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WELCOME



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IDG Engage: Agenda

- 9:15AM-9:45AM: **The Evolving Tech Buying Process**
- 9:45AM-11:00AM: **Tech Executive Perspectives Panel**
- 11:00AM-11:15AM: **Break**
- 11:15AM-12:00PM: **Make or Break Marketing: Customer Experience**
- 12:00PM-1:30PM: **Lunch/Networking**

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THE EVOLVING TECH BUYING PROCESS

JULIE EKSTROM
Senior Vice President
IDG Communications, Inc.

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Agenda

- What is Driving Disruption
- Understanding the IT Purchase Process
- Engaging Your Customers
- Marketing & Sales Alignment

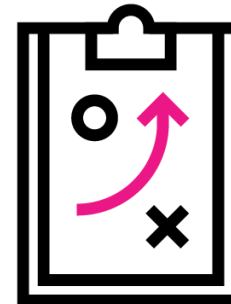
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Digital transformation is putting more emphasis on the role of **technology** in **driving business** forward.



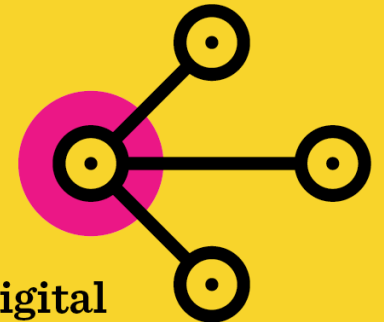
Because of this, tech professionals are **seeking out more information** to help them meet their business needs.

Now, more than ever, **they need relevant educational resources** placed in their paths as they explore solutions.



IN 3 TO 5 YEARS

there will be a significant increase in businesses embracing wide-scale digital transformation plans.

