



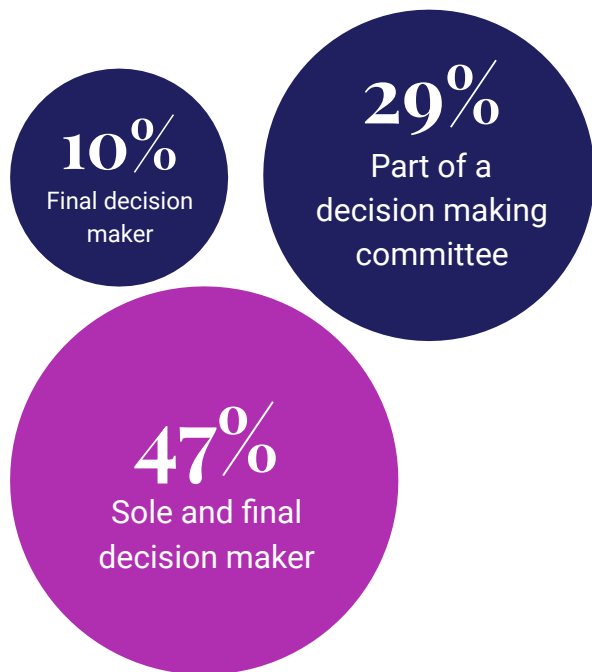
# B2B Tech Insights Report

C-Suite, ITDM, & BDM Behaviors  
and Content Consumption



PREPARED BY **NATIVO INSIGHTS**

# Decision makers have varying degrees of responsibility

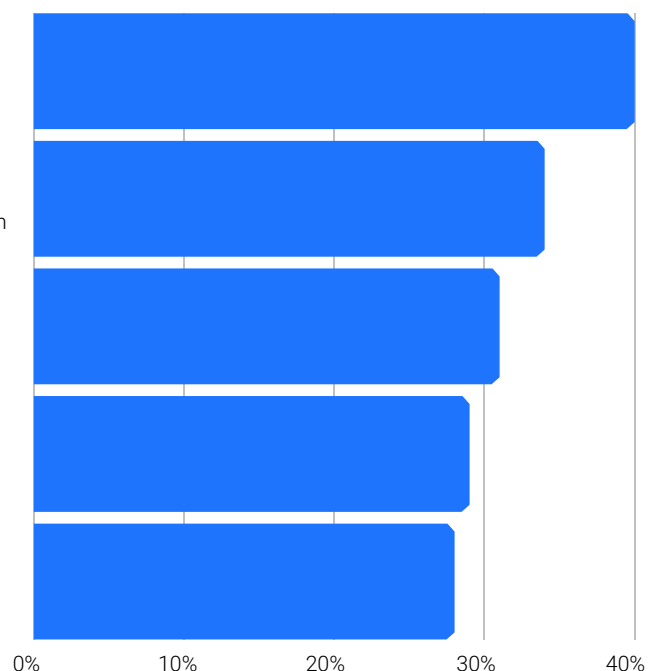


Within B2B Tech organizations, ITDMs may seem like the most important audience group to message to, but they are not always the only ones with decision making power.

While the majority are the sole and final decision makers, almost as many are either part of a decision-making committee, or others narrow down the choices for them and then they make the final decision.

