

IT DECISION-MAKING PROCESSES

THE AGE OF

DIGITALIZATION

Wave 3



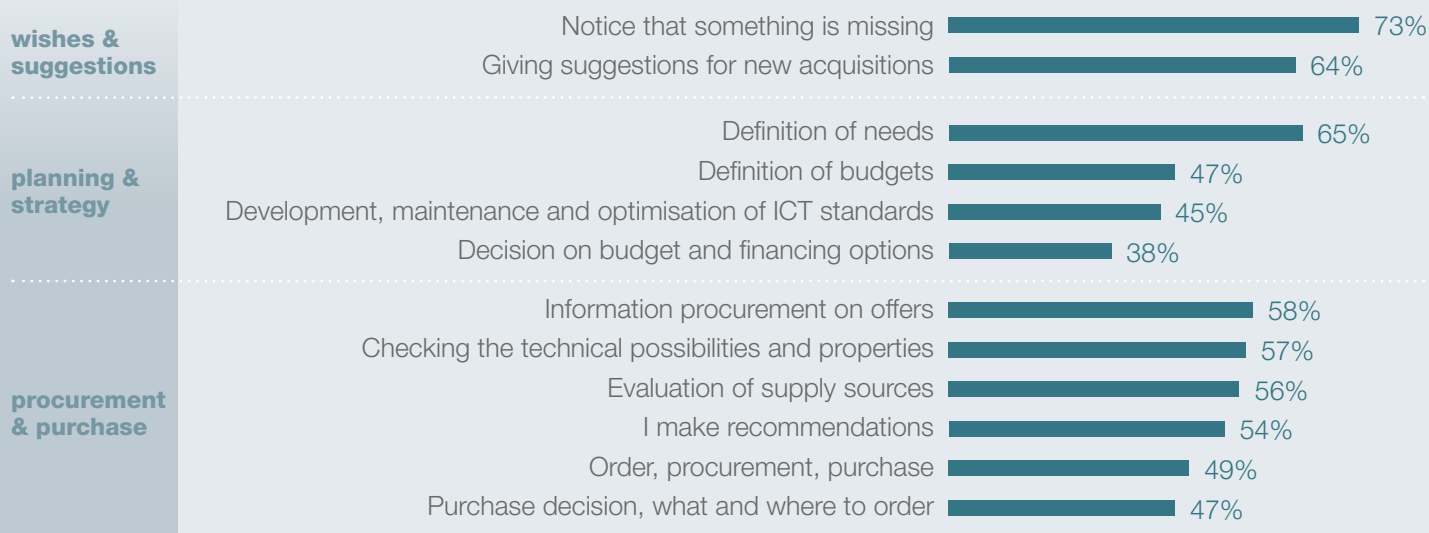
Management Summary

Who is the IT decision maker? How do IT decision-makers really decide today?

The third part of the study series, entitled „IT decision processes in the age of digitalization“, also deals in detail with the procedures involved in the IT decision-making process.

The IT decision-making process – presented in a total of 12 stages.

Personal participation in investment decisions



Key findings:

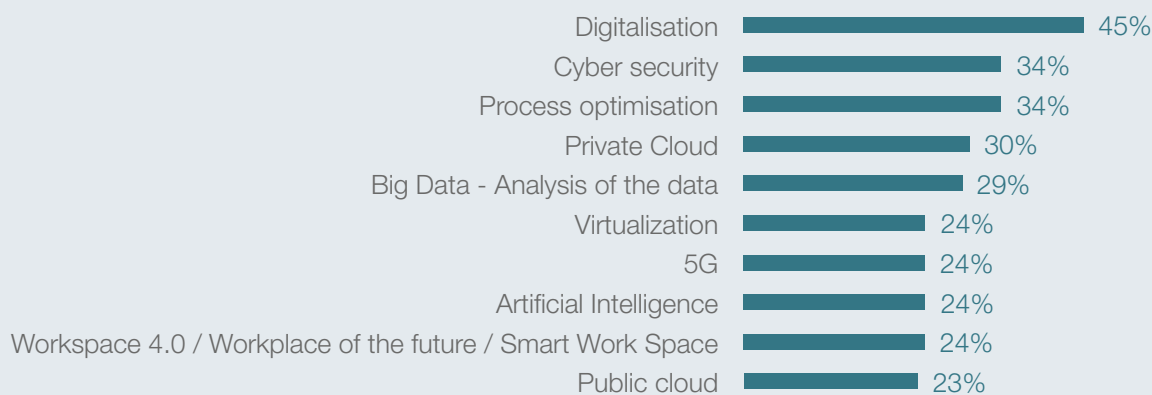
As little as there is THE decision maker, there is THE ONE decision!