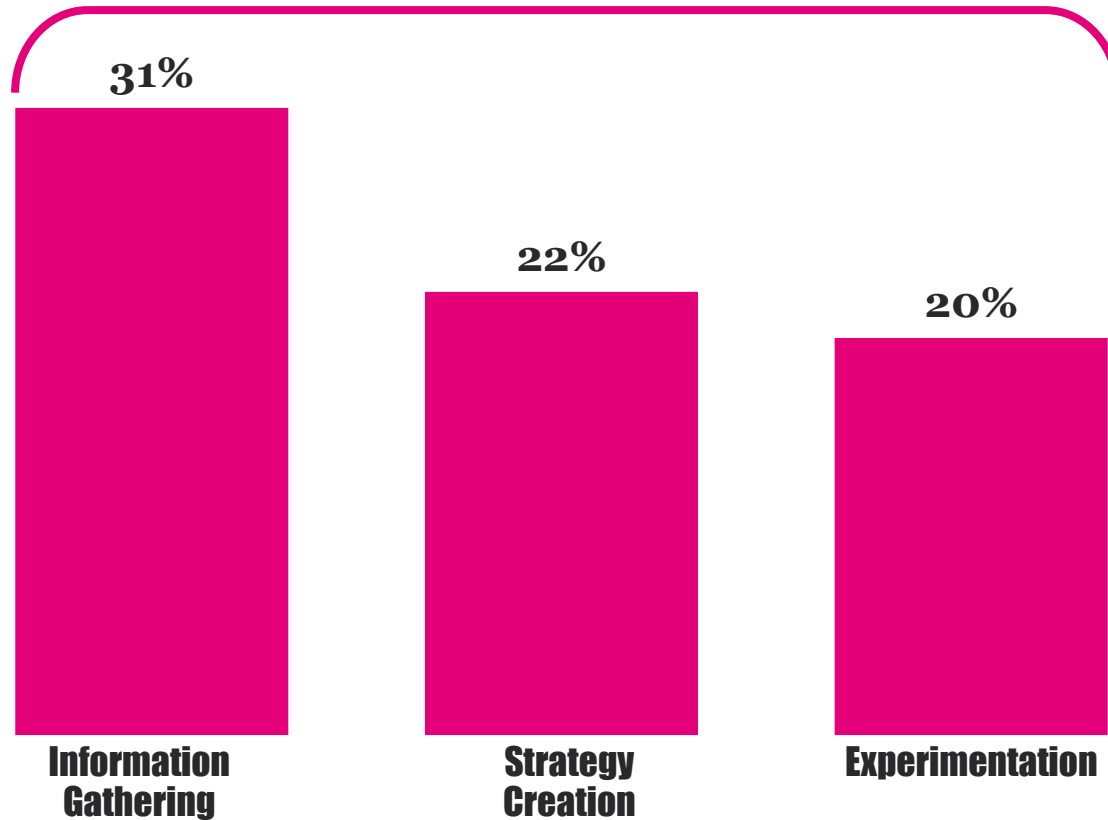


SOURCE: IDC

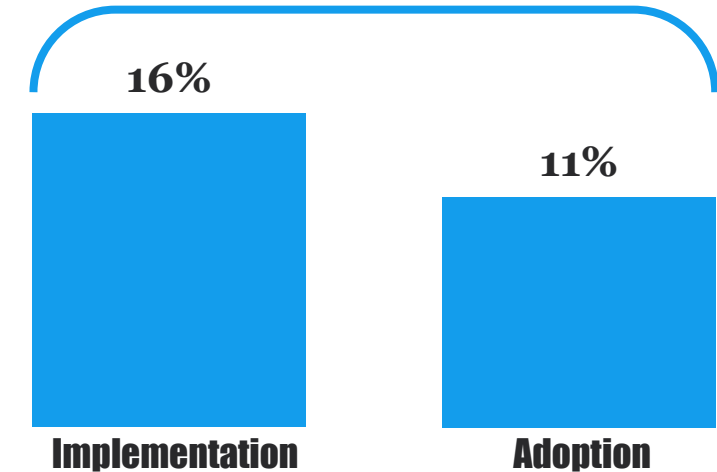
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Every Business Risks Fundamental Disruption

73% are still exploring a digital first approach



27% have a digital first approach active within their organization

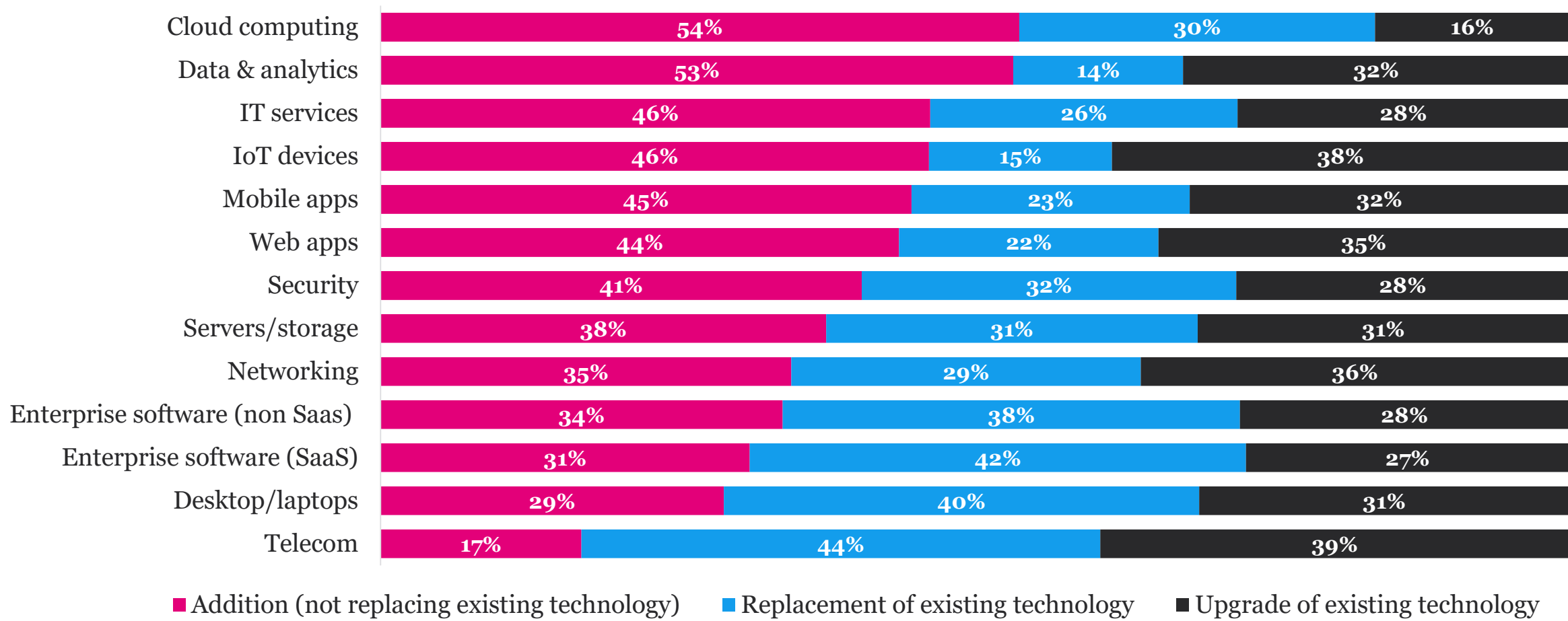


Q. To what extent has your organization adopted a “digital first” approach to business processes, operations and customer engagement points today?

Source: IDG Role & Influence Survey, 2017 (preliminary data)

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New Technologies Fueling Digital Transformation

