

# IT DECISION-MAKING PROCESSES IN THE AGE OF DIGITALIZATION

*Part 4 of the survey series*

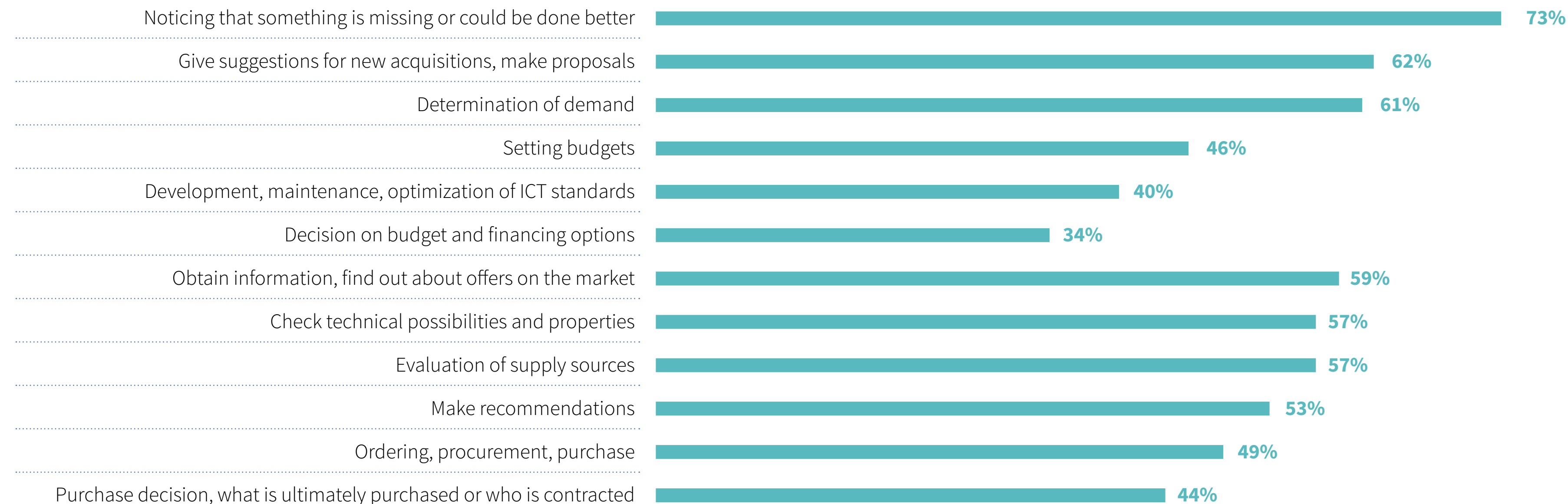
**MANAGEMENT SUMMARY**

# Who is involved and how does the decision-making process work?

The fourth part of this study series deals with decisions in companies and who is involved in them and how. Among other things, it analyzes in detail which future issues are of concern to decision-makers, where they obtain information and which purchasing criteria are relevant.

## The IT decision-making process is presented in overall 12 stages

### Personal involvement in investment decisions



Multiple responses, basis: 500 respondents

### KEY FINDINGS

*In all 4 parts of the survey, it is clear that there is no such thing as „the decision“ or „the decision-maker“. Whether executive management, top management, departmental management, IT management or IT employees - they all have an influence on the decision-making process, with different emphases. IT managers have by far the most comprehensive range of tasks and thus the strongest influence. Not surprisingly, the larger the company, the more complex the decisions and the more people are involved in the IT decision-making process.*

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

The top 5 topics (out of a total of 25 surveyed) are:



Multiple responses, basis: 500 respondents

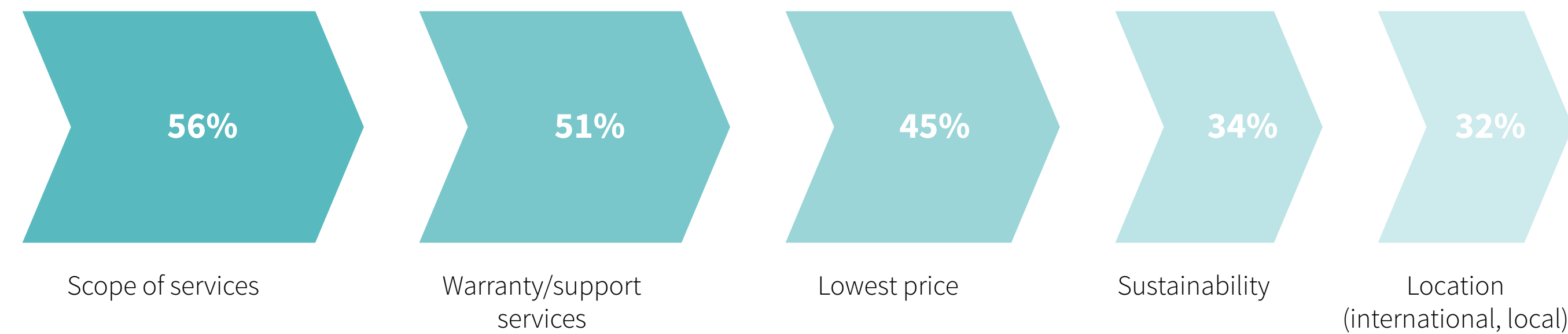
## KEY FINDINGS

There are clear differences according to position and company size: in the classic SME sector (100-999 employees), sustainability is less relevant; instead, voice recognition and biometrics are more relevant. For large companies, it's the workplace of the Future, **AI engineering and cloud centric infrastructure**.

IT management has an above-average interest in all topic areas, especially in subjects such as **blockchain, biometric and edge computing**. Sustainability is the most important topic for managing directors.

# What criteria are important for shortlisting a brand?

## The top 5 selection criteria



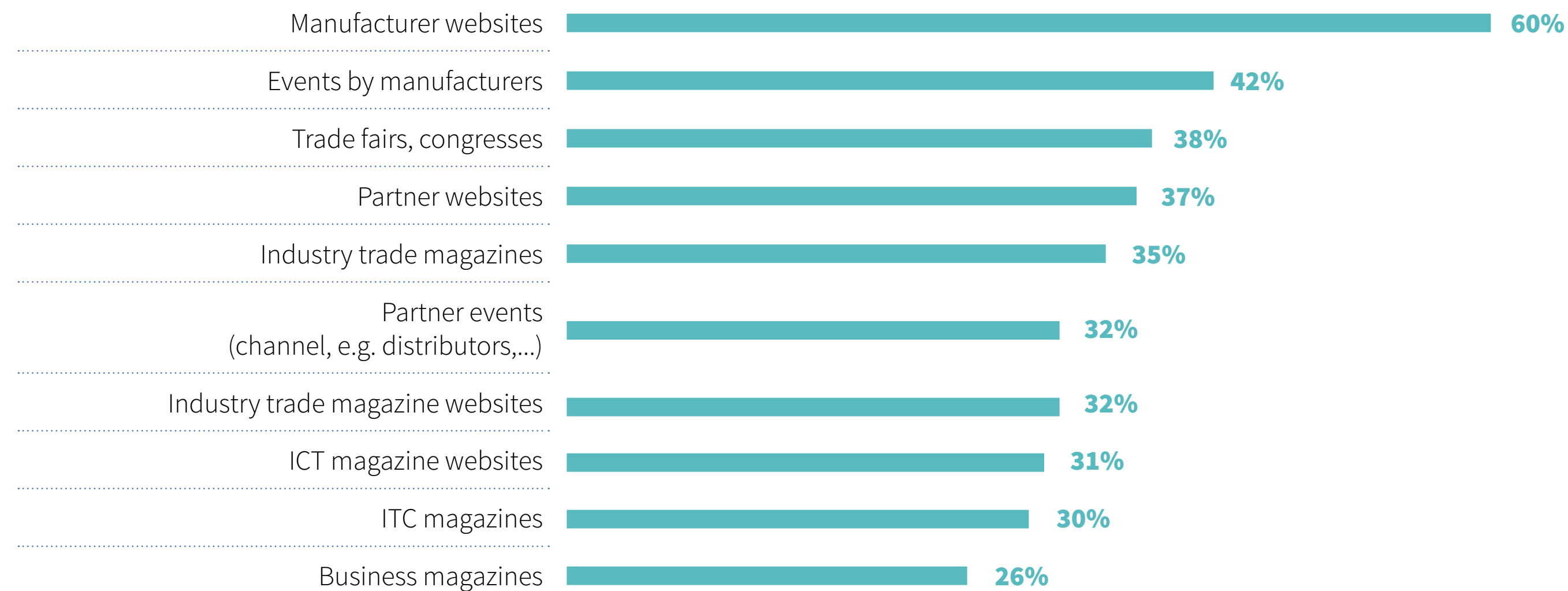
## KEY FINDINGS

Here, too, there are clear differences in terms of professional position and company size: **large companies** and **IT management** attach more importance to brand awareness and the issue of technology pioneers. **Managing directors** pay more attention to the lowest price.