## Which of the following are most closely aligned with your responsibilities?

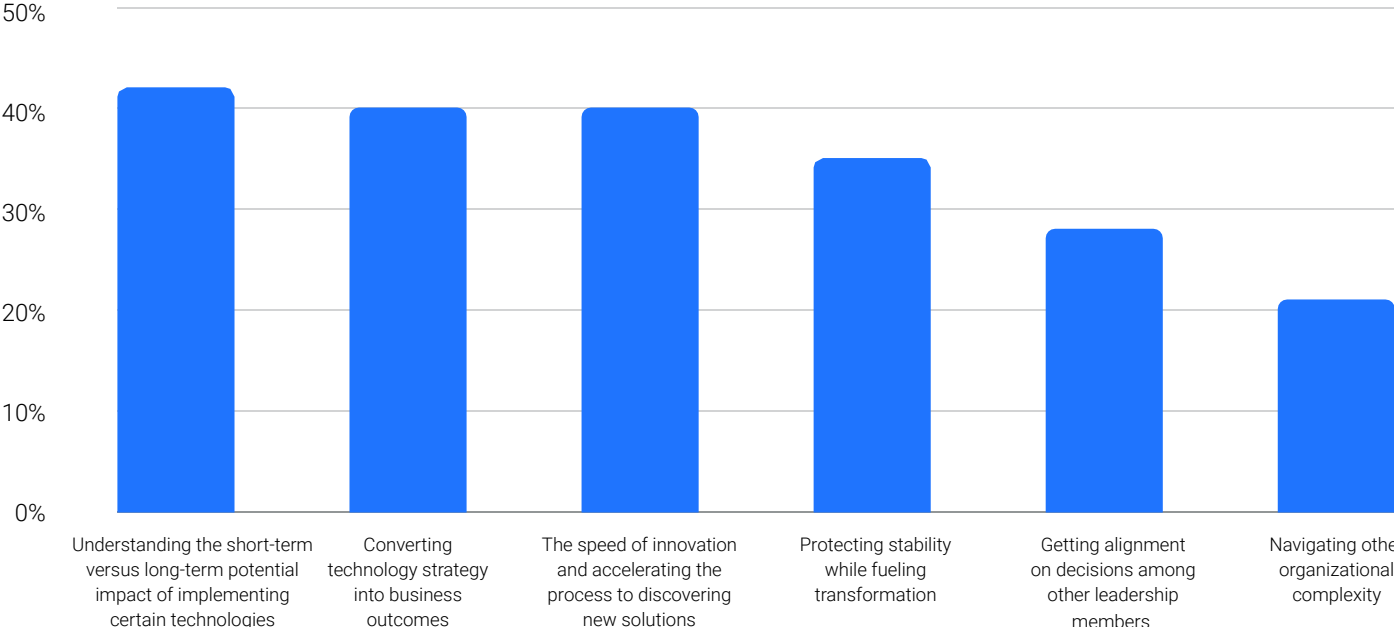
- Advising the CEO, C-Suite, and Board on the tech strategy, architecture and operations
- Creating value propositions around the tech you invest in to show alignment with the org's core mission
- Forging partnerships that help solve business problems and kindle ideas for new business models
- Data governance and stewardship/compliance
- Driving consistent use of platforms and data models



# Understanding the short-term versus long-term potential impact of certain technologies is a BDM's greatest challenge

One of the top responsibilities that decision makers own is creating value propositions around the technology they invest in. If the greatest challenge of their role is understanding the short-term and long-term potential impact of certain technologies, that makes this responsibility difficult.

Converting technology strategy into business outcomes is the second greatest challenge, showing that decision makers are struggling to connect products and services to benefits for their organization.



# The most important business outcomes for B2B Tech decision makers

For this audience, the most important business outcome as a result of their responsibilities is workforce productivity and engagement. Interestingly, their decisions are focused on technology but the outcomes are very people-focused.

The results that most impact success for BDMs are about employee interaction and collaboration with each other, integration with the company, and work efficiency -- so, in order to understand a technology's impact on this, the decision maker must also understand the end-user, which aligns with another top business outcome being the end-user's experience.

Less important business outcomes were sustainability agendas, data privacy & cybersecurity.