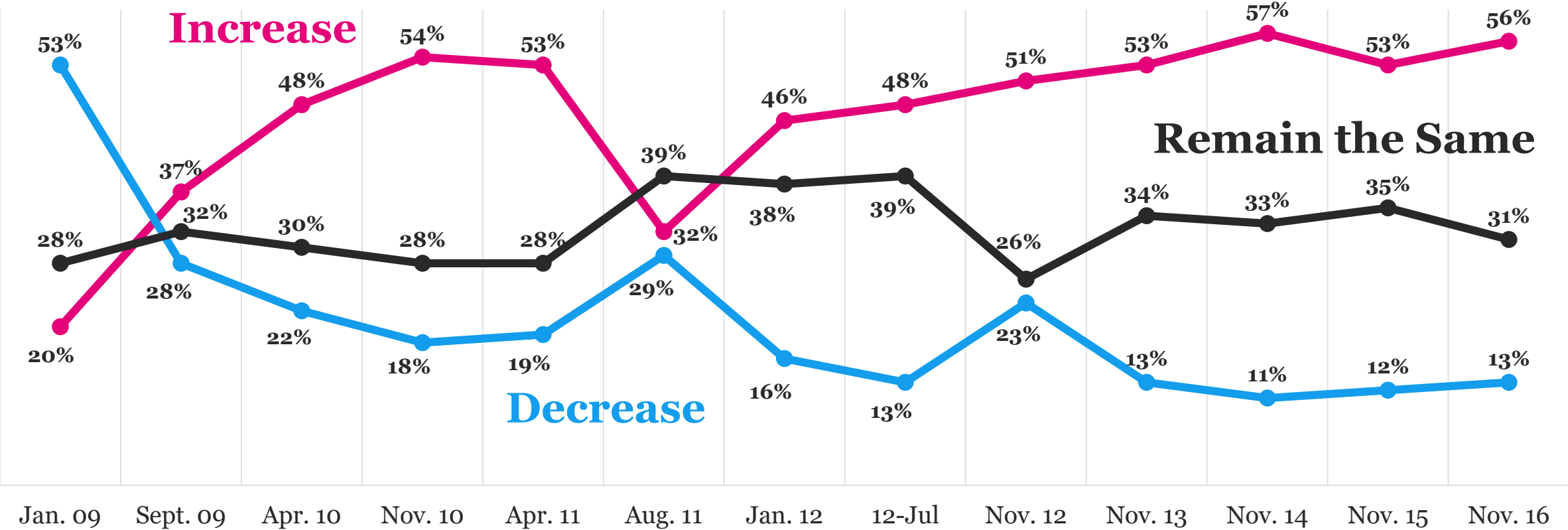


Q. Thinking about each purchase, please indicate whether this was an additional technology (not at replacement), a full replacement of an existing technology, or an upgrade of an existing technology.

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Source: IDG Role & Influence Survey, 2017 (preliminary data)

Tech Budgets On the Rise For Past Five Years

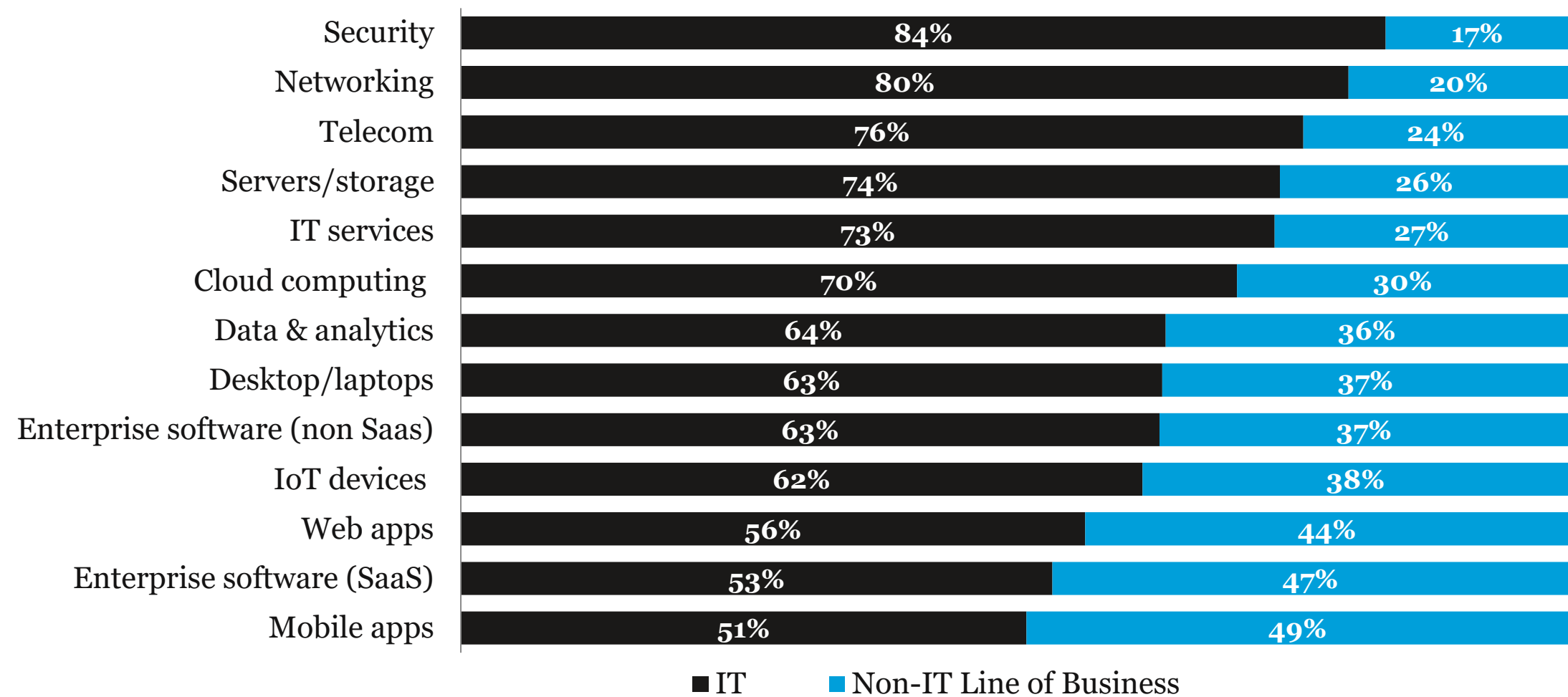


Q: Will your overall IT budget increase, decrease or remain the same in the next 12 months compared to the past 12 months?