Multiple responses, basis: 500 respondents

# How do decision-makers inform themselves?

**Procurement and purchase** stage:  
**Top 10 ranking of information sources** in the last third of the decision-making process



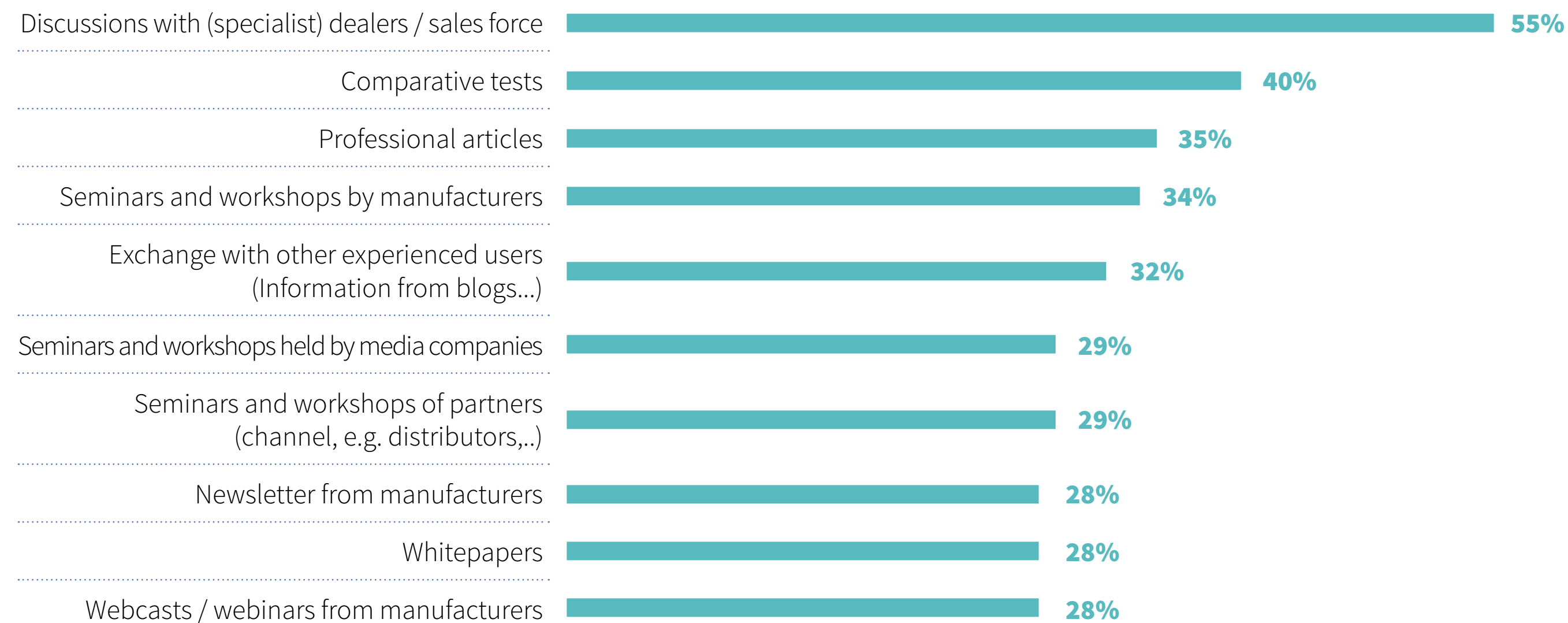
Multiple responses, basis: 500 respondents

## KEY FINDINGS

*IT management makes above-average use of ICT magazines and events organized by media companies. In larger companies, trade shows and events are of above-average importance.*

# How do decision-makers inform themselves?

**Procurement and purchase** stage:  
**Top 10 ranking of information types** in the last third of the decision-making process