**48%**  
Workforce  
engagement  
& productivity



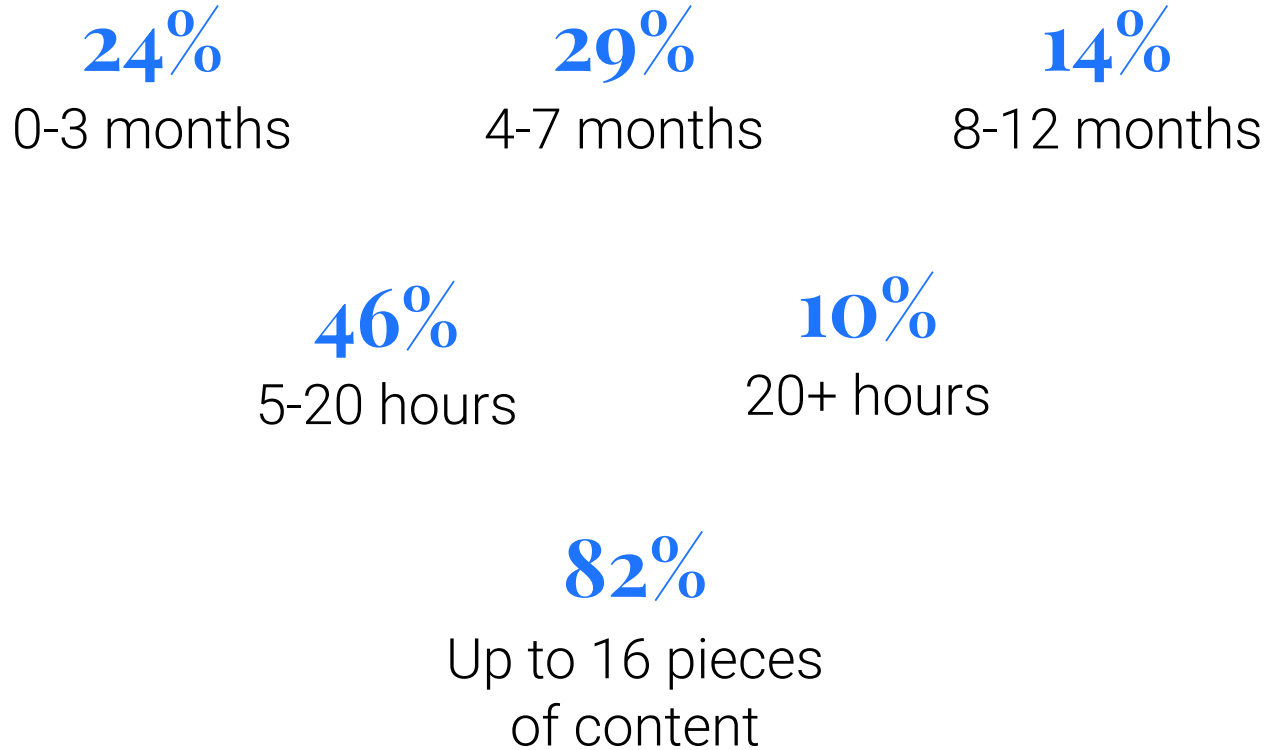
**38%**  
Business  
Continuity



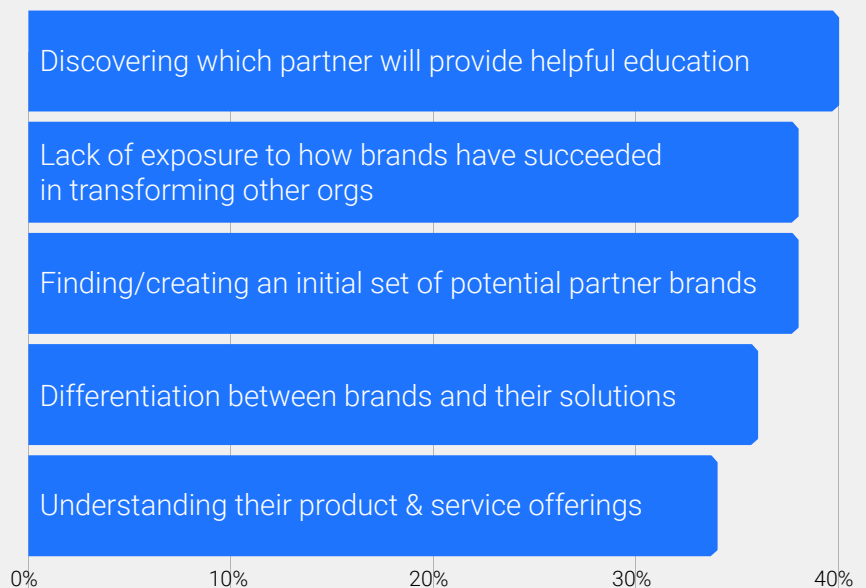
**37%**  
End-user  
experience

# The IT solutions partner selection process

Time Investment From Research to Commitment



Discovering which partner will provide **helpful education** is the greatest challenge for BDMs when narrowing down which tech brand to partner with