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Source: CIO Tech Poll: Tech Priorities, 2017

IT is the Primary Budget Holder



Q. Who was the primary budget holder for each purchase?

Source: IDG Role & Influence Survey, 2017 (preliminary data)

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IT PURCHASE PROCESS

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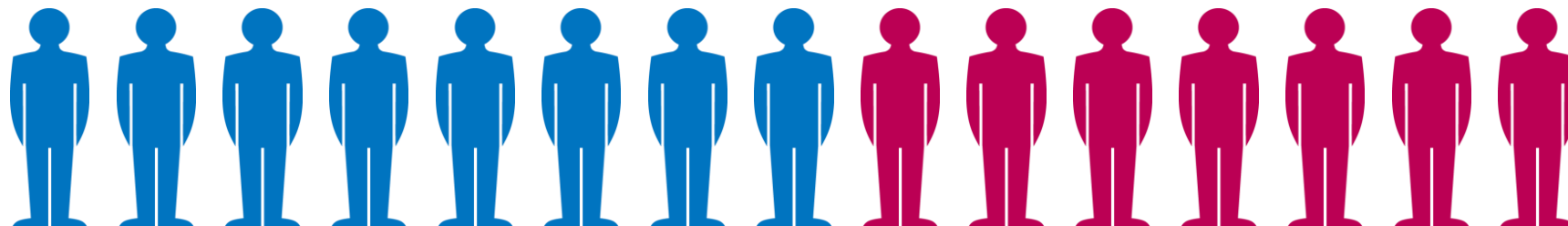
Influencers Cross the IT/LOB Lines

Average
Number of
Influencers

15

IT = 8

LOB = 7



	Data & Analytics	Cloud	Enterprise software (SaaS)	IT services	Enterprise software (non SaaS)	Security	Networking	Servers/Storage	Desktop/laptops
IT	13	11	8	10	7	9	5	5	4
LOB	12	9	9	8	8	7	6	6	5
TOTAL	26	20	18	18	15	15	12	11	9

Q. Please estimate the total number of people (including yourself), on average, involved in influencing major enterprise technology purchases within your organization?

Source: IDG Role & Influence Survey, 2017 (preliminary data)

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Leadership Shifts with Purchasing Stage

	Determine the Business Need	Determine Technical Requirements	Evaluate	Recommend & Select Vendors	Sell Internally	Authorize & Approve	Post sales engagement
CIO or top IT Executive	40% ①	37% ③	36% ③	40% ①	46% ①	46% ①	34% ③
CEO	31% ②	10%	13%	10%	10%	44% ②	10%
IT management	28% ③	39% ②	39% ②	34% ②	27% ③	18%	36% ②
LOB management	24%	11%	18%	13%	18%	11%	12%
IT staff	24%	44% ①	45% ①	28% ③	19% ②	6%	41% ①
CFO	17%	5%	11%	8%	10%	39% ③	7%
COO	17%	7%	10%	7%	10%	17%	7%
BRM	16%	9%	13%	10%	13%	4%	10%
CTO	16%	19%	16%	15%	16%	14%	14%
Architect	14%	30%	27%	20%	13%	4%	14%
Engineer	12%	29%	29%	19%	10%	3%	22%
Security management	12%	17%	18%	11%	10%	6%	13%
CSO/CISO	12%	16%	18%	10%	11%	8%	11%
Security staff	11%	23%	23%	12%	9%	4%	19%
CMO	11%	5%	8%	5%	8%	3%	4%

Q. Including yourself, which of the following groups are involved in each stage of the IT purchase process at your organization?

