%	19%
Business relationship manager	22%	14%	17%	16%	17%	12%	17%
CFO	21%	10%	12%	13%	15%	31%	10%
CTO	21%	24%	23%	23%	21%	20%	19%
COO	21%	12%	14%	13%	16%	20%	12%
Chief Data Officer or equivalent	19%	20%	22%	20%	18%	17%	18%
CMO or top marketing executive	19%	12%	14%	14%	14%	15%	13%
Chief Digital Officer or equivalent	19%	18%	17%	19%	15%	17%	14%
IT / networking staff	18%	29%	27%	18%	12%	7%	23%
Security management	16%	24%	23%	19%	15%	17%	16%
Engineer	16%	25%	26%	16%	8%	4%	18%
Architect	16%	26%	25%	18%	11%	5%	17%
Software engineer / developer	15%	23%	24%	15%	10%	7%	18%
Data scientist	15%	20%	19%	15%	12%	7%	15%
Chief AI officer	14%	17%	16%	13%	11%	8%	12%
Security staff	11%	18%	17%	12%	7%	6%	15%

Question: Including yourself, which of the following groups will be involved in each stage of the IT purchase process at your organization over the next 12 months?

Who's become more involved in the past year?

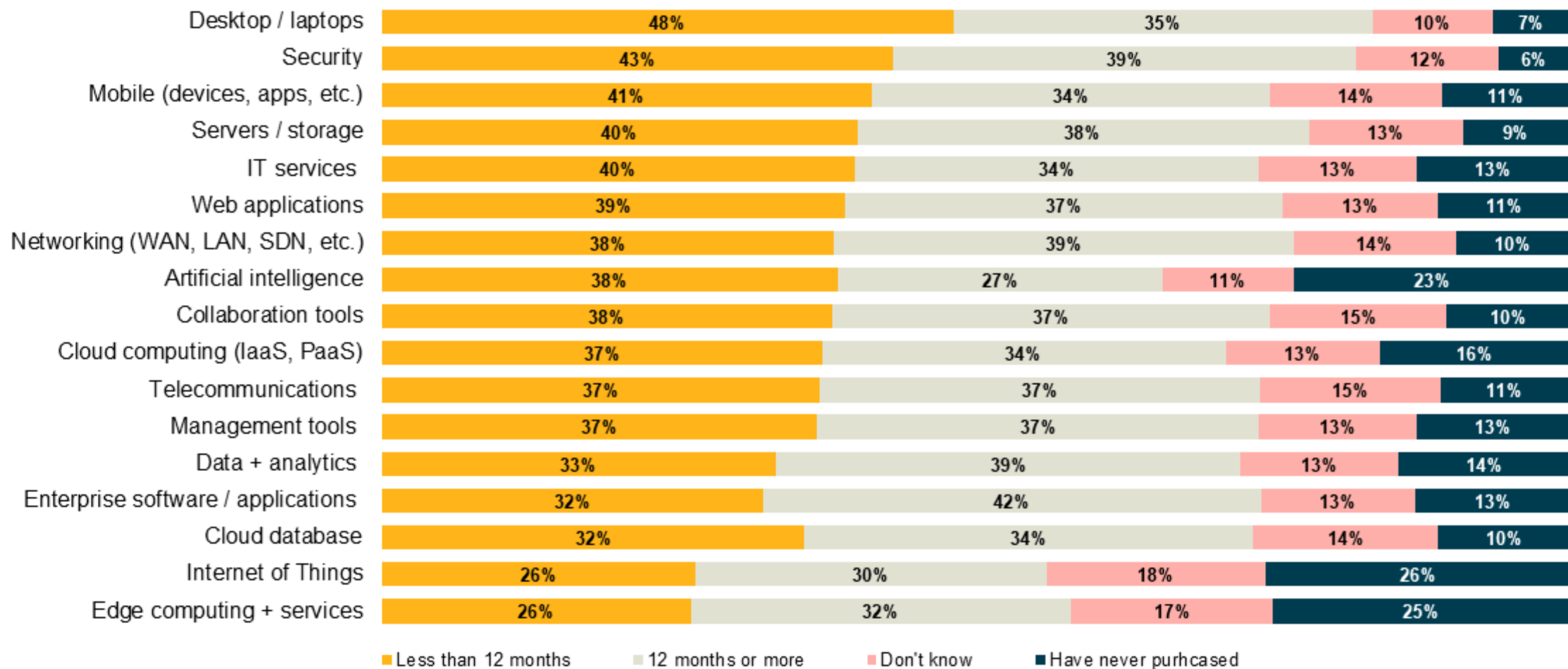


52%

of IT decision-makers say that their organization is adding **AI specific roles** who are increasingly involved in technology purchase decisions.

