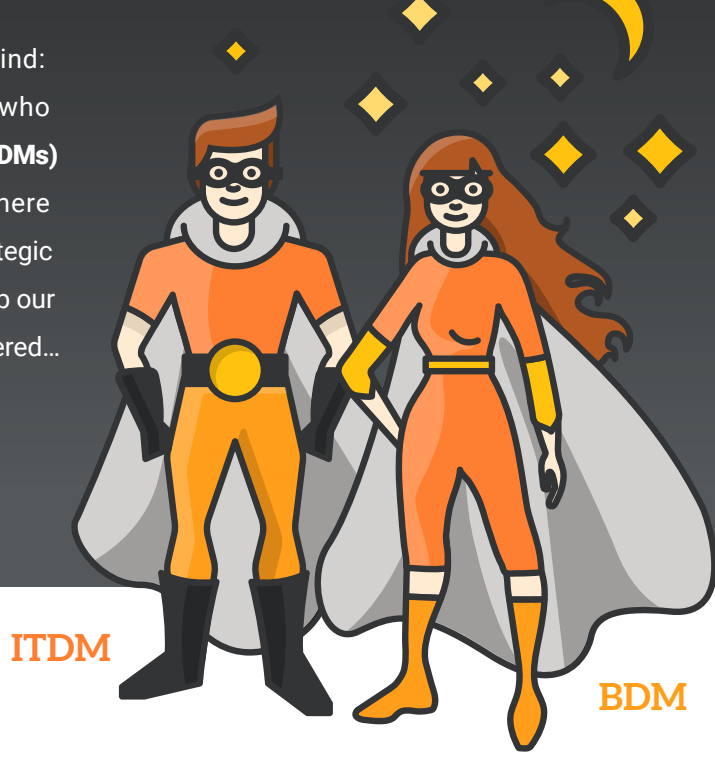


The Mighty ITDM and BDM

Who holds the purchasing power?

It's a question on every tech marketer's mind: When it comes to IT purchase decisions, who really calls the shots — **IT decision makers (ITDMs)** or **business decision makers (BDMs)**? Where should you focus your time, budget, and strategic energy? Spiceworks to the rescue! We fired up our research engines, and here's what we uncovered...



ITDM

BDM

What's Mission Critical?

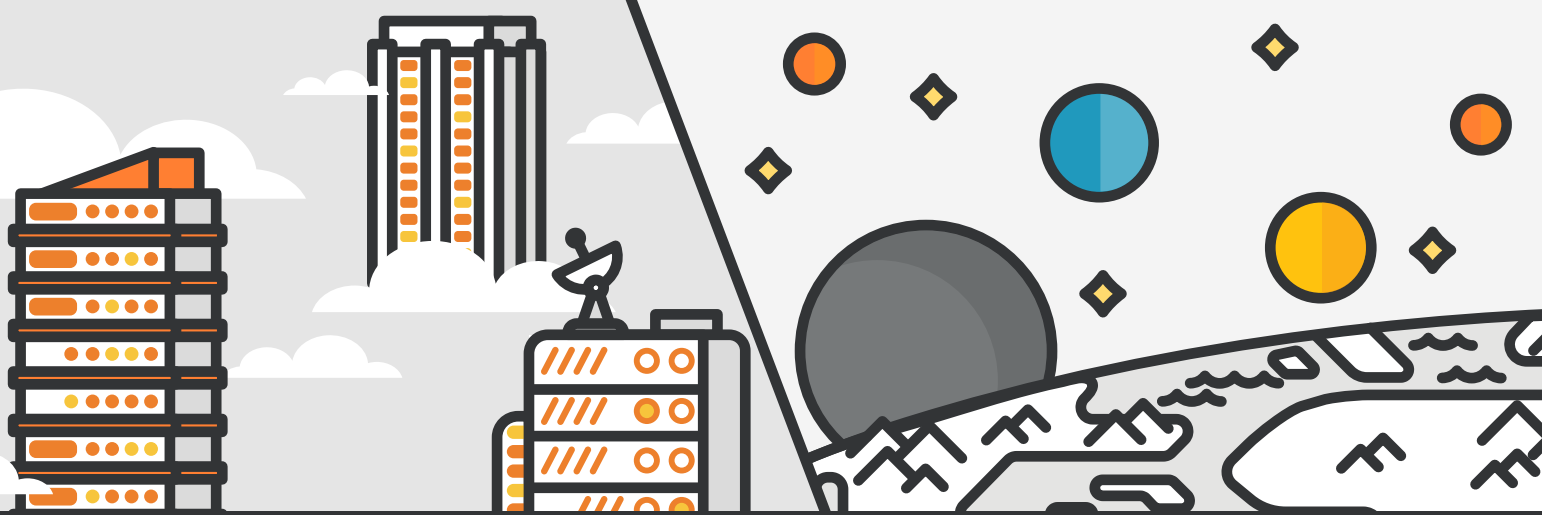


96% of ITDMs and **93% of BDMs** agree — **reliability is the single most important factor** when considering a purchase.