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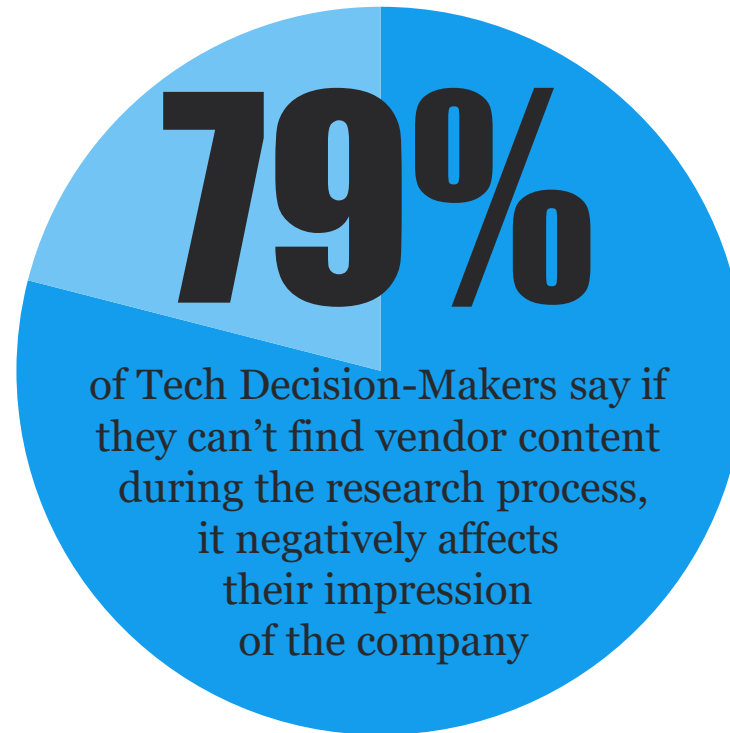
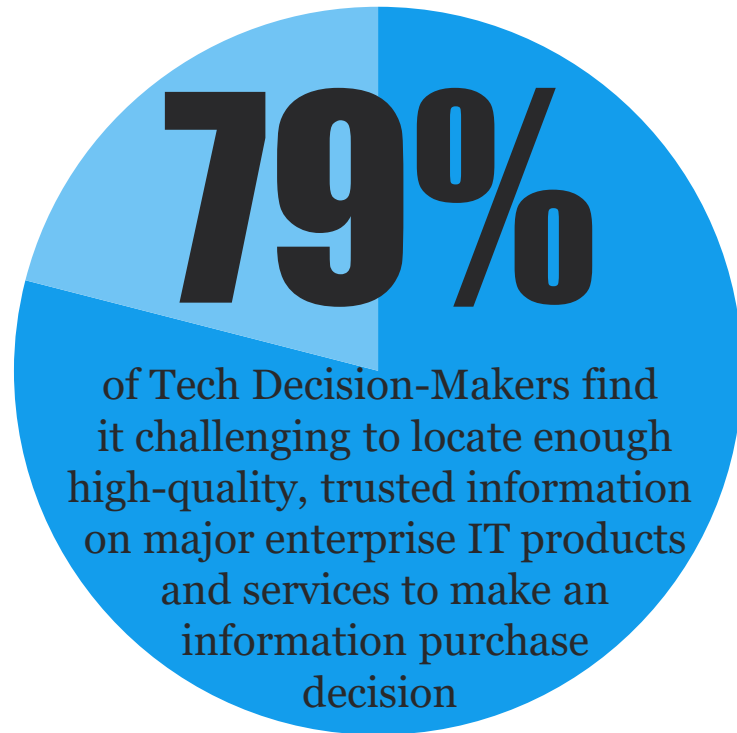
Source: IDG Role & Influence Survey, 2017 (preliminary data)

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ENGAGING YOUR CUSTOMERS

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ITDMs Need Information but They're Challenged to Find It



During the purchase process, they download an average of

7 ASSETS



Content is the **brand currency** within the **customer** experience

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Source: 2017 IDG Customer Engagement Research

Informational Needs Shift During Purchase Process

1 Determine Business Need	2 Determine Technical Requirements	3 Evaluate Products & Services	4 Recommend & Select Vendors	5 Sell Internally	6 Approve & Authorize Purchase
1 Technology news	1 Product demo/ product literature	1 Product testing/ reviews/opinions	1 Product testing/ reviews/opinions	1 Product demo/ product literature	1 Product testing/ reviews/opinions
2 Feature article about trends, strategies, management	2 Product testing/ reviews/opinions	2 Product demo/ product literature	2 Product demo/ product literature	2 Case studies	2 ROI tool, calculator, other assessment tool
3 Case studies	3 Technology news	3 Vendor presentations	3 Vendor presentations	3 ROI tool, calculator, other assessment tool	3 Product demo/ product literature
4 Feature article about technologies	4 Feature article about technologies	4 Peer presentations	4 Analyst research	4 Analyst research	4 Analyst research
5 Analyst research	5 How-to content/ information	5 Technology news	5 Technology news	5 Product testing/ reviews/opinions	5 Vendor presentations
Vendor presentations		Case studies	Case studies		
Product demo/ product literature			Interviews with technology experts		
			Peer presentations		

Q. For each stage of the purchase process for major enterprise IT products and services, which of the following types of information or content do you rely on most?

