

# IT DECISION PROCESSES IN THE DIGITIZATION AGE

Since 2017, we have regularly dealt with the question of how IT decisions are made and have taken a close look at the IT decision makers in companies over the past 3 years. With different research emphases and sometimes surprising results.

Part 3 of our study series deals in detail with which topics will be important in the next five years, which information channels will be used and which aspects are relevant for customer loyalty.



## The highlights of our third study:

**As little as there is THE decision maker, there is THE ONE decision.** IT managers have the most comprehensive range of tasks in the IT decision process and therefore also the most comprehensive information behavior in the entire process flow.

The larger the company, the more people are involved in decisions.

**Relevant future issues:** The TOP 6 include general digitization, cybersecurity and process optimization, followed by private cloud, big data and virtualization. IT management is far above average were interested in all 26 subject areas surveyed, but there are clear differences - depending on position and company size.

Poor service and poor collaboration are the **main reasons for the change of supplier**, even before a technology change.

**Decision duratio** is not surprisingly dependent on company size and budget. For smaller budgets (under 10,000 euros), decisions are made quickly - within a month - up to a volume of 50,000 euros within a quarter. From 50,000 euros, the decision-making process takes at least six months.

**The own website / own communication to the customer** is enormously important in the last third of the decision process.

**In communication, neutral, informative topics and personal support** are of great importance.

**The role of external consultants, system houses, specialist dealers:** The role of external consultants, system houses, specialist dealers: Over the last two waves, external consulting has been a constant feature of one third of all companies and 50% of large companies. Companies seek advice from an external consultant / IT consultant. They have a strong influence on the Selection process.

*Heise-decision-maker study June 2019, n=501*

## HAVE YOU BECOME CURIOUS?

We would be happy to present the entire study to you on site. Get in touch with us:  
[sales@heise.de](mailto:sales@heise.de)

