

IT DECISION PROCESSES IN THE DIGITIZATION AGE

How do IT decision-makers use the different media platforms of IT press, business publications and social media? What role do these media play in decision-making? How relevant are position and company size? And above all: Where can your advertising budgets best unfold their effect?

Part 2 of our study series examines very precisely how IT decision-makers use media. The Relevant Set ranges from print and digital to social media.



The highlights of our second study:

- There is not THE time for decisions:** The majority of IT decision-makers make decisions *as needed without a fixed time frame*. Large companies act most demand-oriented, *micro-enterprises and SMEs remain highly flexible* and are least committed to a period of time, but then act more demand-oriented.
- There is not ONE decision maker** – all positions (CxOs, top and division management, IT management, IT employees/IT experts) influence the process.
Focus on company size: The larger the company, the more important the role of IT management becomes. Employees in IT management are those with the most comprehensive range of tasks and the only ones who have to deal with the concrete procurement of offers, technology and ICT standards. External consultants such as IT consultants, VARs and system houses are more likely to be involved in larger companies.
- Media usage:** c't magazine is the most widely used *print medium* for IT decisions across all positions and company sizes. *Social media* are relevant for the procurement of information, exert influence, are frequently used, but have no weight in the final decision. heise.de is the preferred site within the digital specialized media sector and plays an outstanding role in decisions.
- Role of credibility, professional competence and indispensability:** In IT decisions, both c't magazine and heise.de take leading roles, closely followed by business media. IT decision-makers inform themselves comprehensively and regularly. The IT press has a greater influence than the business titles. In the digital sector, heise.de is the leader.
- Media rating:** In times of media overload, high-quality media are increasingly being used, as well as in print and as digital. Trust and professional competence play an important role here. This is also reflected in the evaluation of the media. In the *Customer Journey*, the IT press tends to be ahead of economic titles. Finally the results show that IT decision-makers inform themselves comprehensively. Overall, the IT press has a greater influence on IT decisions than business titles and social media.

Heise decision maker study December 2017, n=500

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We will be happy to present the entire study on site. Get in touch with us:
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