Source: 2017 IDG Customer Engagement Research

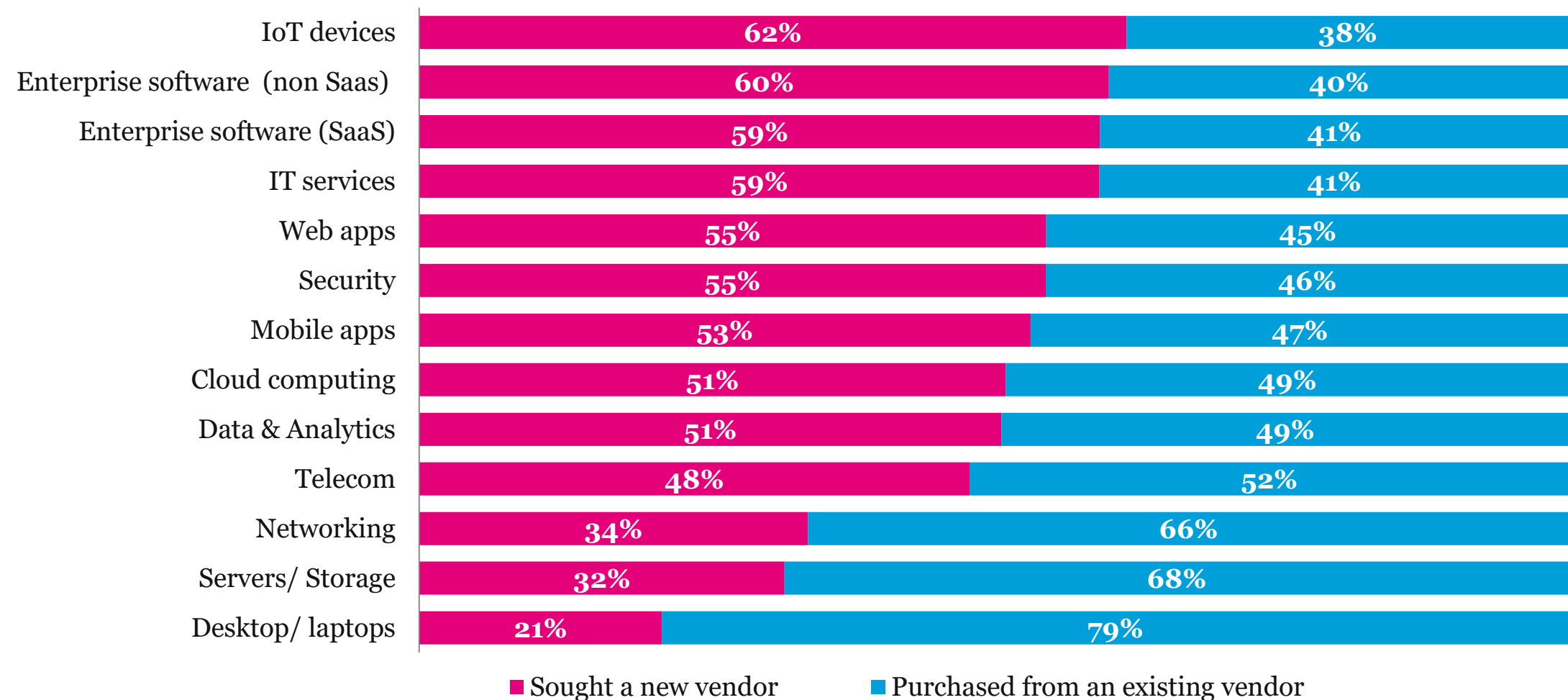
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MARKETING & SALES ALIGNMENT

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ITDMs Open to New Vendor Relationships