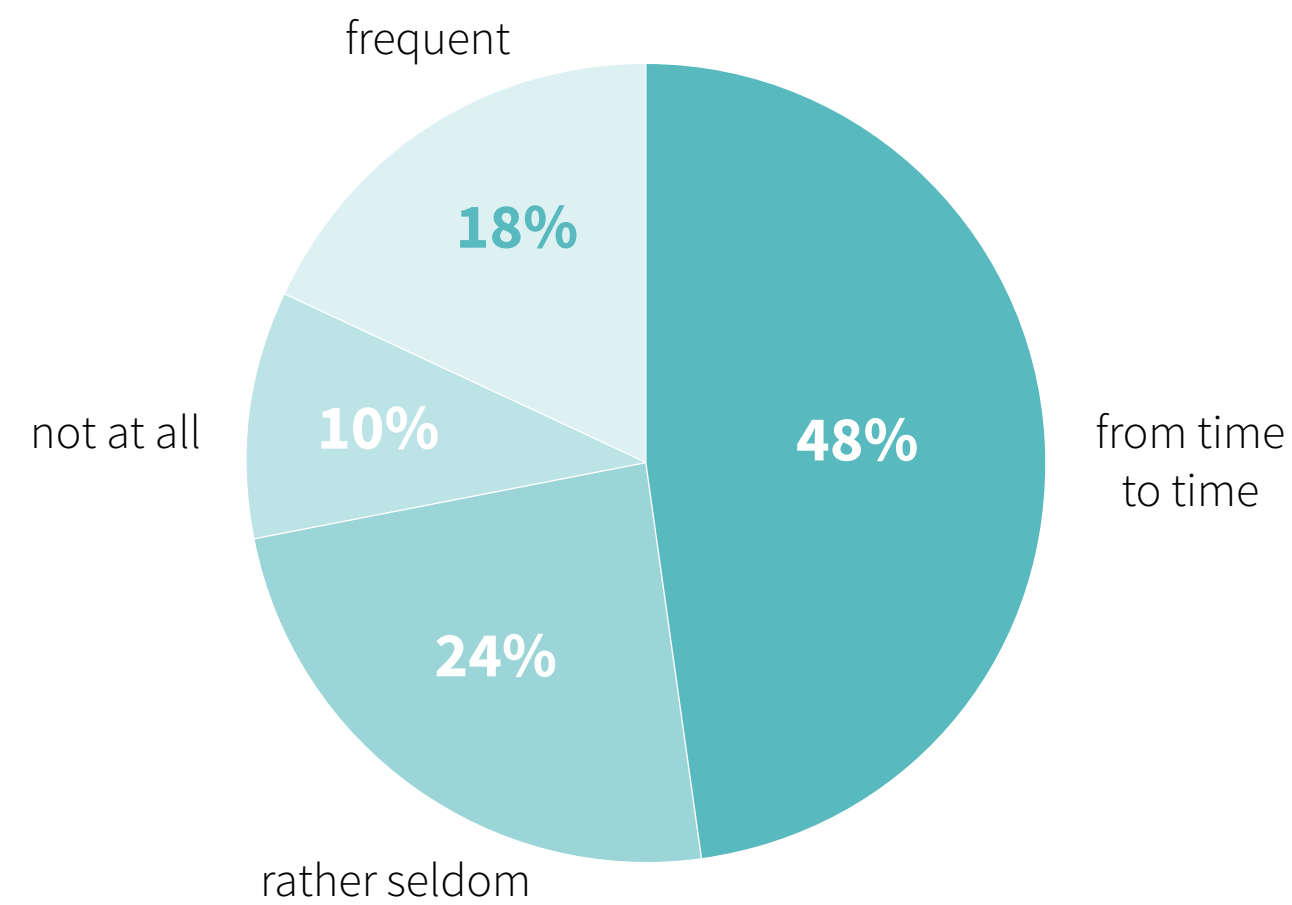
Multiple responses, basis: 500 respondents

