Who and What Influences US Business Applications Investments?

Description: When it comes to marketing and selling software products and services, it is crucial to know who is making the final investment decisions and what their purchasing drivers and pain points are. While there are some similarities that exist among businesses regarding IT investment—such as the reputation of the provider is an important decision-making criterion and the C-level is usually involved in final decisions—there also exist major differences between large and small US businesses when planning these investments.

This report covers four topics that help to identify not only who is making crucial organizational business software purchasing decisions, but also what influences those decisions:

- What size-of-business segments are using, or will use business management applications such as CRM, ERP, etc.?
- Who is the organization's final decision maker with regard to business management software implementations?
- What business events, or triggers, affect software investment decisions?
- What information sources influence the selection of software products or services?

Survey data in this report is broken out into three US business segments: small, mid-sized, and large business. Data is further broken out by sub-segments within these three segments. Survey data in these sub-segment breakouts is compared to weighted results from respondents across the entire US market.

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As Size of Business Increases, So Does IT Department Influence

Use of Business Management Applications

Use of Business Management Applications

Who is the Final Decision-Maker?

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Methodology

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