



B2B Buyer Trends 2022

Introduction

“We’ve seen two years of digital transformation in two months”. That’s how Microsoft CEO Satya Nadella summarized the accelerated pace of technology adoption across every industry during the pandemic. Setting the stage for a new era of business agility, leaders have expanded their sense of what can be achieved with technology—going beyond cost savings, it’s now viewed as the key to winning the recovery.

With no signs of slowing down, the post-COVID need for more technology is a golden opportunity for SaaS vendors. However, the tech-purchasing process has evolved since COVID-19, ushering in a new era of distributed decision-making.

This new reality puts greater pressure on technology vendors to become more agile and make sure their brand, message, product, and new ideas resonate in a changed buying landscape. Our recent study of 252 IT decision-makers¹ (ITDMs) uncovers the key dynamics of this new era and what’s on decision-makers’ minds.

FOUR THINGS TO KNOW

IT decision makers (ITDMs) share what's on their minds



1 Non-IT stakeholders play an increasing role in IT purchasing decisions

While IT continues to hold a large share of the purse strings, software and technology decisions are expanding beyond IT. Only 48% of IT decision-makers say that final IT purchasing decisions are made by a single decision-maker, with the other half requiring a committee or team (52%). In response, IT is pivoting to serve as a strategic guide for purchasing decisions.

52%

of ITDMs say technology decisions are made by committee

72%

of ITDMs say that end-users have a say in the decision-making process

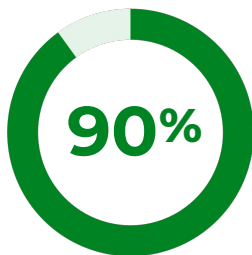
The era of decentralized technology purchasing decisions

With increased pressure to develop technical capabilities, more functional departments outside of IT are participating in the buying process. In fact, 72% of ITDM say that end-users have a say in the decision-maker process and 42% say that some teams have the autonomy to make their own decisions. As business models continue to evolve, SaaS companies should count on engaging more non-IT stakeholders throughout the buying process.

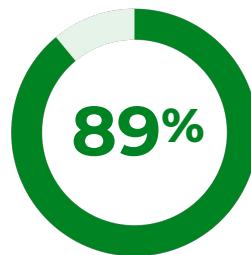
2 B2B Decision-makers say brand values matter

Brand perception and brand tracking are no longer just a B2C priority. Even B2B companies need to worry about brand authenticity. Most IT decision-makers say a vendor's Corporate Social Responsibility (CSR) values play a role in selecting the vendors they work with, with **90%** saying that CSR is 'very important' or 'somewhat important' to the decision making process. A similar proportion (**89%**) say that they are 'very likely' or 'somewhat likely' to stop purchasing from a vendor if they made a business decision that conflicted with their organization's values. This trend is consistent with a study we ran in March 2021, where **89%** of c-level executives said company reputation matters the most when making a decision about a software provider.

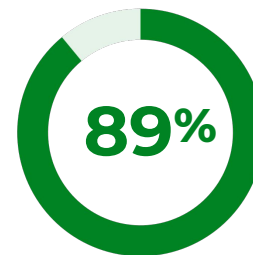
Role of corporate social responsibility



Of ITDMs say CSR is 'very important' or 'somewhat important' to the decision making process



Of ITDMs say they are 'very likely' or 'somewhat likely' to stop purchasing from a vendor whose business decisions conflict with their organization's values



of c-level executives said company reputation matters the most when choosing a software provider