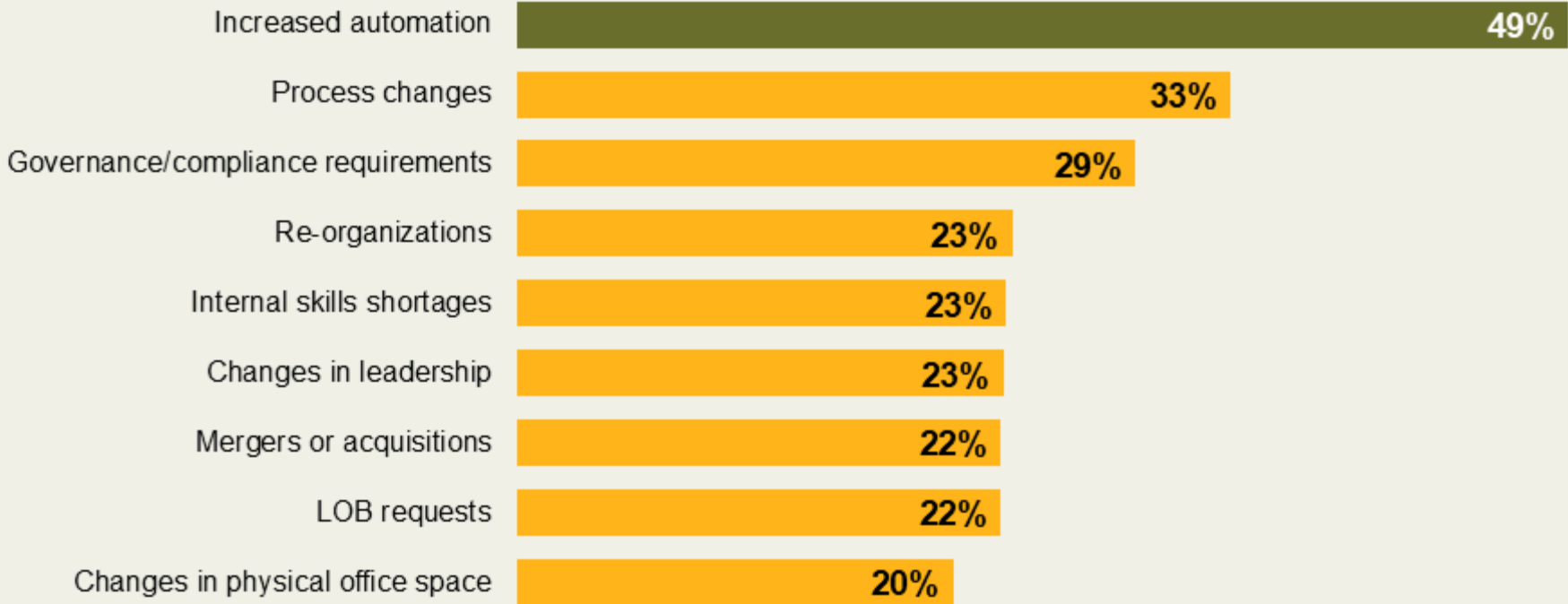
Question: Of the individuals you selected who are involved in the technology purchase process, which have become more involved in the past 12 months?

Length of the buying cycle, by technology



Question: Thinking about the last time your organization purchased each enterprise IT product or service below, what was the length of the buying cycle:

Automation fast-tracking tech purchase decisions



Question: How will the following internal events influence technology purchase decisions over the next 12 months, if at all: < Summary of Accelerator >