

Understanding the cloud computing purchase process

69%

of IT decision-makers expect their **cloud spending to increase** in the next 12 months

26%

of total IT budget will be **allocated to cloud computing** over the next 12 months

Decision-making within the cloud purchase process

Who's involved at each stage of the purchase process?

1	Determine the business need	
	CEO	44%
	CIO or top IT executive	40%
	IT/networking management	27%

2	Determine technical requirements	
	CIO or top IT executive	43%
	CTO	33%
	Chief data officer/equivalent	28%

3	Evaluate products and services	
	CIO or top IT executive	45%
	CTO	30%
	CEO	25%

4	Recommend or select vendors for purchase	
	CIO or top IT executive	43%
	CTO	31%
	Chief AI officer	22%

5	Sell internally	
	CIO or top IT executive	39%
	CEO	25%
	CTO	23%

6	Authorize or approve purchase of products and services	
	CEO	39%
	CIO or top IT executive	37%
	CFO	29%

7	Post sales engagement	
	CIO or top IT executive	33%
	CEO	23%
	CTO	21%

What's the average number of people involved in the cloud purchase process?

37 IT 19
LOB 18

74%

of ITDMs agree that their organization is **defaulting to cloud-based services** when upgrading or purchasing new technical capabilities.

Cloud spending is expected to change over the next 12 months

Increase	69%
Decrease	4%
Remain the same	27%

99%

of cloud buyers seek **vendor assistance during the purchase process.**

54% said this is when evaluating products and services.

The length of the cloud computing purchase process:

Less than 12 months	48%
12 months or more	42%
Don't know	6%
Have never purchased this product/service	4%

The content that's educating cloud decision-makers

When searching for tech-related information...

56%

of cloud buyers say **credibility matters most** in content provided by tech content sources.

95%

of cloud buyers agree they are **more likely to consume content from trusted brands** because they're confident their time will be well spent.

Most effective vendor engagements

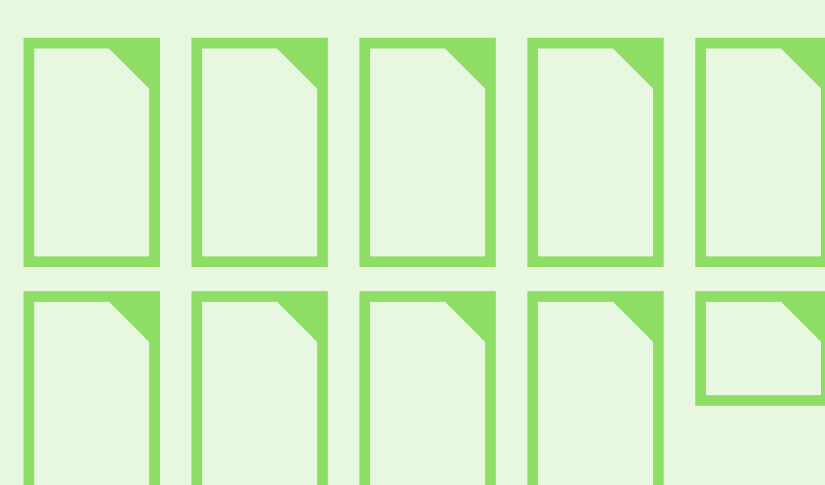
Meetings via phone, email, video conference	81%
In-person meetings	79%
Vendor websites	65%
Social/business networking sites	62%

Top sources of information

Research	73%
Analyst firms	67%
Business content sites	63%
Tech content sites	60%
Peers	45%
Social media platforms	44%
Vendors	32%
Events	31%
Print publications	11%

9.5 pieces of content

is the average number that cloud-focused decision-makers download to aid them throughout the purchase process.



AI involvement in the IT buying process

AI's influence at each stage of the purchase process

Determine the business need	42%
Determine technical requirements	53%
Evaluate products/services	61%
Recommend or select vendors for purchase	43%
Sell internally	29%

Authorize or approve the purchase of products/services	31%
Post sales engagement	21%

Top factors influencing AI purchases

Integration with existing IT infrastructure	45%
Security and compliance requirements	43%
Alignment with company-wide AI strategy	40%
Budget constraints or cost considerations	39%
Availability of in-house AI expertise	27%
Employee readiness and willingness to adopt AI tools	27%

96%

of cloud buyers say **AI has had at least some impact on the IT purchase process** at their organization.

Specific tools cloud buyers are using

- Generative AI (e.g., for RFP creation, vendor summaries)
- AI-powered market research tools
- AI-based contract analysis tools
- AI-driven vendor comparison platforms
- Predictive analytics platforms