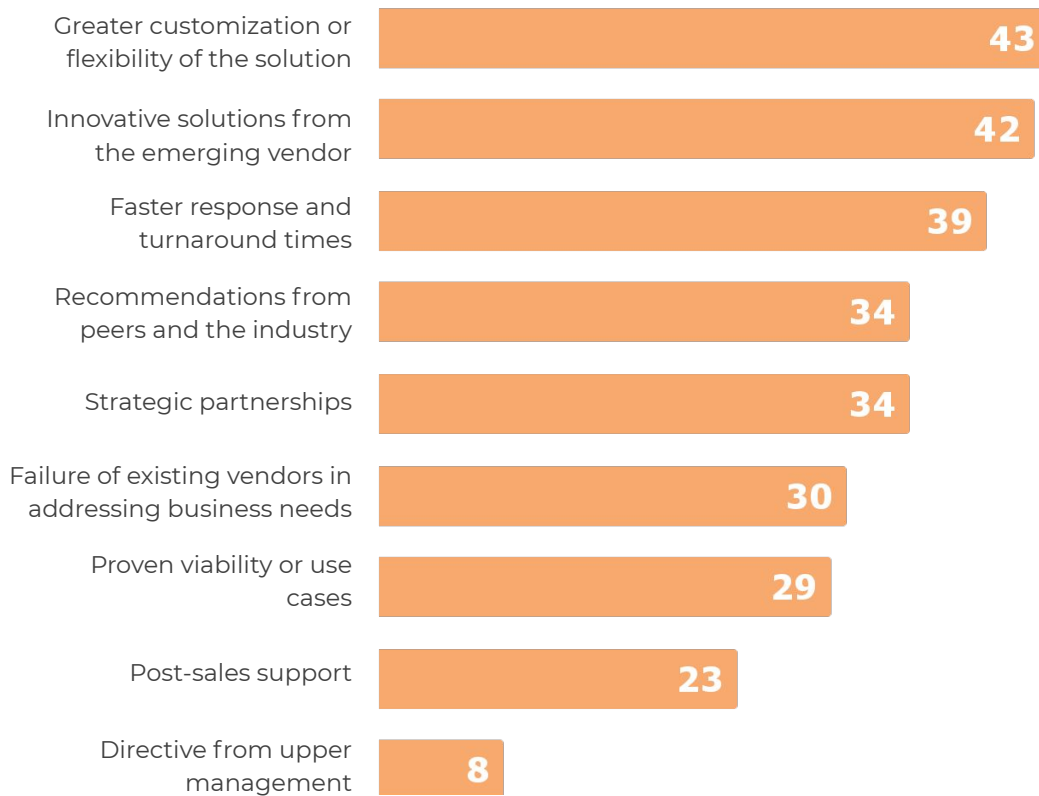
3 ITDMs are open to new or emerging vendors for their purchases

Traditionally, technology buyers tend to gravitate to legacy players but that appears to be changing. Most IT decision-makers have shown a willingness to try out new vendors for their technology solutions: nearly **73%** say that more than a quarter of their technology purchases within the last year were from new vendors.

For this coming year, **94%** are 'very likely' or 'somewhat likely' to consider a new vendor when making technology purchasing decisions and 83% are 'very likely' or 'somewhat likely' to consider vendors that are newer to the market over more established vendors.

When asked about what are top reasons for selecting an emerging vendor over a category leader, **54%** said cost savings was the main reason. Here's a list of other top reasons:

Top reasons for selecting an emerging vendor

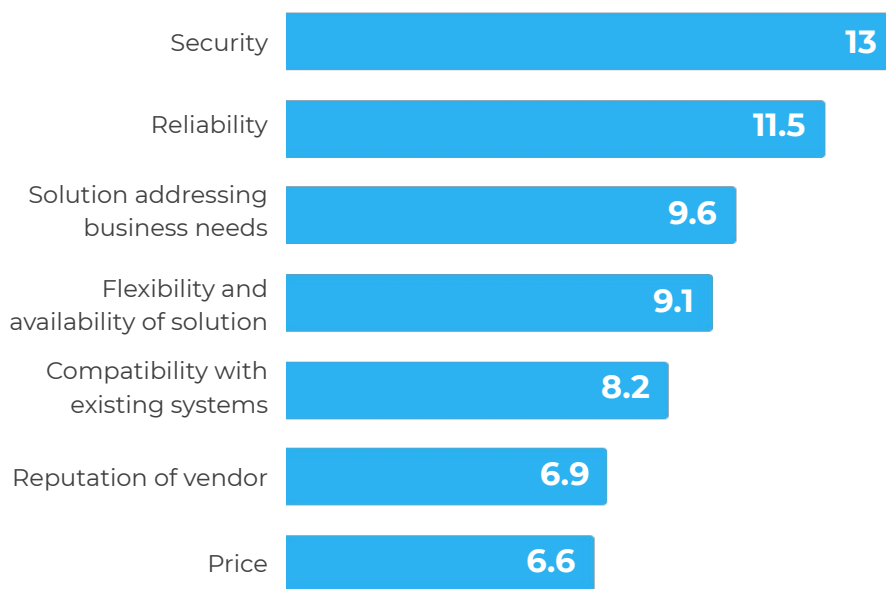


*This Momentive study was conducted on July 26, 2021 among a sample of 252 IT decision-makers. Respondents for this study were selected from the more than 2 million people who take surveys in the platform each day.

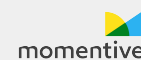
4 What today's IT decision-makers really want

Is it reputation or flexibility? Pricing or support? B2B technology buyers have a myriad of needs and it's challenging to understand what their top preferences are. It turns out when considering a vendor, IT decision-makers are looking for security and reliability as the leading reasons for selection.

