Who and What Influences Business Applications Investments by US Vertical Market?

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, there also exist major differences between vertical markets 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:

- Which vertical markets 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 highlighting these four topics is presented in tabular form comparing data from respondents from the following six vertical markets:
- Education
- Finance and insurance
- Government
- Healthcare
- Manufacturing
- Professional services

Also included in the tables is data showing survey results from respondents across the total US market in both weighted and unweighted results for each size of business.

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