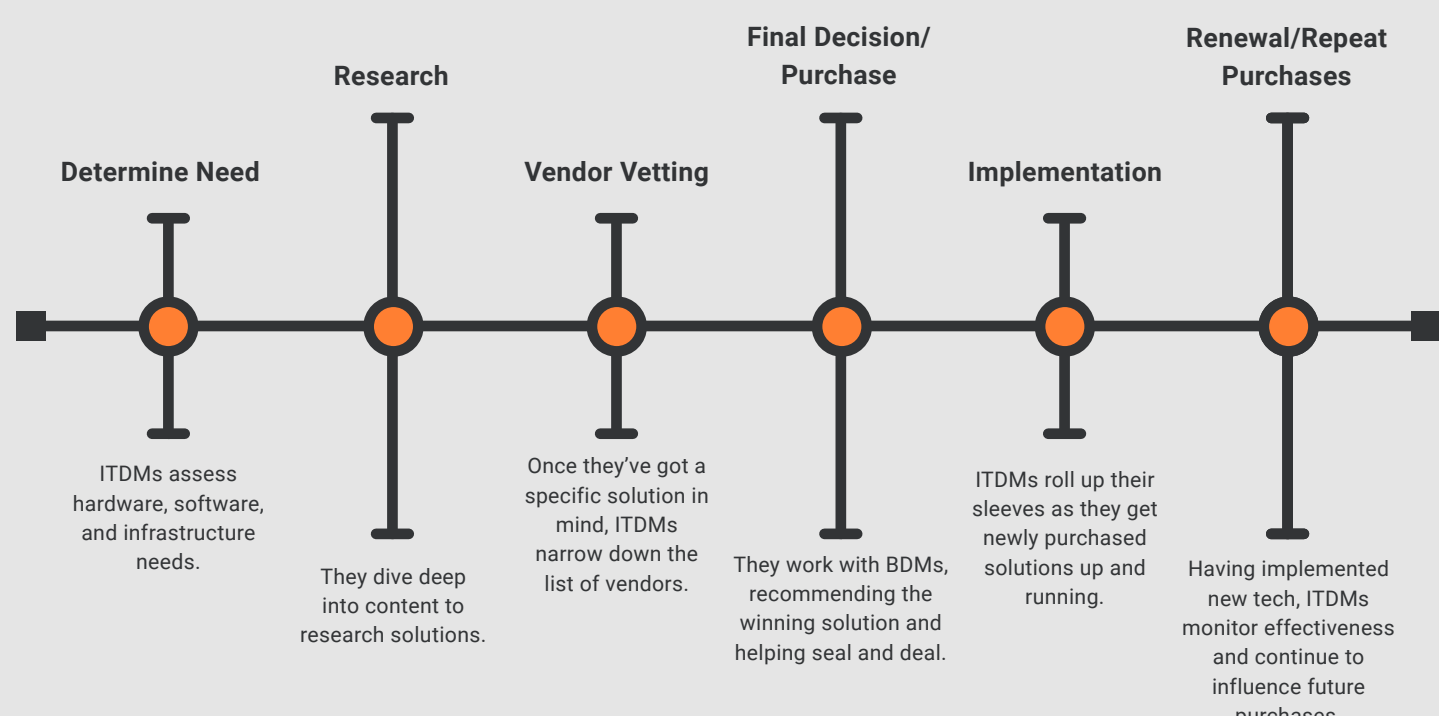
ITDM and BDM Turf: Where They Spend Their Time

ITDMs are more involved in **infrastructure research**.