Most important criteria when selecting a vendor
Maxdiff analysis



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Ensuring security and reliability in a remote work model

As IT looks to make hybrid and work from anywhere environments more secure, it's not surprising that security and reliability stand out as must-haves. [According to the 2021 State of the CIO survey](#), increasing cybersecurity protections will be one of the main business drivers for IT budgets. This year CIOs will need to balance the need for the "anywhere employee" with "everywhere/anytime customer access," says John-David Lovelock, Gartner research vice president. Gartner forecasts that [51% of global knowledge workers will be remote by the end of 2021, up from 27% in 2019](#).

While supporting the future of work is a key priority, digital transformation remains a dominant trend. This is likely the reason why addressing business needs, flexibility and availability of the solution, and compatibility with existing systems are still among the most important criteria.

Succeeding with today's buyers requires deeper insights

Worldwide IT spending on enterprise software is [projected to total 598 million in 2021](#), an increase of 13.2% from 2020. The upside is huge for SaaS companies but the buying process is more complex, with more stakeholders and increased expectations.

Capturing buyer's attention, brand building, and keeping pace with the buying committee's evolving needs creates a growing need for tech brands to tap into deeper insights to connect with customers and make faster decisions with confidence.



“Technology providers often create go-to-market (GTM) strategies with limited insights into how an enterprise will make a buying decision.”



Christy Uher Ferguson
Research Vice President
Gartner

Taking a page from the consumer strategy playbook, B2B brands are turning to agile market research to understand what their customers need today and what they'll need tomorrow. With instant insights, technology brands are staying top of mind with buyers, building products customers love, and making data-driven decisions to outmaneuver their competitors.

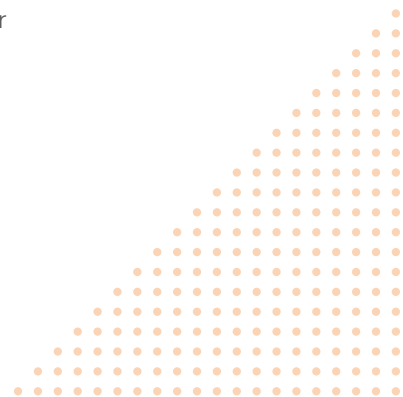
What's Next?

Using agile market research to engage the entire buyer's committee with precise messaging, test product ideas across the product lifecycle, and elevate your brand. Here are a few ways technology brands are putting agile market research to work.

Get insights from highly targeted B2B audiences

With more stakeholders to engage, you'll want to make sure your message, product, and new ideas resonate with their needs. Technology brands are using deeper and more accurate insights to tailor their approach for each with greater success.

The [Momentive agile market research platform](#) enables SaaS companies to test ideas faster with a [rich B2B panel](#). These panelists – from C-level to operational leaders – are qualified using proprietary automated and manual processes to ensure they are real, qualified and responsive, and will deliver a depth and breadth that help SaaS companies uncover the insights needed to power optimal decision-making.



Validate Product ideas across the product lifecycle in less than an hour

Building products customers love is the top priority but product and creative testing can take weeks or even months. With agile market research, SaaS companies are [validating product concepts, features, and ideas with their ideal audience faster](#) by using:

- Scorecards with industry benchmarks that show you which ideas will be most successful, at-a-glance
- Key driver analysis to discover which attributes are highly correlated with purchase intent
- AI-powered insights to surface trends you may have missed on your own.

To learn more, [watch this short demo](#).

Build and fuel explosive brand growth

To build a successful brand, it's critical to understand how your customers and prospects perceive it. SaaS companies are [using brand tracking](#) to see where their brand stands and get competitive insights to find the right position in the market. Whether you're an early-stage company trying to build awareness or a legacy company trying to shift perception or fend off a disruptor, monitoring brand metrics on an ongoing basis, allows you to quickly react to any changes in brand perceptions, measure brand growth, and stay ahead of the competition.

The [Momentive Brand Tracker](#) helps marketing and insights professionals continuously measure key brand metrics and collect insights on how customers experience your brand. It powers better decisions that support brand and business goals. To learn more, check out our [modern guide to brand and industry tracking](#).

Get insights to shape what's next

While traditional market research can be costly and requires a specialized team, our agile market research solutions make it possible for anyone on your team to get the insights you need fast -- everything from understanding the market and competitive landscape to concept testing new products, and tracking brand awareness over time.

Ready to get started?

[Contact our research team](#) at [Momentive.ai](https://momentive.ai).

