

Executive Summary

- **Mid-level managers hold the most decision-making power in the B2B tech purchasing process, with nearly half (48%) holding managerial roles.** Millennials also comprise a significant share of these managers, which indicates that they are leading a generational shift that's transforming and updating the way tech-buying decisions are made.
- **Tech buyers typically make swift decisions, with 48% selecting a vendor within 1–3 months, reflecting the industry's fast pace.** This quick turnaround is often thanks to smaller decision-making teams—35% report involving just 2 to 5 stakeholders, which keeps things streamlined. Of course, external factors like market shifts and competitive assessments can sometimes slow things down, but those moments are the exception.
- **Tech buying decisions are taking longer, with 39% of buyers reporting increased timelines over the past two years.** A major factor is the need for brand familiarity, as 44% of buyers require 3–5 interactions with a brand before engaging seriously. These trends reflect a clear shift toward slower, more deliberate purchasing processes.