IT managers have by far the most comprehensive range of tasks in the process and thus the strongest influence. But also management level, top and area management or IT staff / IT experts have an additional influence on the decision-making process - with different focal points.

Factor company size: The larger the company, the more complex the decisions and the more people are involved. On average, each respondent participates in 6.5 stages of the decision-making process.

Which topics will be relevant for companies in the next 5 years?

The top 10 (out of 26 topics surveyed):



Key findings:

IT management has a far above-average interest in all 26 subject areas surveyed. However, there are clear differences depending on the position and size of the company: IT management, for example, is interested in the topic of big data with 39 percent, while management is only interested with 16 percent. On the other hand, voice control is much more relevant for management than for IT managers.

In the large companies, topics such as big data, networking of things and goods and cyber security are in the foreground; the small companies as a whole have significantly less interest in these topics.

Procurement and purchase – the last third: How do decision-makers get informed when they are in the buying process?

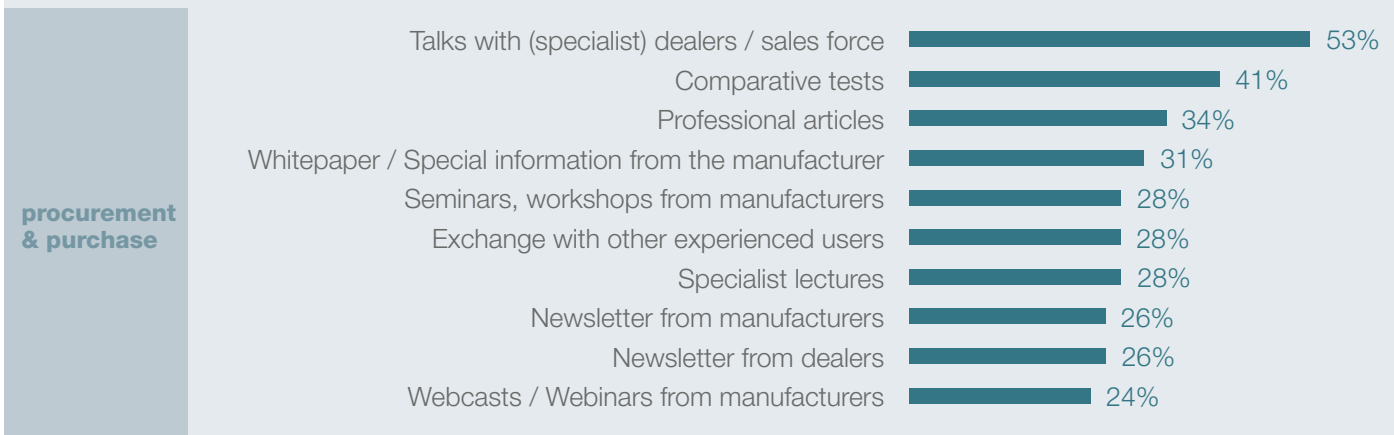
Which sources of information do you trust?

Information sources: Top10



Which types of information do you trust?

Information Types: Top10



When do respondents think about switching their supplier?

The following two aspects are decisive when considering a change of the supplier – even prior to technological reasons such as new technologies on the market or new software versions.

- Poor service from the current provider
- Poor collaboration with the current vendor

SUMMARY FACTS

- The further the purchasing process progresses, the more the IT decision-maker concentrates on fewer information sources and types. This applies to all professional positions with the exception of the IT manager.
- Above all, the management level is significantly less present in the last third of the decision-making process.
- Overall, the IT manager shows by far the most pronounced information behaviour - due to his extensive range of tasks. And this in all three stages of the purchasing process: Suggestions - Planning & Strategy - Procurement & Purchase.
- Smaller companies are much less active in terms of their information behavior.
- The manufacturer's website, i.e. direct communication with the customer, is enormously important in the last third of the decision-making process and is regarded as the trustworthy first-hand source! So it is all the more important that the relevant information can be recognized at first glance.
- For the information types, neutral, informative topics as well as personal support and conversations with trusted persons are of great importance. The order of the information types used varies depending on the professional position.
- The decision period depends - not surprisingly - on the size of the company and its budget.
- The external consulting remains constantly important over the last 2 waves - with a third participation in IT decisions. For large companies, the number is even 50%.

Method:

techconsult GmbH based in Kassel conducted 501 online interviews on behalf of heise online in June 2019. The interviewed persons were selected after a screening whether the persons in or for the company are involved in the decision-making process - at least in an advisory capacity. The interviewees were drawn from a representative national panel of 120,000 people.