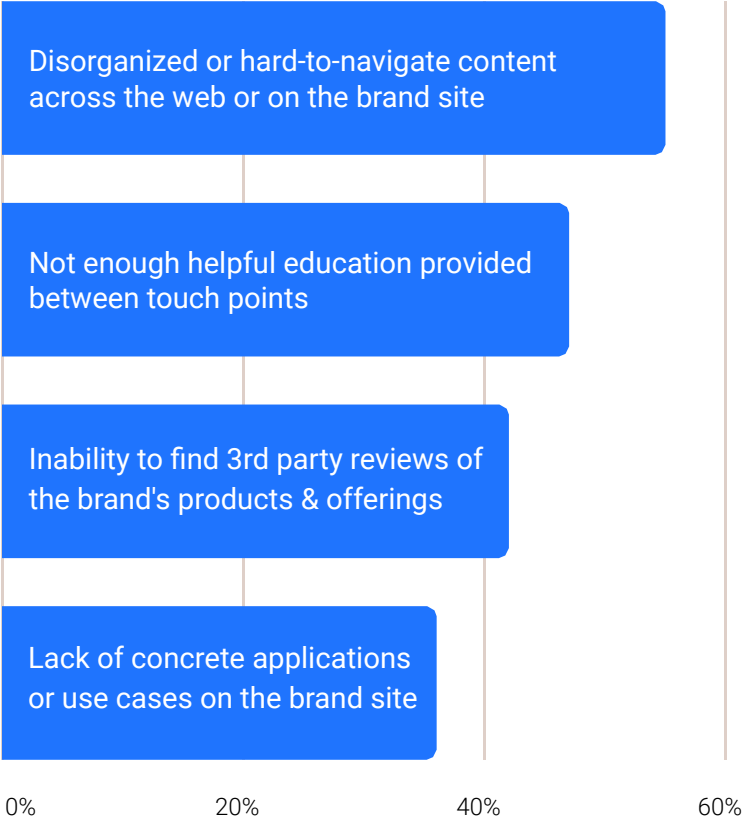
# What's most important to BDMs when evaluating and selecting an enterprise tech partner?



Disorganized or hard-to-navigate content across the web or on your brand site is the **top deterrent** for BDMs to consider or partner with you

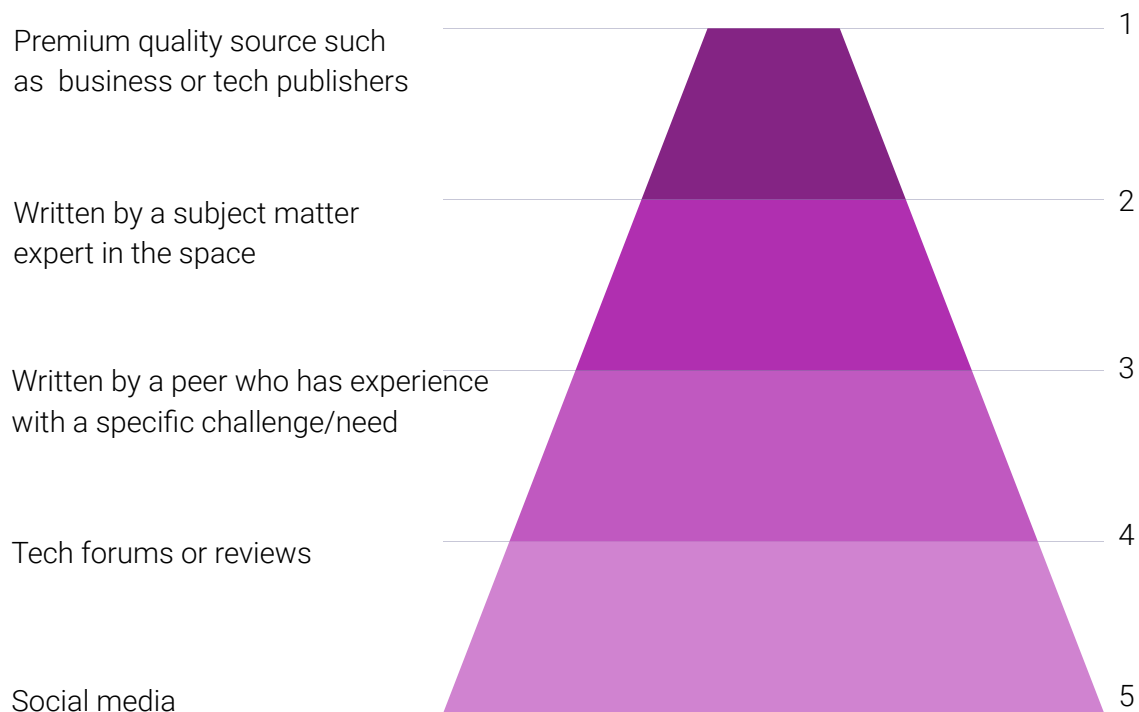
Though the most important factor when determining a tech partner is cost/value, when it comes to learning about brands from their content and communications, the state of your brand content is crucial to consideration.