## KEY FINDINGS

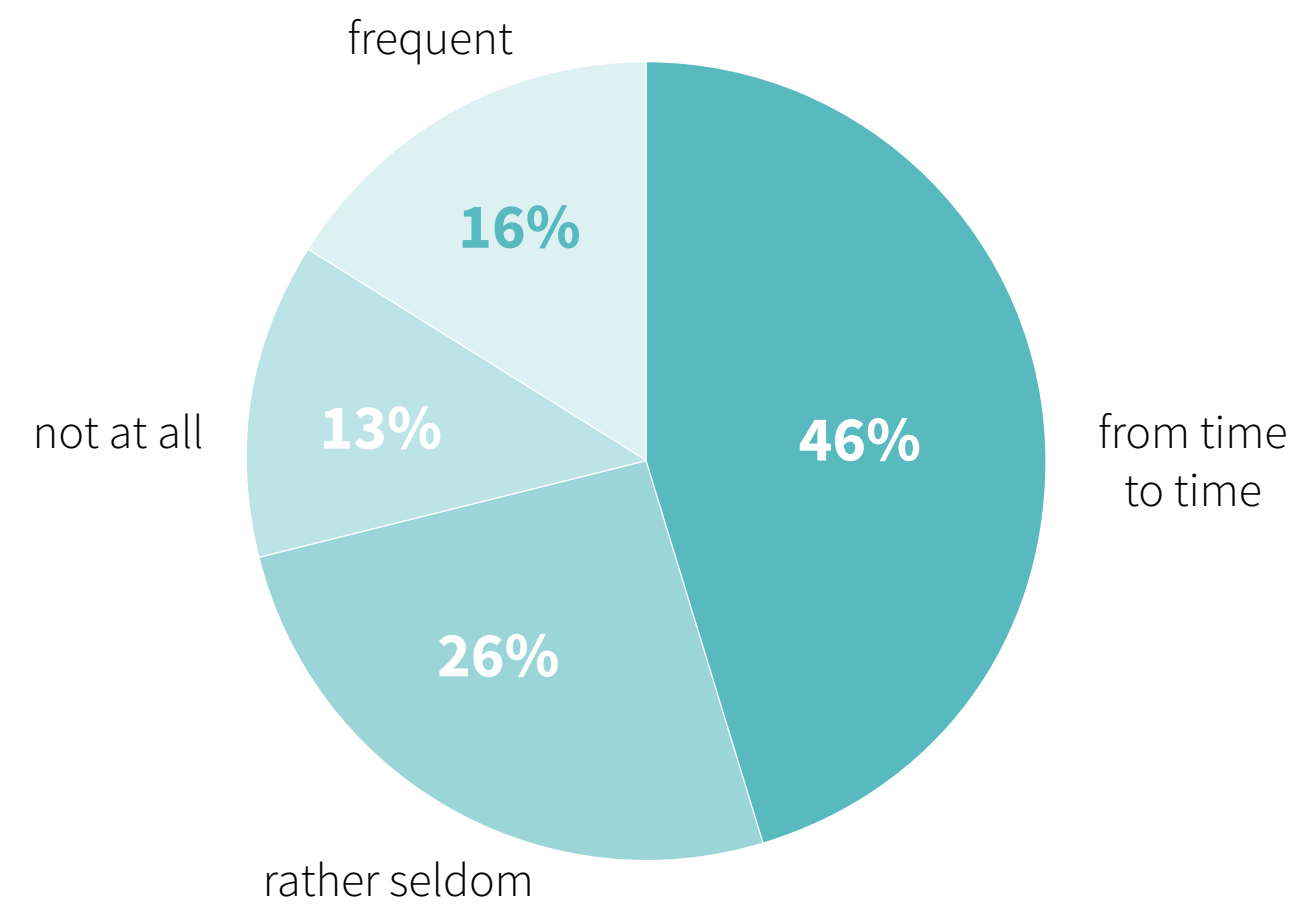
Among **larger companies**, the webcasts / webinars from media companies are gaining in importance. **IT management** as a whole shows significantly higher usage behavior, with increased use of seminars and workshops, specialist articles and webcasts / webinars in particular.