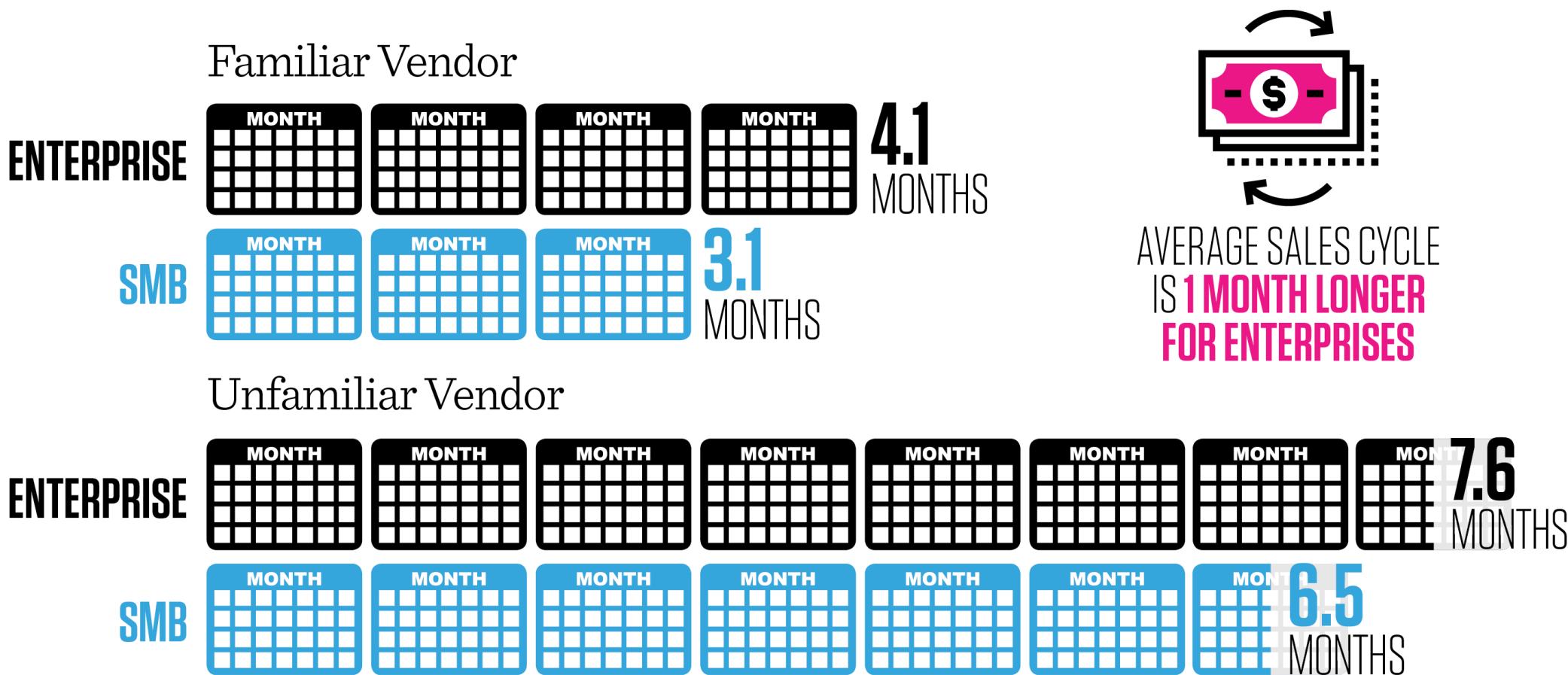


Q. For each purchase, please indicate whether you sought a new vendor or purchased from an existing vendor.

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Source: IDG Role & Influence Survey, 2017 (preliminary data)

Familiar Vendors Have the Edge



Q. Considering major enterprise IT purchases, what is the average purchase cycle for a vendor with whom you are already familiar or have experience compared to the purchase cycle for an unfamiliar vendor?

Source: IDG Role & Influence of the Technology Decision-Maker Study, 2014

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Length of the Purchase Cycle by Product

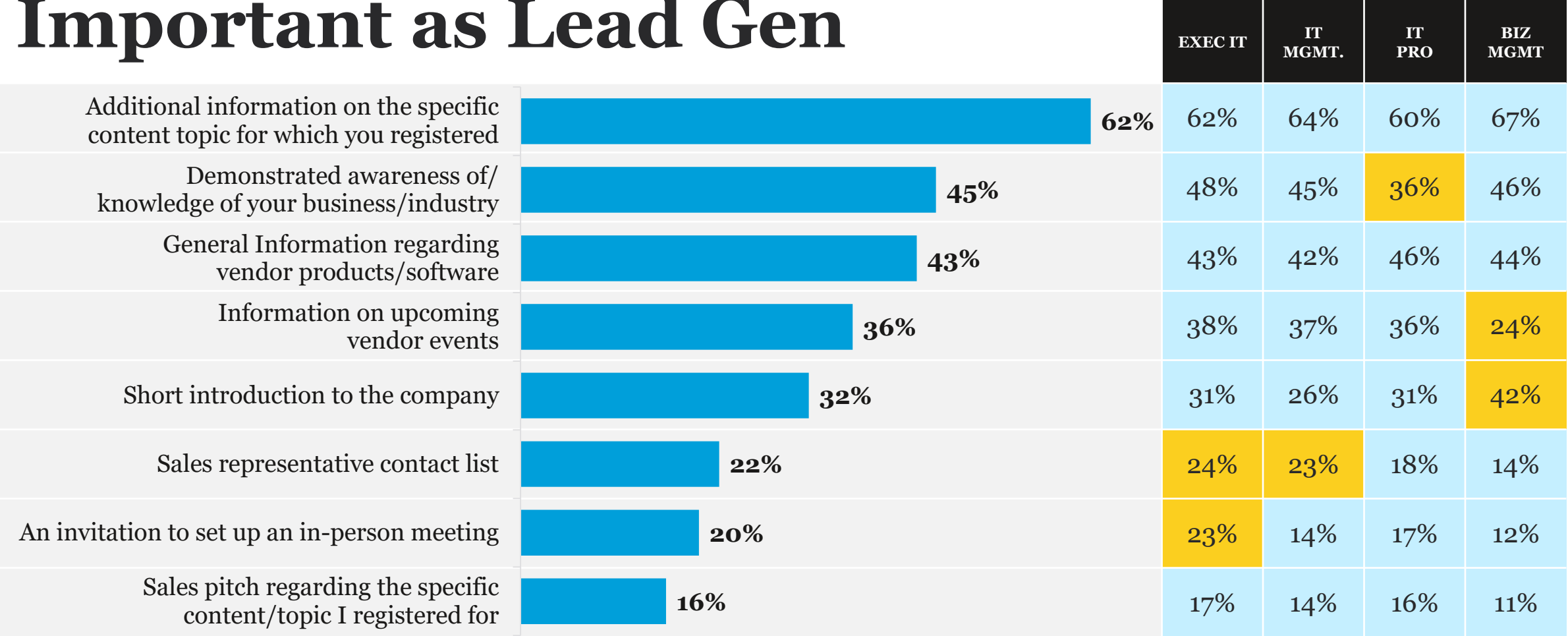


Q. What was the length of the buying cycle for each purchase? (in months)

Source: IDG Role & Influence Survey, 2017 (preliminary data)