We know this audience's greatest professional challenge is understanding long-term and short-term impact of certain technologies on business outcomes, so content that solves for this should also be easily discoverable and intuitive to consume.



# Content formats and approach

## Forms of content ranked by BDMs in order of credibility



Endemic online publications are still the best way to reach and connect with BDMs in an engaged mindset. These titles are trusted and therefore relied on for credible education throughout their buyer journey. Conversely social media is the least credible source for BDMs to receive the information they need to be able to improve workforce engagement and productivity.

## The most helpful content attributes to a BDM's decision making journey:

#1

The content answers specific questions I'm actively seeking answers to

#2

The content hones in on my specific industry's data, cloud, storage etc. concerns

#3

The content is future-forward and informs me on what I should plan ahead for

#4

The content allows me to self-select what I learn about and what to explore further

#5

The content compares the branded products I'm considering

# Content & the BDM consumption journey

1 | Researching  
industry trends  
and challenges



63%

Find Live content via  
industry panels and  
keynote presentations  
to be the most helpful

2 | Researching a  
specific need for  
your organization



3 | Researching  
specific solutions  
for that need

66%

Find interactive tools that  
allow you to compare your  
answers against other peers'  
to be the most helpful



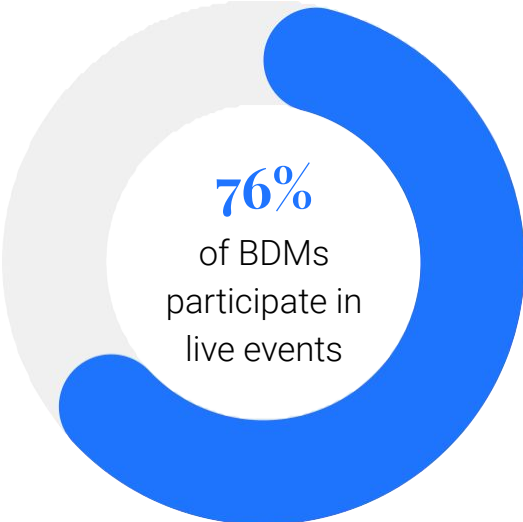
72%

Find video content the  
be the most helpful

4 | Narrowing  
down a shortlist  
of potential  
tech partners



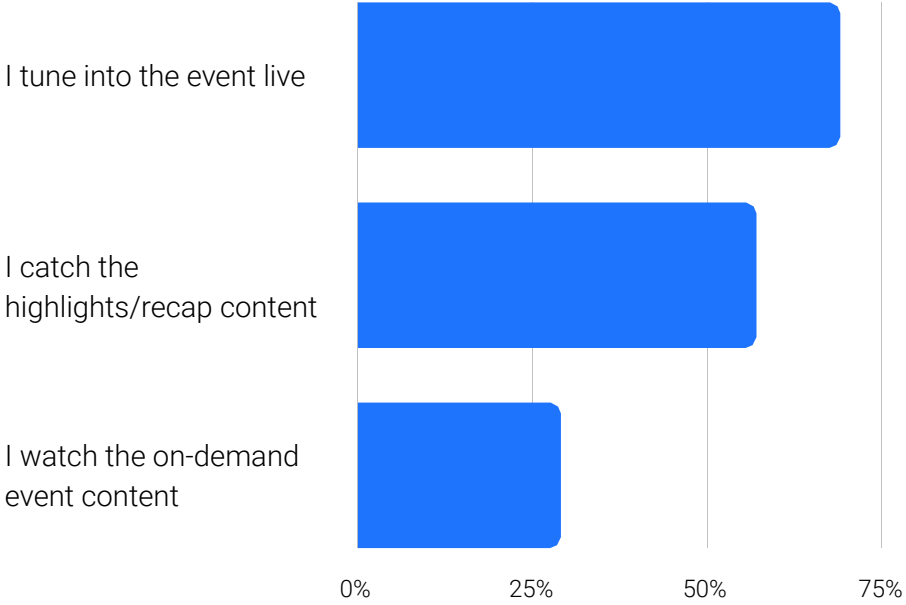
# Live events are a successful BDM lead generation tool



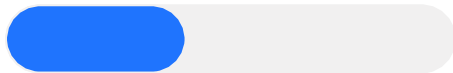
The majority of BDMs can be engaged in an interactive way during events – either in-person or virtual, webinars etc. This type of content is particularly effective at encouraging targets into the consumption and buyer journey by educating them on the industry.