# What will the use of events and trade fairs look like in the future?

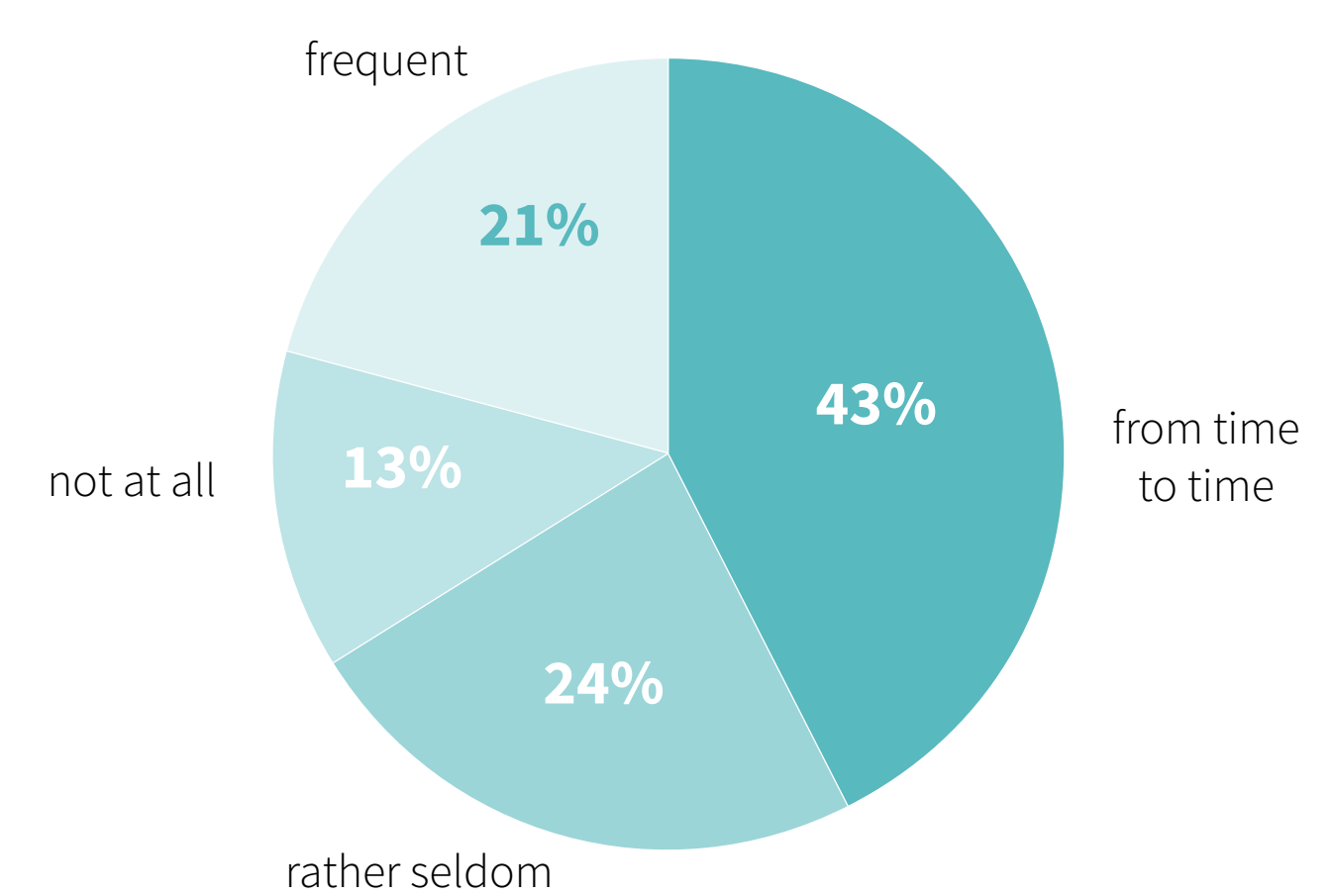
Face-to-face events



Hybrid events



Purely virtual events



## KEY FINDINGS

Whether in presence, purely virtually or hybrid: how events will be used in the future is still completely open. No clear trend is yet emerging for the near future.

Multiple responses, basis: 500 respondents

## Summary Facts

The IT manager is the most involved and diverse in the IT decision-making process.

Due to his extensive range of tasks, IT managers also shows by far the most pronounced information awareness - in all three stages of the purchasing process.

Smaller companies are significantly less active in terms of their information behavior.

The manufacturer's website, i.e. direct communication with the customer, is once again the most important and trusted source of information, especially in the last third of the decision-making process.

In terms of the types of information, the last third of the decision-making process involves personal exchanges in discussions with their experienced users, as well as discussions with the dealer or the sales representative. But comparison and test articles, i.e. neutral and informative topics, are also enormously important.

The top decision-relevant topics for the future are sustainability, the workplace of the future, and digitization. They are at the top of the agenda, and there is also the perennial issue of security.

In order to be shortlisted as a brand, the scope of services and warranty and port services are particularly important. Brand awareness tends to play a subordinate role.

Events in presence, virtual, hybrid still remain without a clear trend for the near future.

Active professional use of social media channels such as Xing, LinkedIn, Twitter is in the single-digit percentage range.

basis: 500 respondents





# Contacts

You have questions and want to know more?

Ask [us](#) - we will be happy to present the complete study to you in person!



**Heise Medien**

Method:

Techconsult GmbH Kassel surveyed 500 people who had previously been drawn representatively from a national panel of 120,000 people. The respondents were selected after screening whether the individuals were involved in the IT decision-making process in the company or for companies, at least in an advisory capacity. The online survey was conducted in July 2021. The market researchers have been analyzing the process of IT purchasing decisions in companies for Heise Medien since 2017.