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Lead Nurture is as (If not More) Important as Lead Gen

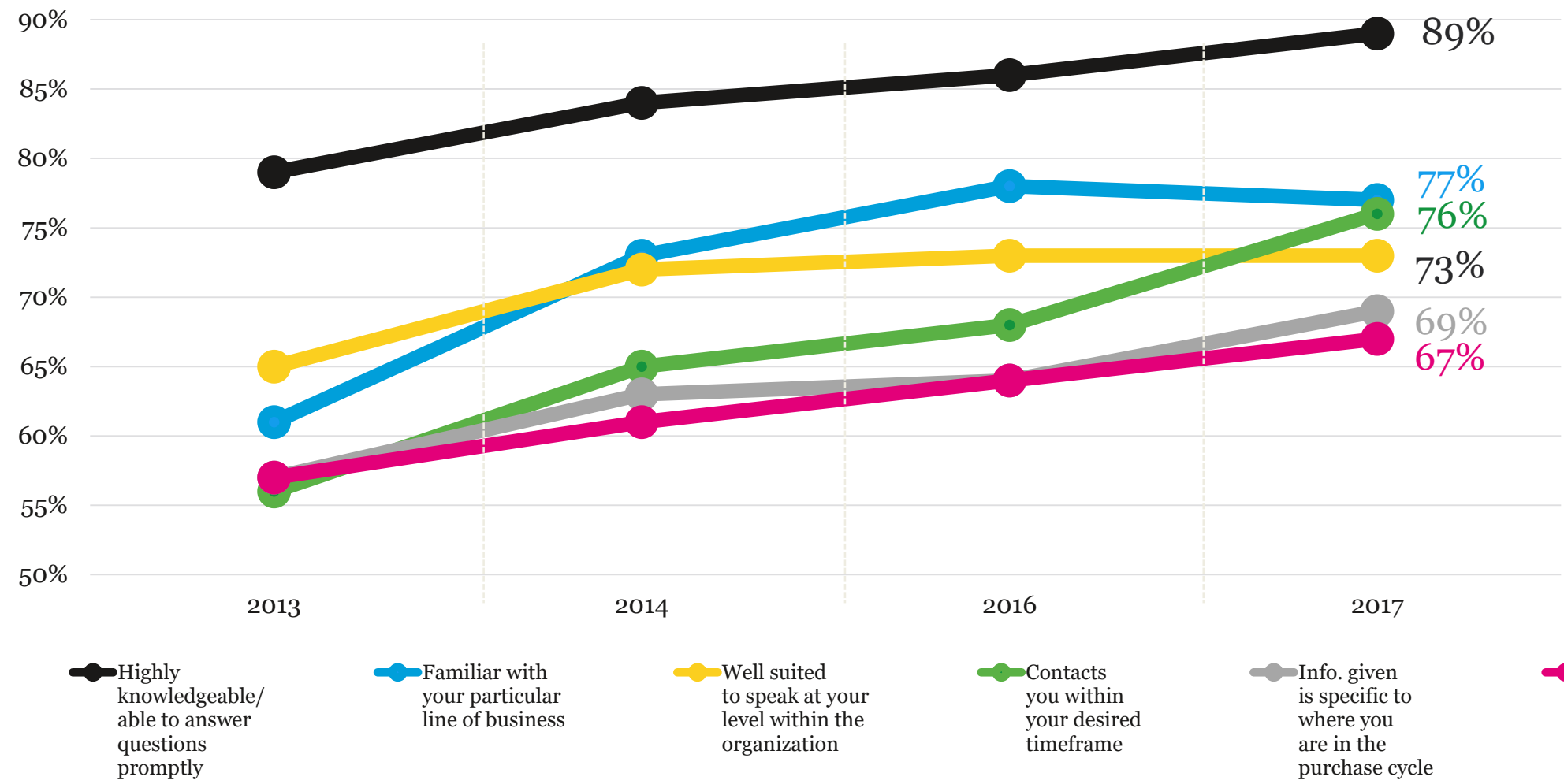


Q. After registering for a piece of content you will typically receive a follow-up communication from the sponsoring vendor. In order for that communication to be most useful to you, what information should it include?

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Source: 2016 IDG Customer Engagement Research

Sales Enablement Critical to Success



SALES FOLLOW-UP SHOULD HAPPEN **6+DAYS** AFTER CONTENT IS CONSUMED

Q. How do the following actions by a vendor impact the likelihood you will purchase a solution about which you have downloaded or consumed information?

Source: 2013-2017 IDG Customer Engagement Research

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Key Takeaways

New tech, new players, new business models are driving **disruption** within organizations

ITDMs have an increased need for resources to **educate themselves**, and their LOB colleagues.

It is critical to understand the **key influencers** and the **context** in which to engage them.

Marketing and sales alignment is critical to successfully engaging and educating prospects and customers.

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