

IT DECISION-MAKING IN THE AGE OF DIGITALIZATION

How do IT decision-makers really make up their choice today? How do large and small companies behave and is there a central person who decides? What sources of information are crucial?

The immense multitude of possibilities with which concrete decisions can be made is enormous. We wanted to know more and questioned decision makers in 509 companies nationwide from a panel of 120,000 people via techconsult GmbH.

All about decision-making processes in small and large companies, the role of various media platforms and the influence that they have on the decision-making processes, you will learn from us. A brief look at the **highlights of the study:**



- There is no such thing as THE central decision maker –**
all positions (management, Topund IT management, IT staff, IT experts) have an impact on the process. The IT management has a major influence on planning, strategy and procurement.
- Small companies are often free to choose their brands and manufacturers.**
The larger the company, the more a brand loyalty exists.
BUT: Every 4th company with more than 1,000 employees is free in the brand selection.
- Budgets play an important role in the decision-making process for planning and strategy.**
The IT management is by far the largest budget.
- The most important sources of information for **monitoring** are the following: Trade fairs, exhibitions, the ITK press, industry trade journals and the internet offers / websites of the ITK magazines.
- In the case of **concrete information** needs, the focus is on direct communication (discussions with (specialist) dealers, field staff, lectures, seminars, workshops and trade fairs).
- Evaluation of the media:** The personal discussion level is considered particularly credible with high professional competence. The Internet offers and websites of the ITK-Press score points in information diversity and topicality.

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YOU WANT TO KNOW MORE?

We enjoy to present the details and the whole study on site. Get into contact:
sales@heise.de