This is also an opportunity to leverage the event for content to capture additional leads (those who missed the event) and nurture attendee leads.

## For virtual live event content offered by brand partners, how do you tune in?

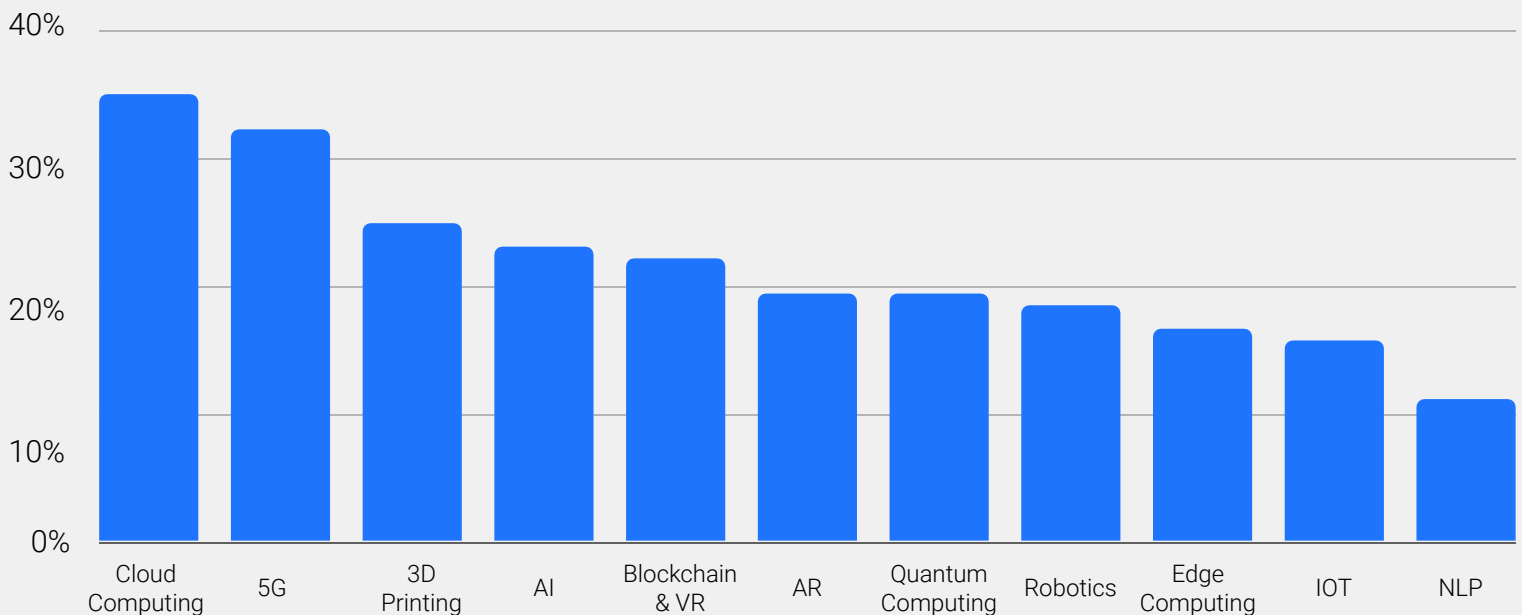


# BDM's evaluation of their organization and the industry



Only 40% consider their organization to be highly effective at automating processes and workflows

## Technologies that BDMs think will have the greatest impact on the next 2–3 years



For BDMs, the short-term opportunity lies with Cloud Computing and the benefits it can bring to workplace engagement & productivity through values such as collaboration. Intersecting with telecom, 5G is the second highest area of perceived impact for the next 2-3 years.

Regarding the same technologies for the next 3-5 years, BDMs perception shifts around 5G (35%) overtaking Cloud Computing (27%) in impact, but other than this one change, they foresee the rest of the technologies following the same order of impact on the industry as above.



## **Nativo Insights Market Research Survey Methodology**

**Completes:** 238

**Qualification:**

Opt-into survey

A18-64 National

C-Suites, BDMs, and ITDMs

**Fielding:**

Targets served with questions and  
results collected by CINT

**Synthesis:**

Raw data delivered to Nativo

Insights team distills into conclusions  
and recommendations