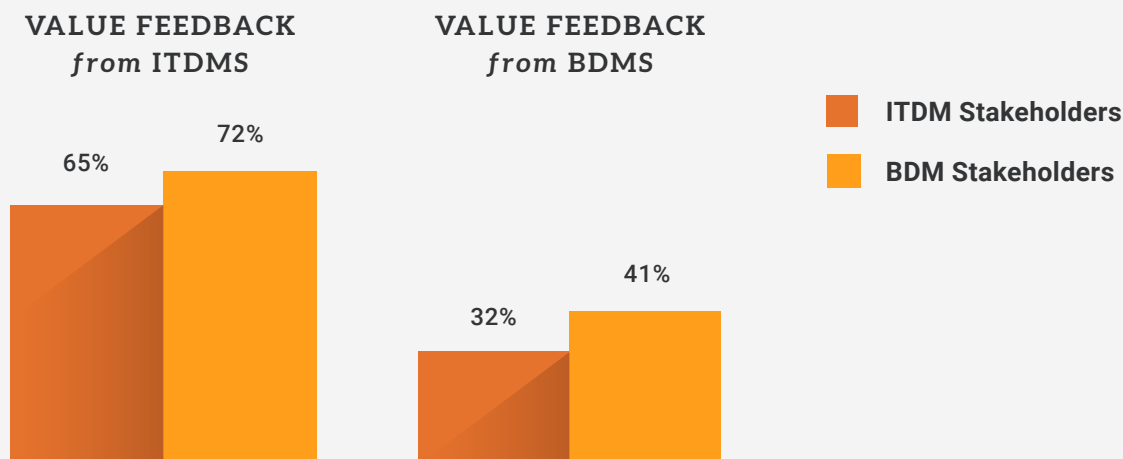
BDMs spend more energy seeking **innovative, competitive technology**.



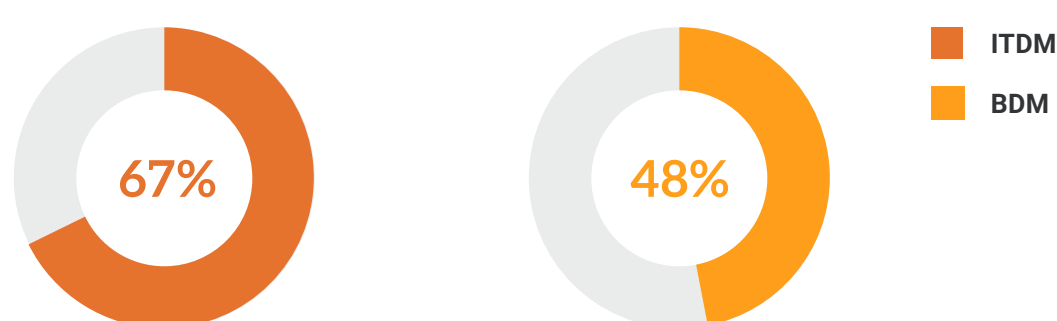
ITDM Purchase Cycle Touch Points



Dynamic Duo: Value of Input from Each Decision Maker



Research Mission: Time and Effort Spent



67% of ITDMs say they spend **excessive or substantial** amount of time and effort researching a solution, a whopping **19% more than BDMs**.

Content Consumption

ITDMs consume an average of 17 pieces of content during the purchase process while **BDMs consume about 12 pieces of content**.

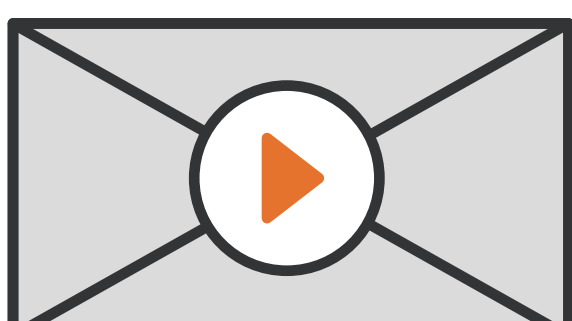


Team Player or Sole Decision-Maker?



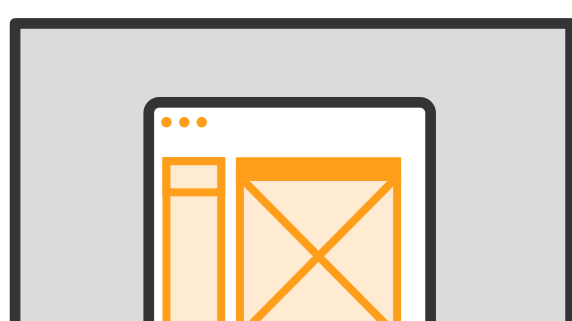
37% of BDMs consider themselves the **sole decision-maker** while only **19% of ITDMs** believe **they make the decision alone**.

Best Communication Channel to Reach Decision-Makers



61% of ITDMs

say they prefer webinars



41% of BDMs

say they prefer email

Who's the Real Purchase Powerhouse?

Uncover the answer in our full report, **ITDMs and BDMs: Tech Purchase Superheroes**. Plus, learn even more details about the purchase process, where to concentrate your marketing efforts, and more.

[See the Full Report Now](#)

Sources:

[i] Data collected from Spiceworks' Voice of IT survey

[ii] Perception: Research collected from Juniper, Tech Target, and Gartner

[iii] Forrester, January 12, 2017: The Global Tech Market Outlook For 2017 To 2018: <https://www.forrester.com/report/The+Global+Tech+Market+Outlook+For+2017+To+2018/-/E-RES130682>